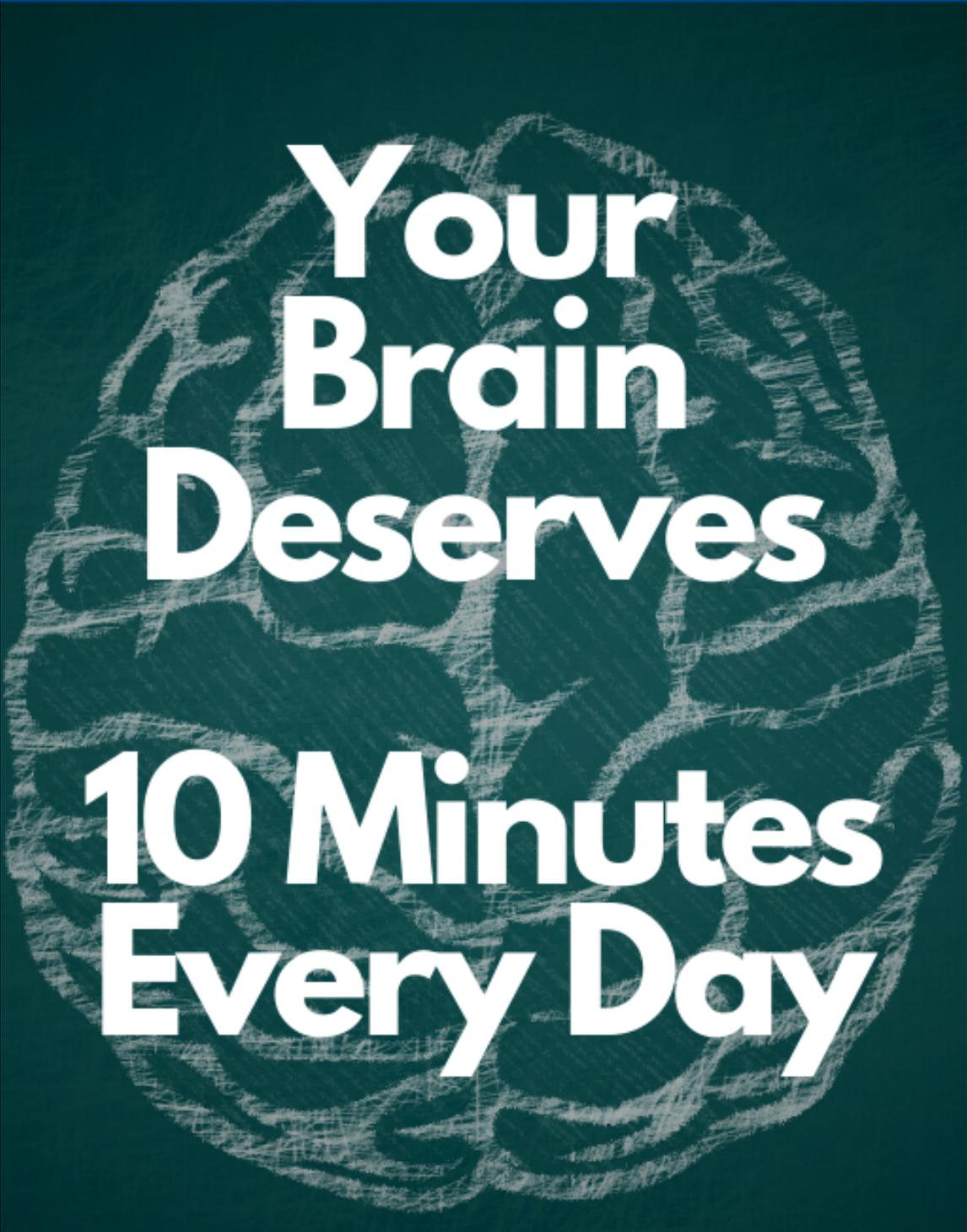


STARKE MIND MENTAL STRENGTH COACHING



Your Brain Deserves

10 Minutes Every Day

GREG POSS

Foreword: Matt Keator, President WIN Hockey Agency

The ability to perform at one's optimal level relies on their physical and mental ability to maximize their performance no matter the environment. Players spend hours training their bodies to perform but many do nothing to enhance their mental performance. I have been working in NHL circles for the last 31 years, 8 as an NHL scout with the St.Louis Blues and the last 23 as an NHL player agent. I have been fortunate to represent NHL players Zdeno Chara, Blake Wheeler, Paul Stastny, Chris Kreider, Alex Killorn and others which has allowed me to understand why certain players are successful. Many of the top players are physically very close in ability but it is their mental approach that gives the edge to perform at the higher level than others and maximize success. This book by Greg Poss will give you the necessary tools to Win in all areas of sports and life.

I have known Greg Poss for well over 30 years. He has played and coached Ice Hockey at the highest levels in North America and Europe for many years. Greg has taken all of his experience and applied it to the study of Brain Science and how it can help athletes' mental performance. Greg's approach gives players the edge they need to be their best in competition and life. The tools he gives players make a difference in all phases of their life. This is not sports psychology. I've dealt with many sports psychologists and this goes beyond that. It's reprogramming and rewiring the brain ie: a person's mental approach to competing. Most Sports Psychologists did not have the experience Greg has as a player and coach so they can not relate to what players are experiencing. The process of maximizing one's performance demands a "Process" that people need to follow to mentally train correctly for success. Greg Poss has worked with a number of my player's and has given them a process to follow which many have benefited from. My clients seem happier. They're more content and confident with the process of

developing. They're committed to the program which provides them the roadmap to be higher-brained. It has allowed them to hack into their Brain and change the narrative making them feel more powerful and influential not only in their performance but in their relationships with their coaches, teammates and in life. I have a college player who I referred to Greg and within a month of starting with him his game started to take off. No longer was he letting his coaches yelling or his role on the team affect his play. He told me he learned how to hack into his brain to change the narrative mid game helping him overcome any adversity he may have been facing. A bad turnover in the first period of a game always led him to be negative and his performance always suffered the rest of the game. The way the coach used him compared to others always affected his play as he compared himself to others who had been drafted in the NHL. His desire to please his father rather than himself affected his ability to self-assess his game and lead him down a lower brain path and greatly affecting his play. His immersion into the study of Brain Science with Greg has given him the tools to overcome these issues and soar as a player. I feel strongly that this is the next frontier in player development. Players who want to maximize their career potential need to immerse themselves in this study of Brain Science to untap all of their physical potential.

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BIOGRAPHIES

Greg Poss has been a professional hockey coach from 1992-2019. He has coached in Sweden, Germany and Austria as well as the United States. He led three teams to championships.

Before that, he played professionally in the American Hockey League, which is one step below the National Hockey League.

Greg played hockey at the University of Wisconsin where he earned a degree in economics.

He's a native of Green Bay and his childhood memories include playing pick-up football on legendary Lambeau Field after the Sunday Packers games.

Greg lives in Estero, Florida. He has three children – Emily; Josephine; and Charleigh.

Greg Poss

- Played at University of Wisconsin
- Played 3 seasons of professional hockey - American Hockey League (AHL)
- Coached professional hockey for 27 years in Europe & North America
- Won Championships in Germany, Austria and North America
- Head Coach of the German National Team
- Assistant Coach with various USA National Teams



Craig Handel, 57, has written for newspapers since he was in eighth grade. He has written about **spelling bees** - before it was shown on ESPN - and he also has covered national championship games in college football and basketball as well as World Series games.

In the last five years, Craig has written more about health issues as well as business, philanthropy and volunteerism in Southwest Florida. This led him to being a health consultant for a 60-year-old natural nutrition company.

This is Craig's second book. He also has written for a variety of magazines as well as newspapers in Wisconsin, Arizona, California, Massachusetts and Florida.

Craig and his wife Isabel live in Fort Myers, Florida.

Craig Handel

- Attended University of Wisconsin-Eau Claire
- Worked at newspapers in Wisconsin, Arizona, California, Massachusetts and Florida
- Has covered college football and basketball national championships, NBA and NFL playoffs, pro hockey and golf and tennis tournaments
- Has co-authored two books
- Is a health consultant with a natural nutrition company



INTRODUCTION

In 2007, I thought I was on top of the world.

The hockey team I coached, the Mannheim Eagles, won the German Championship. After 14 years as a head coach, I won my first title.

As I hugged my assistants and players and we received our championship trophy, I felt extremely gratified.

Then, something strange happened. Within 15 minutes of the final buzzer, the happiness and excitement and celebration started to fade.

By 1 a.m., I went through the McDonald's drive-thru thinking, "Was this the big thing I always thought would bring me happiness and satisfaction?" The rush of winning a title left. Poof.

Worse, the fear, anxiety and stress of trying to repeat already had started to kick in. Our organization won five championships in the past 10 years. I knew I pushed the players hard to win the championship and many of the relationships had been damaged.

I never enjoyed the offseason. How would I motivate the players?

Through training camp and the games, my worst concerns became realized. I couldn't reach the players. We lost more than we won. Management kept the pressure on.

Two days before Christmas, the Mannheim Eagles fired me.

Strangely, I felt this enormous relief. Riding my bike home that night in 40-degree temperatures, I was the happiest man alive. The mental suffering I went through from that night at McDonald's to now was over. A giant burden lifted.

I vowed I would find a different way not only to coach but be.

I read everything I could and tried every technique possible but I returned to my old style. Over the next 12 years, I would be fired three more times, once a week before the playoffs.

I had been a gypsy coach the past 27 years, working nine different jobs. What was my purpose?

Then I remembered a visit I had a year earlier. Scott Streckenbach, my best friend from childhood, came to visit me with his family while I was in Salzburg, Austria for Christmas 2018.

During Scott's visit, he asked me if I had spoken with Raj. Raj is Dr. Niraj Nijhawan, a clinical scientist and anesthesiologist in Wisconsin. He has spent nearly 30 years cataloging, practicing, teaching and helping people integrate the latest knowledge from the realms of medical, social, and neuroscience into their lives. Scott said Raj was doing some interesting research on brain science and how it improves athletes.

I had not spoken with Raj in 25 years but during my time at the University Wisconsin he, Scott and I became friends. I was an undergraduate student and they were graduate students who didn't have a lot of time for a social life so I gave them tickets I received for the hockey games and then they'd come to our after-game parties.

When I called Raj, within 10 minutes of speaking with him, I knew this is what I had been seeking!

Based on my talks with Raj and my interpretations of those discussions, I've devised a program for athletes to help optimize mental performance, compete at a high level and maintain that not just game-to-game but day-to-day.

The key is producing maximum happiness by becoming emotionally, creatively and scientifically fearless.

The reason I call this book 'Your Brain Deserves 10 Minutes A Day' is because few people have a system and structure to give their mind some time to work through their daily challenges, whether it's in relationships, at work or things that happen moment-to-moment. Our brains deserve much more

than 10 minutes a day but by starting small, it's hoped there's a realization that we need to exercise our brains like a muscle.

I started doing this 10 minutes a day, only to find out that by using some of the tools, I was easily doubling and tripling that amount. In addition, I naturally started using this in moment-to-moment and day-to-day situations like communicating with my 6-year-old daughter Charleigh, speaking to people in a grocery line or when I got cut off in traffic.

I found in all those situations, I could live in a higher brain state by using the various tools repeatedly.

Often, when I speak to athletes at the highest level and I ask them what they're doing mentally to get stronger, they said they're not doing anything. Same goes with coaches and business leaders. For the most part, they all leave everything to intuition.

That's OK but being mentally strong or higher-brain dominant is much stronger. We can all do it because the system and structure is in place for us to be higher-brain dominant.

This interactive book is not some new-age philosophy. Some of what we teach you do intuitively; but because it's not intentional, it's hard to be consistent. The initial goal is empowerment to solve your issues with your brain. Once mastered, you can teach these concepts to others in your professional and private life.

Everything is based on science and research. We now know which areas of the brain are affected by certain thoughts, which chemicals are released and how to manipulate certain parts of the brain. All are based on controlling our thoughts.

The concepts in this book have helped create the only system that I have experienced that gives a structured approach to being mentally tough and optimizing performance in all areas of your life. This book teaches how to combine your life with a structured system to make your mind stronger. We

literally can grow areas of our brains.

Over the following chapters, you're going to learn about such words as dopamine, serotonin, craving brain, transcendent brain and a lot of acronyms that'll serve as guides to help you work through your mental stuff.

Chapter 1 talks about the immense power of our brains and how it helped me as a young player and coach - without knowing how the process worked.

Chapter 2 dives into what's affecting us currently - the global pandemic - and ways it brings us down and ways we can overcome it.

Chapter 3 describes higher brain vs. lower brain and the epic battle that goes on daily.

Chapter 4 talks about neuroplasticity, which is part of a brain shift that can help us immensely if we apply it on a daily basis.

Chapter 5 engages us to be emotionally, creatively, scientifically fearless where we fall in love with learning and improving, which helps us build our house on a rock.

Chapter 6 shows us how to stop blaming others for our non-successes and feeling sorry for ourselves.

Chapter 7 helps us understand the result is secondary and we learn an important lesson from one of the most successful athletes in his sport: The reward for working hard is just that, the work.

Chapter 8 shares the benefits of being blue brain, which can help us deal with day-to-day challenges like being cut off in traffic. PDA - not public display of affection - can help. Pause, delay, ask questions.

Chapter 9 allows us to avoid that lower-brain, all-or-nothing thinking that leaves so much happiness on the table. We ask an important question: Do we want to be sustainably happy?"

Chapter 10 reminds us to be grateful as well as understand that one of the few things we control in this life is our thoughts.

And Chapter 11 ties everything together. Does this work?

I have consulted with about 40 professional athletes and coaches in hockey, golf, tennis and soccer. All have experienced significant progress. Not only in their respective sports but also in the quality of their lives and relationships. A pro hockey goalie went from winning four of every 10 games when I started working him to six of every 10 games. He continues on this pace and the NHL will be his end goal.

A player from an Ivy League school said his hockey performance and quality of life in school before and after was “Night and day.”

One high-profile NHL player said using this program enabled him to have the most fun and successful season of his career. He told his agent and he proceeded to connect me with 10 of his players. Word-of-mouth is spreading.

I’ve also learned a lot about myself. I realized I had a lot of anxiety, insecurity and anger issues. A Pandora’s box has opened up wide.

I repeat: The only thing we control in life is our thoughts.

That’s it. And our thoughts lead to actions. A blunt coach may say, “Get your brain right and your ass will follow.” When we have a brain-science plan for how to think about every difficult life situation, now we are giving ourselves the best possible chance for taking the optimal action and getting the best results.

My personal definition of being mentally tough is living higher-brain dominant, a term we’ll talk about in the following chapters.

Being higher-brain dominant guarantees happiness. Now the pressure is off of having something external to produce happiness.

In the gym, I know certain workouts to make my body stronger. But I never found a program that gave me mental muscles.

So I developed one with my college buddy.

We believe we can help you combine a strong mind with a strong body.
That's a potent combination.

Author's wish: We don't just want you to read this book, we want you to read a part, then share your thoughts, ideas, goals or anything on your mind. Everyone will get the most out of this experience by being interactive. Through my personal experience in various get-togethers with students, I've found the best way that works is to take what you learn and apply it. This will be like your own personal lab.

Please take time to join our Facebook Group where all the interaction will take place by clicking on this link.

<https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/>

Chapter 1

The Power of Our Brain

The abilities and powers of our brain are enormous.

Studies have shown the brain is actually more powerful than a computer. **The human brain possesses about 100 billion neurons with roughly 1 quadrillion — 1 million billion or 1,000 trillion — connections known as synapses, which wire these cells together.**

But most of us use only a small percentage of our brains. We haven't been training properly and when we are, we often resort to our old habits, habits, which began 2 1/2 million years ago, if you believe in evolution.

We'll show that our brains can help us to achieve so much more than we are currently achieving. We'll use our thoughts to direct blood flow and energy to the proper parts of our brain.

We have all experienced being in flow state. When time seems to move in slow motion, we are able to perform at a much higher level than we normally perform at. We will learn to live in this state 24/7. Or at the very least, be aware when we are not in flow state and flip the high -mode on.

My dad Gerald first showed me how powerful the brain could be for sports.

He shared progressive relaxation techniques. Before I played in a game, I'd lay down in our home or in a hotel. I remember, "Your feet are getting heavy, relax, let go."

After it helped me play better, it became a ritual we used all the time.

We also did dry-land training just before I left for junior hockey. He read a book that if you want to get faster, you have to speed train faster than what you'd run. And if you can train your mind, your body would follow.

So my dad had a hook on the back of the car welded but it was elaborately designed so we could take it on and off the car.

I'd run the first 50 yards easy, the second 50 at my top sprinting speed, the

third 50, at a pace faster than I could run and the fourth 50, I'd let go and run as fast as I could. I literally could feel my stride lengthening and my movements getting quicker. I pushed past the boundaries on what I thought I could do. I broke down mental barriers.

I'd walk back to the starting line for full recovery, then do it again. After three runs, I had five minutes of recovery time.

When I came back for an alumni soccer game, I couldn't believe how fast I was. I had tricked my mind into running faster than I could.

While my body was fine, my mind wasn't keeping up. I was so attached to the result.

As a youth hockey player, I thought I would play better my second year than my first because I was older.

But when I played soccer and hockey in high school, my freshman and junior years went better than my sophomore and senior seasons because of expectations.

The less the expectations, the better I did. The higher the expectations, the worse I did. Mental pressure. I didn't handle that well..

With no structure, I didn't have any idea how to control my thoughts as a player.

As a coach, I became too detached from personal relationships and the results became too important.

When you're not thinking about anything, it's not good, you're in a blur. You're closing down focus and awareness. You need different strategies.

What I've learned is this: I don't think the brain has evolved the way most of us think the brain has evolved.

I would say we use a high percentage of our lower brain and a low

percentage of our higher brain.

The lower brain gives us cfast - cravings, fears, anxieties, stress and thinking that's too hyper.

What are the areas of the lower brain?

cfast

- C - craving
- F - fear
- A - anxiety
- S - stress
- T - thinking



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The higher brain gives us FASTC - focus, awareness, stability, transcendence and connectedness.

What are the areas of the higher brain?

FASTC

- **F - Focus**
- **A - Awareness**
- **S - Stability**
- **T - Transcendence**
- **C - Connectedness**



I have cfast in lower-case letters to signify lower brain. FASTC is in upper-case letters to signify higher brain.

One thing I do know is we control the expectations for our thoughts. I can decide what I think. I can put my brain in the best state, the best chance to control my actions.

We have seen an added interest in the brain recently because of CTE – Chronic Traumatic Encephalopathy. It's a progressive degenerative disease of the brain found in people with a history of repetitive brain trauma (often athletes). They have received symptomatic concussions as well as asymptomatic sub-concussive hits to the head that do not cause symptoms.

Most guys who fought in pro hockey did not enjoy doing it. Whenever we don't enjoy doing something we tend to do it in a fearful state or lower brain way.

If they had approached it from a higher-brain standpoint, they'd realize they don't have to satisfy other people. If they had to fight, they'd welcome the process of the fight, not the result. Their focus and awareness would've been higher, more relaxed. They'd take less hits and give more.

Sometimes, fights are predetermined. I know, I had to do some of those.

When I knew I had to fight, I'd take Sudafed before the game, which would make me hyper, then I'd have trouble falling asleep after the game.

When I started the fight, I was so scared and my arms were so tight. When I hit a guy, it felt like I hit them with a pillow. Fortunately, when I got hit, I didn't feel a lot of pain because the guy going after me was in the same state.

Luckily, fans didn't know any better and we usually skated toward the penalty box with cheers from fans. Dopamine rush. Those were the days.

I believe training and conditioning your brain is the next frontier in competition after weight training, tape study and analytics. Making yourself more higher-brain dominant by using a system and structure that acts as an accelerant to everything else an athlete does.

For example, when a player is more higher-brain dominant, his/her skills will greatly increase because now they will be able to put more time and quality of time into their craft. The athletes' nutritional choices will be better. They won't give into the lower brain cravings for immediate, external gratification through food. Their coordination will be better because of increased focus and awareness. Their power and strength will be enhanced because the intensity and consistency of the workouts will be higher. Not to mention the athletes' recovery will be optimal. Sleep and relaxation away from the sport will improve, enabling the athlete to go "all in" when they are practicing or performing.

NFL star Tom Brady and former NHL Hall of Famer Wayne Gretzky were the best in their sport, even though they're not the most athletic players. Between the ears is what made them different. You'll read later about what

makes Brady so good.

TAKEAWAYS

- We give you the structure to improve mental strength. There is a lower and higher brain.
- The lower brain is cfast - craving brain, fear brain, anxiety brain, stress brain, thinking-hyper brain.
- The higher brain is FASTC - focus brain, aware brain, stable brain, transcendent brain and connected brain.
- Making a shift and living predominantly in the higher brain increases mental strength!
- When you're higher-brain dominant, your body and actions will follow in a high-performance mode.
- You should commit cfast and FASTC to memory. We will speak often about lower and higher brain and more specifically, which areas of the lower brain are triggered and which areas of the higher brain are activated.

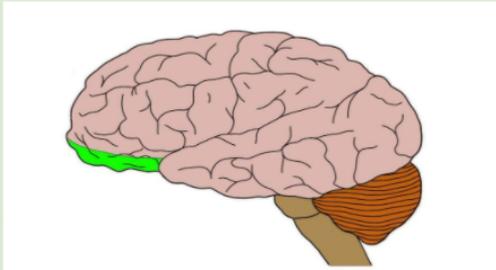
EXERCISES

- Write down or post in the Facebook Group what you expect to learn from this book and what are your biggest mental challenges?
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive one free, one-on-one, 30-minute session with Greg.
- Click here to join the "Your Brain Deserves 10 Minutes Every Day" Facebook Group:
- <https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/>

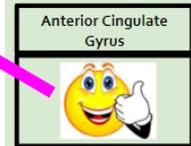
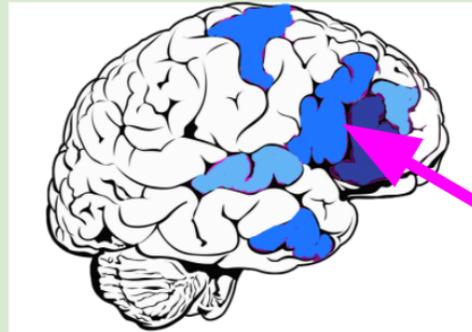
Chapter 2

Coronavirus: Change The Game

Tool - Change The Game



Orbito Prefrontal Cortex



S

- **You are increasing blood flow and energy to the Orbital Prefrontal Cortex and the Anterior Cingulate Cortex.**

To be topical and current, I wanted to share some thoughts on the global pandemic, novel coronavirus or COVID-19, whatever you want to call it. The idea of this book is taking the concepts and techniques we teach and use them for our day-to-day lives.

COVID-19 has been with us for awhile and it looks like it's going to be with us for a lot longer.

From March-June, we learned how serious this pandemic could be. We thought it would go away in the summer. It did for a while.

The President of the United States thought it would go away in the fall. He and his wife and many of his staff proceeded to get infected. The virus became a political issue as more than 220,000 died.

It has been a world nightmare on many fronts.

Our lives have changed not only by thousands dying but it forced many people to either lose their jobs or work from home virtually. The children suffered when they couldn't go to school. We had predictions of not only a

recession but economic shut downs, depression and in some cases, collapse.

Sporting events, theaters, concerts, restaurants, even coffee shops shut down. Some reopened only to re-shut. Those that remained opened were limited to quarter or half capacity with patrons sitting six feet apart.

Some people listened to the warnings and stayed home or practiced social distancing. Some continued life as normal. People in their 20s and 30s were blamed for continuing spring break but many older folks were seen golfing, going out to dinner and taking part in fitness classes during those March and April days.

The scary part of this is that there are people who have no symptoms but could be carriers.

This type of crisis led many people to hunker down in their lower-brain thinking. I'll share with you:

- Situations similar to this.
- Classic examples of lower-brain thinking during the crisis.
- Ways we can make the best of this horrific situation.

When people went into a grocery store, two of the more interesting things that sold out were toilet paper and wine. What does that say?

It tells us there's a scarcity mentality. Fear of missing out, hoarding things. *I need to get mine, I need to get enough.*

In Europe, there's not a lot of toilet paper. You often clean yourself with a bidet, a bowl or receptacle designed to be sat on for the purpose of washing our lower extremities. The modern variety includes a plumbed-in water supply and a drainage opening, and is thus a type of plumbing fixture subject to local hygiene regulations.

Now, there may not be many bidets here, but the reality is you can find a way to clean your butt. A clean wash cloth maybe. Wipes. But needing more TP is a dopamine trick. No amount of getting that will make us happy.

Buying excess wine or other intoxicating beverages preparing for the worst and feeling that's the best way to deal with it also doesn't work well. You know you're going to be home more and have time on your hands. Alcohol is external dopamine.

As we got into summer, people and political leaders wanted a return to normalcy but an increase in cases created a variety of stressors.

Moving forward, the key is adaptability.

The lower brain wants things to stay the same. Go back to the way things were before. Away with the masks, social distancing be damned. *I'm going to do what I want.*

But to evolve in this ever-changing landscape, we need to adapt. And that's higher-brain thinking.

The thing is, this was a wonderful chance to reset, to do some things we haven't done in a while, if at all.

There's that saying that life moves fast. Now, it has slowed down and we had a chance to take advantage. Did we?

We could've read books, taken an online course, written letters, gone for a walk around the neighborhood, cuddled with loved ones while watching a film, done yoga or exercised at home.

Mother Nature taught us something. We are now seeing clearer lakes, rivers and seas with less boat traffic. Dolphins and swans are swimming in areas they haven't been in years. Maybe we're being told something. Will we listen?

One of the great stories I heard was of the mother who could be at home and cook for her family. She had time to cook nice meals. Afterwards, they'd play cards.

That, my friends, is being internally high. You appreciate simple things, important things. You value life. And they cost little to nothing.

And if things return to normal or if there is a new normal, we'll have adapted

either way because our thinking has evolved and we were productive and adaptable during the down time.

It'll be interesting if people say, "I really took advantage and made the most of it" or "I wasted away my days. Now I'm depressed because I have to go back into the office."

Or, they won't have an office - or job - to go back to. Then, they'll be forced to adapt.

The thought is, if we're higher brain, being adaptive could be fun and invigorating and actually lead to a better and higher quality of life.

Or, we stay lower brain and this new normal will be so painful that it will lead to loss on a number of levels.

This isn't just about finding a vaccine to make things better. If we simplify our lives a bit and have enough food to eat and spend time with our families, there's not much more than that you really need to be sustainably happy. And when you have that chance to go to that game or a concert or a trip, you'll enjoy it but it won't be the end-all, be-all.

A higher-brained approach to COVID-19 is taking the approach that this is:

- An excellent chance to work on business skills that I didn't work on before.
- Time to concentrate on doing well with my online classes.
- A chance to read a few books I have been wanting to read.
- An opportunity to spend quality time with my family.
- Time to make myself mentally stronger!

With the athletes I work with, I've been appreciative and honored they wanted to continue learning even though their seasons have been ended or suspended. They see the value in this.

There has been the understandable frustration. *My season is over, I'm going home, this sucks, I didn't want my college season to end this way, the gym is closed.*

I tell them, “Change the game. How can you use this time and be as productive as possible?” I suggested gamifying what they do, even the most mundane tasks.

If you want to work on your hockey shot, can't you do it in the garage? I mention all the YouTube videos they can watch on skills. There's some great books they can read. Don't have a gym? Go running where you live. Don't have the TV on while you're working out? For your headphones, prepare a playlist or listen to Audible books. It'll sure make the time go faster.

We need to understand, we need to fall in love with learning. In the early days, there were no schools, no rank. The tribes learned and experimented.

We've crushed the high of learning with lower-brain thinking. It's about who has the best grades. It's just a dopamine rush. Other people feel diminished. It levels the minds, everybody's thinking the same and quality suffers. Nobody thinks outside the box.

When you learn, there's so much more internal gratification. It's a way to accelerate. And we can gamify this. Have fun at it.

TAKEAWAYS

- COVID-19 has forced people from all over the world to change their individual stories and face a new normal. We can remain lower brain or we can feed our higher brain.
- Changing the game, with our thoughts, means diverting blood flow and energy to our higher brain.
- We always have a choice. When we're highly adaptable, we're constantly choosing a **higher-brain** story, which can open a new life of potential.
- When we're not adaptable, we constantly choose a lower-brain story, which shuts off options and leads to a life of pain.
- The storytelling part of **our brains** is powerful. It can be shaped for

internal gratification, which is sustainable happiness and success.

- “Changing the Game” goes much deeper than only positive thinking. A much more accurate description of “Change the Game” is productive thinking!

Exercise

- Please fill out the worksheet and write down or post live in the Facebook Group of how you plan on “Changing the Game” in some aspect of your life.
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
- Click here to join the “Your Brain Deserves 10 Minutes Every Day” Facebook Group:
- <https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/>

Brain Training - Change The Game Worksheet

Example of neuroplasticity & blood flow being diverted to the lower or higher brain:

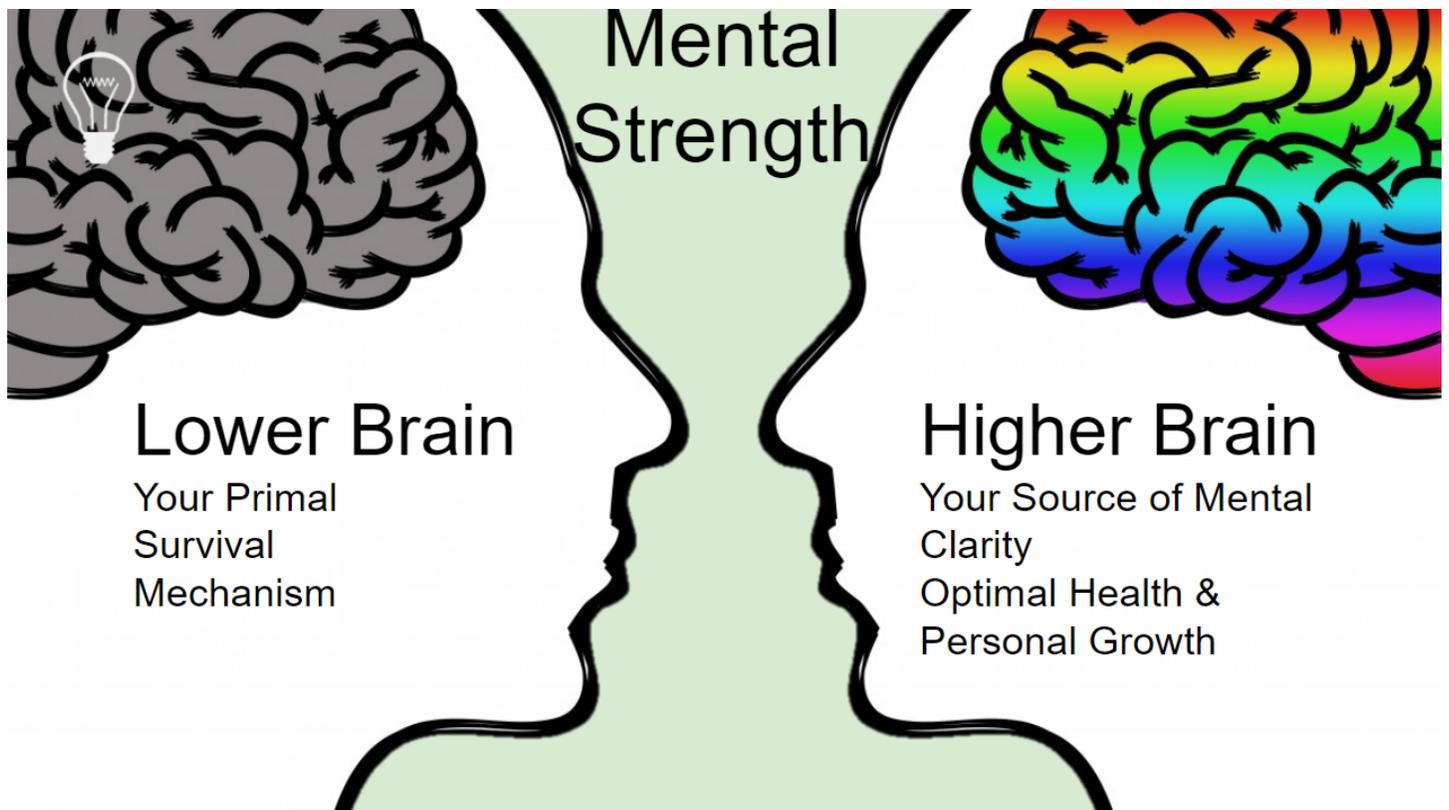
Lower Brain Story:

Fact:

Higher Brain Story:

Chapter 3

Higher Brain Vs. Lower Brain



There's an epic battle going on inside your brain.

Higher brain vs. lower brain. It's Ali-Frazier, Magic Johnson-Larry Bird, Sidney Crosby-Alex Ovechkin, Red Sox-Yankees.

The winner of this battle will decide if you will have sustainable happiness – or not.

The winner will decide if you'll have long-term fulfillment - or not.

There are evolutionary biological reasons and religious reasons why much of our thinking is lower brain. From an evolutionary biological perspective, there's 2 1/2 million years of history we're dueling.

Is our brain designed for our happiness? Definitely not. We were basically programmed by evolution or religion for survival.

Darwin wrote about "Survival of the fittest." Religion has aided our survival because it gives us security. When we believe, there's a sense that there's someone to watch us, protect us.

And for biological reasons, just read Richard Taflinger. He wrote the three main elements in biology that contribute to human behavior are: 1) self-preservation; 2) the reason for self-preservation and reproduction; and 3) a method to enhance self-preservation and reproduction as well as greed.

None of those touch on happiness or fulfillment. We now need to reprogram our brains and go from being lower-brain dominant to higher-brain dominant. Without the lower/higher brain structure it is impossible to do this reprogramming effectively. Almost no one can make this shift from lower to higher brain intuitively. But anyone can make the shift intentionally. Making an intentional shift, repeated over time, is much more effective than counting on only intuition to guide you. In fact, we will show you later in this book that when an intentional shift from lower to higher brain is made, your intuition will strengthen.

I truly believe that if I had the higher/lower brain knowledge and knew how important it was to control my thoughts, that I would've played in the NHL.

But my thinking – then an injury – derailed me.

Halfway through my third pro season in the American Hockey League, where you're one step from being called up to the NHL, I blew out my knee in practice.

In a millisecond, my lower-brain dream of playing in the NHL ended. After a couple of operations, I realized that my knee would never be stable enough to keep playing at that level.

I have no regrets as I also realize everybody has a journey that is far larger and more important than playing in the NHL.

I returned to the University of Wisconsin to complete my undergraduate degree in economics. I was on the five-year plan but I did earn my degree.

I planned on finishing my degree and going into some sort of business. I wanted to be an entrepreneur.

In the last weeks of my studies, I received a phone call from a friend of mine who coached in Stockholm, Sweden. He said that the owner of a team in the south of Sweden called Olofstrom was looking for a North American coach. He gave me the owner's fax number but the owner didn't speak English. This was also before the time of home computers, cell phones and the internet.

I faxed the owner my resume and explained that I had never coached before. I also gave the owner a high salary demand because I didn't want to coach. I wanted to be an entrepreneur.

Much to my surprise, I awoke the next day and had a fax saying that the owner would pay my high salary and I had to get on the next plane to Malmo, Sweden.

Upon landing in Malmo, two players that spoke excellent English picked me up. Olofstrom was about an hour drive from Malmo. The players asked me where my hockey equipment was and what position I played. I informed them that I was not a player, I was a coach. They told me they already had a good coach. I was confused.

By the time we arrived at the ice arena in Olofstrom, it was dark. As we pulled into the parking lot, the owner came out to greet me, speaking Swedish of course. I could not understand him but I could tell he also was confused and seemed upset.

A player translated that the owner said he made a big mistake. He didn't realize that I was so young. I was 26. Over half the team was older than me.

The owner also said he had a big problem. He fired the previous coach and told the press as soon as I landed in Malmo. Through the player translator, the owner asked me to live in the only hotel in Olofstrom for a couple of weeks and coach the team until he found a different and more experienced coach. I had been awake for 20 hours straight and just wanted to sleep.

Because of jetlag, I woke at about 3 a.m. and couldn't sleep. For about five

hours, I sat in my room thinking about how I was going to coach the team for a couple of weeks. Then I thought I would go on a short tour of Europe before returning to the states shortly before Christmas.

The more I thought about coaching the team, the more excited I got. It really seemed like this coaching thing could be fun.

Little did I know, but I was higher-brained. I didn't worry about the results. I focused on having fun and helping the players improve while showing them a few different things. I felt no pressure. I was a temp. There were no expectations.

We went on to win the first seven games I coached. I really felt I found my calling. I was totally addicted to coaching hockey. I loved it! Instead of going on a European holiday after a couple of weeks of coaching, I signed a two-year contract extension.

But like most addictions, you can stray on the wrong path if you focus too much on winning and not enough on the journey. You can't change if you don't know the triggers, the techniques.

That was the weird start of my coaching career. I soon learned that helping my players mentally would be the biggest challenge. As coach, I knew I had to be mentally stronger and role model this behavior.

After speaking with Raj, I finally discovered the way to help my players and myself mentally. Took me only 27 years!

Brain science has proven scientifically that making the shift from being lower-brain dominant to higher-brain dominant in all areas of your life is the definition of being mentally strong.

We will teach you how to make this shift.

Winning this epic battle between your lower and higher brain can make you a victor in so many ways.

If you want to be a better athlete, this program works as an accelerator.

If you want to improve as a coach, this program works as an accelerator.

In becoming better at your job, this program works as an accelerator.

And if you desire to evolve as a parent, this program works as an accelerator.

We have talked about the lower brain primarily being used for survival and passing of genes. What is the higher brain's function? In some sense the higher brain function is also survival. Higher brain accelerates our ability to learn, grow and perform in the moment.

It's a myth that if you have a crisis, that you need to be in adrenaline mode. High-performing individuals - Navy Seals, the samurai, athletes - perform at a much higher level if they are calm. Higher brain has much greater performance machinery than lower brain.

Lower brain gets you into fight or flight mode and basically you go to war, survive and that's about it.

But if you're having some sort of crisis, you are better off being calm and coming from a higher-brain perspective. That allows you to take in more information and respond more accurately to the situation rather than having tunnel vision or possibly panicking.

One of the big advantages of being higher-brain dominant is also "tribe", the ability to form deep connections with other human beings. Creating high-functioning tribes is another superpower of the higher brain.

Higher brain is effective for survival. But it also produces so much more in terms of maximum happiness, connection, effectiveness and better health.

When you go lower brain, your immune system - the infection fighting system - and gut shut down. You are much more narrow in your approach to problems. If you are lower-brain dominant, it's almost impossible to be physically and mentally healthy.

Our food choices will be based on short-term, external gratification. Our exercise routines will fall by the wayside as our lower brain talks us into the false narrative that we could be doing something else that is more fun. Our mental health is dependent on being stable. When we are lower-brain dominant, we are constantly triggering our lower brain by small issues. We end up wasting time being upset by something we watched on TV, saw on social media or observed.

Our lower brains are constantly getting triggered leading to being in low performance mode, being de-energized and releasing cortisol into our body which is actually the root cause of almost all disease. Disease when broken down means dis-ease or not at ease. When we are lower-brain dominant we are not at ease.

Higher-brain dominance also helps us produce many other good things, which help us in modern times. But if you keep triggering the lower brain over and over again, there will be a price to pay.

We aren't used to activating the lower brain this frequently for most of human history. Yes, there were some survival situations but the rest of the time we were just chilling and playing all the time. Now our lower brain is getting jacked up all the time from all the lower-brain outside noise like social media, politics, world events, family members, gossip, etc.

In and of itself, all the causes of lower-brain thinking getting jacked up are not negative or positive. But it is our perspective of the events that cause our lower brain to get triggered.

Take social media. If we look at it from a lower-brain perspective, we are trying to get external gratification. We feel happy if we get "likes", unhappy if we get few responses while we are constantly comparing ourselves to other people in our network having more or less fun than us. If we look at social media from a higher-brain perspective, then the technology is a great way to get specific information, stay connected virtually and communicate.

You will learn that a part of the brain - the Basal Ganglia - can be either lower or higher brain based on how we program it.

For example, when you program your Basal Ganglia in a higher-brain way, it becomes stable brain, blue robot. Meaning, we automatically stay calm when an outside stimulus threatens to destabilize us. Blue robot represents cool robot. We are keeping all our power and influence.

When you become more and more higher-brain dominant, it's amazing how the negative stimulus comes in and goes right through you. Nothing happens.

And you think, 'Oh that's really weird.' That's something different. Based on the science, we can all do this. That's stabilization brain and now we have made ourselves much more powerful and influential as opposed to allowing our lower brain to be triggered.

These brain triggers are like a GPS for your brain. They help you get in the right direction in the quickest way.

TAKEAWAYS

- Higher brain vs. lower brain is high-performance mode vs. survival mode.
- The great performers in any field are often higher-brain dominant intuitively. They were simply born with this gift.
- Not all great performers are higher-brain dominant. That is part of the confusion. We see so many successful people get material wealth and fame or external gratification in a lower-brain way. They were either born really talented, privileged or got lucky. But how much happiness and success are they leaving on the table?
- From my personal coaching experience, when the expectations were low, that put me in high-performance mode and I reacted well. When the expectations increased, that caused me to go to lower brain and I didn't perform optimally.

- As I have gone on my personal journey of brain science, the quality of my life has improved, although nothing external has changed.
- Now we know scientifically that making this shift from lower to higher brain puts us in the best state mentally to be sustainably successful and happy. We can all do this intentionally!

EXERCISE

- Write down or post in the Facebook Group a time you remember when you turned a negative situation into a positive one? Made lemonade out of lemons? How did you feel when you persevered?
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
- Click here to join the “Your Brain Deserves 10 Minutes Every Day” Facebook Group:
- <https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/>

Chapter 4

Brain Tools To Make The Shift

Super heroes always have been popular. Lone Ranger, Superman, Batman and Robin, Batgirl, Wonder Woman, The \$6 Million Man, The Bionic Woman, Fantastic Four, The Hulk. Some have been made popular by radio, some by comic books, some by TV.

Now, Marvel has taken its superheroes to the big screen. Thor, Captain America, Iron Man, Black Panther, Black Widow, Captain Marvel, Dr. Strange, Guardians of the Galaxy, Spider-Man, Ant-Man. They teamed up to save the world.

Each of us has a super power inside us. Most of us don't know we have it but it can be magical. And it can happen all the time. If you channel it correctly, it can rescue you from harm. But if you don't channel this super power, it can cause destruction.

Don't mean for it to be as dramatic as 'Avengers: Endgame' but that's the way this stuff works.

We can call it Higher Brain Man.

The term is called neuroplasticity. It's part of a brain shift that can be life changing if you apply it on a daily basis. This is much more than positive thinking.

This is about dealing with real problems and not just painting them over with positive thinking or affirmations. At the same time, we're working to grow parts in our brain that serve us and shrinking parts of our brain that block us.

Neuroplasticity helps us do this. Neuroplasticity is the brain's ability to reorganize itself by forming new neural connections throughout life.

Neuroplasticity allows the neurons (nerve cells) in the brain to compensate for injury and disease and to adjust and respond to new situations or to changes in their environment.

In other words, it's proven that we can grow different areas of our brain until the day we die.

It happens by diverting blood flow and energy. Depending how we think, blood flow and energy is sent to our higher brain or lower brain. This grows the neural networks. We can either grow our higher brain that leads to high-performance brain or we can grow our lower brain, which blocks us.

We choose.

If we're higher-brain dominant, we have more mental strength. Cool, huh?

A few studies show how powerful this can be.

- A total of 678 Catholic nuns 75-107 years of age - members of the School Sisters of Notre Dame congregation - donated their brains for the sake of science. My mentor Raj just wants to make sure you know the nuns made the donation *after* they died. What scientists/doctors found was many of the nuns had Alzheimer's plaques and should have had dementia. But none of the nuns developed Alzheimer's. Whether through faith, care for others or leading an active life, their brains rerouted the neural networks around the plaques, preventing them from getting the disease.
- A study on musicians showed that the more they practiced and the more intense they practiced, the more that musical part of the brain grows.
- A study on taxi drivers in London showed that the more complex maps were and the more time they drove, the hippocampus part of their brain grew.

Dr. Richie Davidson, a neuroscientist at the University of Wisconsin, turned to the Dalai Lama to re-dedicate his life to researching the effects of meditation on the brain. Instead of using modern neuroscience to mostly study anxiety, depression and fear, he used the same tools to study qualities like kindness and compassion and equanimity. The Dalai Lama had granted permission for his monks to have their brains studied at Wisconsin, home to one of the most renowned brain labs in the world. Davidson's team flew in monks from Tibet and Nepal for the study and asked them to meditate while undergoing EEG, MRI and fMRI (functional magnetic resonance imaging) scans. When

they first looked at the scans, Davidson said the results were so shocking, he thought the equipment was malfunctioning. "What we saw in these individuals, not a burst of gamma, but a long duration (of activity) for minutes while they were meditating, which is crazy," Davidson told ABC News. "This had never been seen in a human brain before." Typically in an "untrained mind," Davidson said, a burst of activity would last for about one second, but the monks could sustain it. Davidson now practices what he teaches.

Every morning, he does a period of meditation and then takes two to three minutes to scan his calendar for meetings. Then for a few seconds, Davidson said he pauses to reflect on how he can bring "the right stuff" to each meeting in order to "be present and be most helpful. I can go through a day where I have 10 straight hours of meetings and at the end of that period feel totally nourished and refreshed," he said.

What this research shows is that you do not need to be born with a high IQ or have an Ivy League education to become a genius. It takes a time commitment, failing, taking criticism, being open to learning from the mistakes and growing, which helps the neural networks become larger and thicker.

Good to Great



In Malcolm Gladwell's book, 'Outliers', he constantly talks about the "10,000-Hour Rule", saying that the key to achieving world-class expertise in any skill, is correctly working on that skill a total of about 10,000 hours.

Here's another big number: 100 billion. Your brain is made up of 100 billion neurons when we are born and 100 billion neurons when we die. A few years back we thought that we could not really shape our brains past the age of 10. Then scientists realized that dendrites, the branches that grow off of the neurons, can be grown until the day we die. That was when all the previous neuroplasticity studies started to show up.

So the ability of a person to try, be unsuccessful – fail fast – take feedback, learn and then cycle it is a huge key toward ultimate success. The higher brain doesn't care about pain. You do Plan A, B, C. If it works great. If not, no problem. Plan, do, review. At this time, you realize the fun is in the moment-to-moment learning.

Here's a couple of great business examples.

- Dietrich Mateschitz, one of the most successful entrepreneurs of our age, needed 10 years to earn a degree in commerce. He went bankrupt three times. At age 38, he was considered a glorified toothpaste salesman. But he tried a tonic that instantly fixed his jet lag. He put together his own potion. Today, Red Bull is considered to be the world's most popular energy drink. It has employees in 161 countries. His net worth is nearly \$20 billion and he owns numerous sports teams.
- Col. Harland Sanders had retired at 65 in 1955 and started to collect social security before he returned to a dream he had since the Great Depression: selling fried chicken. He had this recipe. The man traveled door-to-door to homes and restaurants all over his area. He wanted to partner with someone to help promote his chicken recipe. It seemed nobody was interested. So he expanded his reach. He lived in his car. He drove to different restaurants. Using a pressure cooker, He made his fried chicken on the spot for restaurant owners. If the owner liked the

chicken, she or he would enter into a handshake agreement to sell his chicken. Col. Sanders kept count. He was turned down 1,009 times before a businessman bought his chicken. Less than 10 years later, there were 600 franchises selling his Kentucky Fried Chicken. When he died in 1980, there were 6,000 KFC outlets in 48 countries, accounting for about \$2 billion in sales.

Brain tools

Whether you want to call them hacks or tools or shifts or shortcuts, there's ways to flip a switch in the brain.

The switch can turn on the creativity, fearlessness and energy on the higher brain; and it can shut off the lower brain.

Or, they can provide protection, inoculation or armor for the lower brain.

Like superpowers, it can turn into a duel between sustainable happiness and day-to-day survival. We want to thrive, not just survive.

If you're motivated, the shift to higher brain is so much better because:

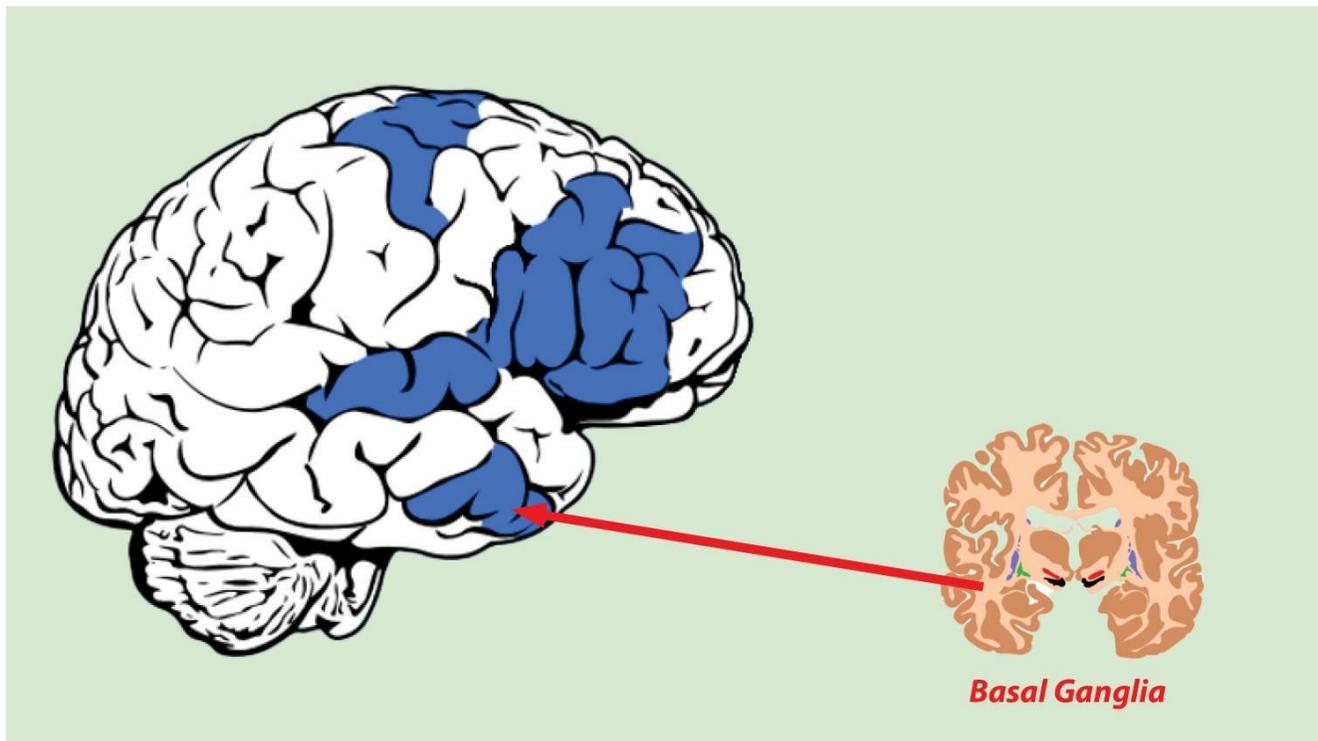
- You have the potential for so much more sustainable happiness.
- Neuroplasticity gives you so much more potential.
- A higher-brain perspective offers so much more greater power.
- You won't suffer nearly as much mentally and physically.

Remember the lower brain has a 2 1/2 million-year advantage on the higher brain. Brain tools are a way of avoiding going lower brain and being more higher-brain dominant.

What you want to do is empower your Basal Ganglia. That area is strongly interconnected with the cerebral cortex, thalamus, and brainstem, as well as several other brain areas. The Basal Ganglia is associated with a variety of functions, including control of voluntary motor movements, procedural

learning, habit learning, eye movements, cognition and emotion.

If you understand the scientific terminology above, great. If you don't, it doesn't really matter. What's best to understand is this: the Basal Ganglia can be programmed as a red robot (lower brain) or blue robot (higher brain). The basal ganglia is like our artificial intelligence in that it can automatically take life's situation and look at it from a higher-brain or lower-brain perspective. We want to program our Basal Ganglia as a blue robot so we approach all situations in a higher-brain way.



Say you're dating a girl and after three weeks, you notice she's really not into you as she was in the beginning.

Now, you can look at this from a lower-brain thought: *She's gonna break up with me, this is going to be painful, who am I going to take to the concert, what's wrong with me, why am I always alone? Fear, anxiety, stress ramp up.*

Or, you can look at this from a higher-brain thought: *OK, I'd rather know now than three years from now, I appreciate her being honest, for people to be together, they have to have better chemistry, taking a step back, yeah, we really*

don't get along that well, I was more into the idea of a relationship than I was into to her. I don't mind being by myself. I like myself. I can do things on my own.

Now, I have a better idea of what did and didn't work and can apply those to the next relationship.

What's more attractive? And you are going to go into the next relationship in a position of strength. Your confidence is higher, you believe in yourself and heck, you may find someone you connect better with.

Now, when we do it from a higher-brain perspective, we get confidence internally. When we look at it from a lower-brain perspective, we get confidence externally, from the girl. That's not something that's always going to go well. We're much better served internally and if the external happens, great, but if not we have our internal base.

This not only can help you get the girl but win the game, get the sale.

If that happens, you're happy but not attached to it. It doesn't define you. Your cup is full, you have nothing to lose. So you'll win a lot because there's no pressure. There's also no fear, no anxiety, no stress, no hyperthinking, no cravings.

Fake it till you make it

In the beginning, neuroplasticity is a brain shift where you want to "fake it till you make it". "Fake it till you make it" is a good start because "fake it till you make it" is better than allowing the lower brain to take off. "Fake it till you make it" is a strategy that allows you to stay outside of the lower brain. Especially when you know why "fake it till you make it" is working.

The ultimate goal is to fall in love with feedback and learning. We can grow our brain through neuroplasticity and feedback will help our brain grow. We can target neuroplasticity and we will show you, more and more, where to target neuroplasticity.

As a lower-brain coach at times, I hated getting any kind of feedback from

the media, press, fans, management and players. I always felt I needed to be the smartest and most competent person in the organization and any feedback was a threat to my status as a coach. I never read the newspaper stories about my team and when I watched a video from a TV feed, I always made sure the sound was on mute.

One of my most painful feedback experiences came in the 2017-18 season coaching Red Bull Salzburg in Austria.

In my second season, we started poorly. We were inconsistent and the players didn't seem motivated. Me being at the time in my lower-brain, I simply pushed on and blamed the players for not being in the mood to play hockey. I couldn't make sense of the situation. We had by far the highest budget in the league, the best facilities and best quality of life. Salzburg, Austria is one of the most beautiful places in the world.

Our sponsor, Red Bull, spared no expense. We had the biggest organization, the money was always on time and the organization paid at least 30 percent more than any other team in the league. We had superb living conditions, every player received a fully furnished apartment and car free of cost; and for the longer trips, we rented our own charter airplane, stayed in the best hotel and ate at the finest restaurants.

I have never experienced an organization like Red Bull Salzburg. Everything they did was first class. The players and I knew that this would be one of the best situations that we would ever experience in pro hockey.

Still, the players were not fully motivated. Something was blocking them. I found it was me!

The manager was not happy with the team or me for our underperforming start. He suggested that we go to lunch with several players and have an honest discussion of what the problem was.

I tried to avoid this meeting for several weeks because I knew I would be the subject of the meeting and blamed for the under performance. I had never

done anything like this before. Finally after a few more weeks of uninspired play, I agreed to have the meeting.

The meeting turned out to be the most humbling experience of my lower-brain coaching career. I knew that when the discussion would start, I would take some negative feedback. And the hits came hard.

But not knowing anything about brain science, I decided before the meeting that I would not defend myself or show that I was upset by the feedback. I knew I couldn't ask the players to be honest, then get upset and defensive when they were honest.

I received criticism in every facet of what we were doing from the style we played, to the practice drills, to the meetings, to the off-ice training. What I did - blame the players for poor performance - they did to me.

So rattled after the meeting, I couldn't sleep for three days. The barrage of feedback I received totally triggered my lower brain. However, I did keep my cool and didn't show I was rattled. I actually did many of the little things that the players suggested.

Looking back, we changed little of our process. Our playing style stayed pretty much the same. The practice drills, meetings, off-ice training, all the things the players complained about stayed almost identical. We made minor tweaks.

However, that meeting totally turned our season around. The players started having fun again because they felt they were involved in the process and they had a voice. The players saw that I was able to be vulnerable. I didn't always try to be the smartest person in the room and tell them what to do from a position of superiority.

This whole positive effect came over the team because I took feedback, even though I had to fake that my lower brain was not triggered! Can you imagine the heights an effective leader could reach if he role-modeled being vulnerable and able to take feedback from a higher-brain perspective! Now

the players would love playing for such a fearless coach. The coach role models being emotionally, creatively and scientifically fearless. And the players would follow his lead!

I wish I could take credit for the turnaround that season but that belongs to my manager and assistant coach. They were much more attuned to the situation than I was and probably saved my job that season.

We went on to have monthly meetings. The feedback was never as harsh as that first meeting, mostly because the team started playing well and winning most of our games.

I still dreaded those meetings but we ended up winning the Austrian Championship and I received a one-year extension on my contract. Unfortunately, my lower brain still was getting too triggered by the feedback. I did not have the brain-science skills or brain tools to cool off my lower brain and activate my higher brain. I did away with the meetings with the 2018-19 team. On Feb. 26, 2019, Red Bull Salzburg replaced me as coach.

I haven't coached since.

The brain tools are like the brakes, steering wheel and accelerator in a car. There are just a few brain tools you need to know to be effective at brain science. Just like all you have to know about driving a car are those three elements.

We will, in the course of this book, dive deeper and look under the hood and inside the car. Do not be deterred by the alphabet soup and details of this brain-science program.

The main thing we're focused on is giving people a program that works for them and sustainably improves the quality of their lives.

TAKEAWAYS

- We all have this super power of neuroplasticity. This super power is

always at work one way or another. Our goal is to empower our higher brain. We always have thoughts. They're growing either our higher or lower brain.

- We can use our thoughts and brain tools to divert blood flow and energy to our higher brain, which makes it larger and more powerful.
- What we want to avoid is diverting blood flow and energy to our lower brain.
- Genius is not a birthright. Our ability to become smarter and more efficient is about making a time commitment, failing, taking criticism, being open to learning from the mistakes and growing, which helps the neural networks become larger and thicker.
- Using our higher brain frees us up to perform consistently and above our potential and keeps the lower brain from blocking us.
- Which brain, higher or lower, do you want to intentionally have a positive effect on? Make a choice.

EXERCISE

- Think back to a time you remember about a class you took, relationship you were in, talk you had with your child, job task given and did not succeed.

Answer these questions:

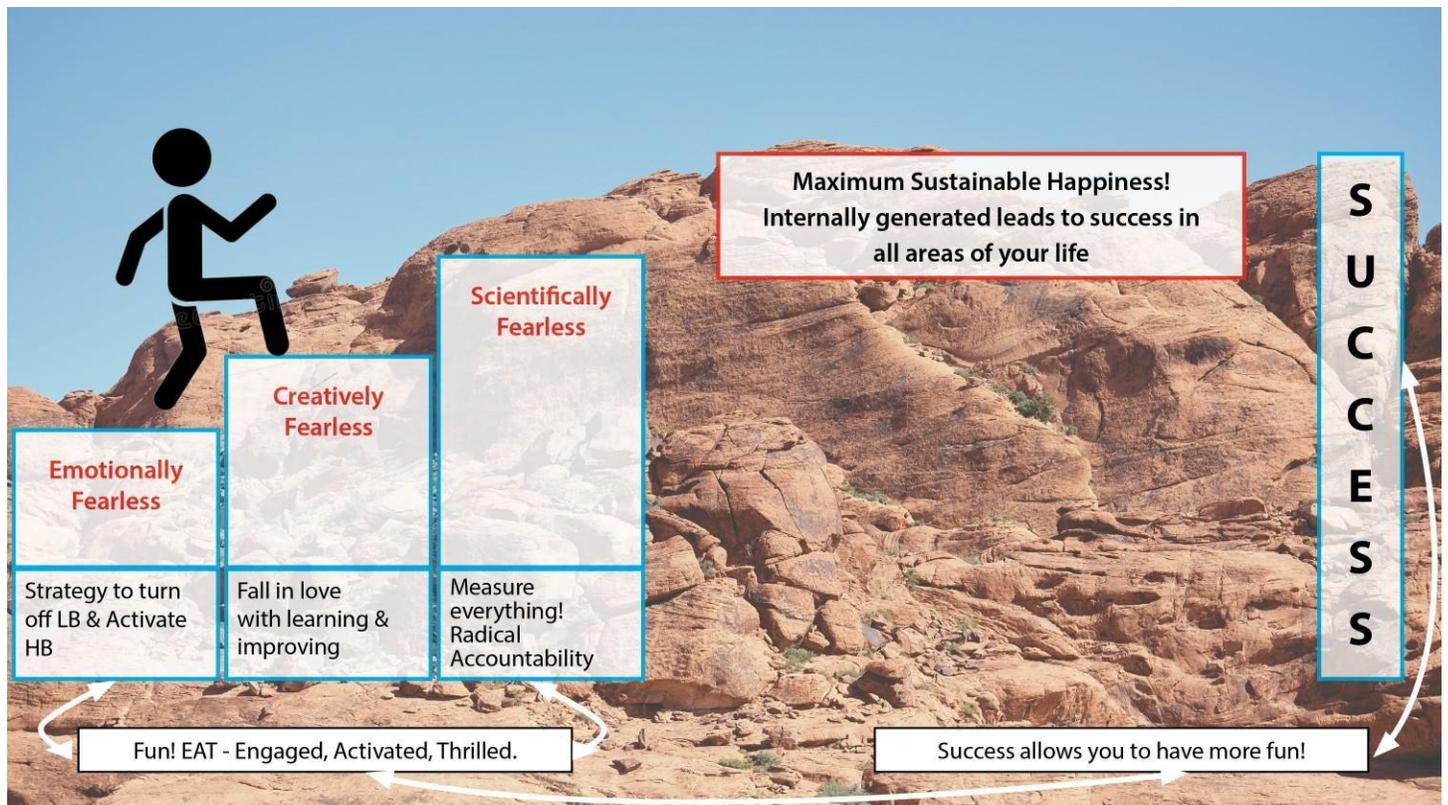
- Did you put the time into it?
- Were you willing to take criticism?
- Were you open to learn from your mistakes?
- Did you grow from the experience?
- Write down or post in the Facebook Group how you could've maybe succeeded from the experience if you had applied these ideas on shifting

from lower brain to higher brain. Which way do you think will work better?

- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
- Click here to join the “Your Brain Deserves 10 Minutes Every Day” Facebook Group:
- <https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/>

Chapter 5

Build Your House on the Rock



In my native Wisconsin, there's a place known as 'House on the Rock'.

Perched atop Deer Shelter Rock in Wisconsin's Wyoming Valley, the 'House' boasts one of the world's largest carousels. The 60-year-old building is built on a column of rock approximately 60 feet by 70 feet by 200 feet on the top, which stands in a forest nearby.

That's a pretty solid foundation.

And that's the type of foundation our thinking needs to be built on. We don't want our brain built on sand.

The rock signifies being internally gratified.

If our foundation is built on sand, we're externally gratified and it can sink or shift.

There are three pillars to having a house on the rock:

- Being emotionally fearless

- Being creatively fearless
- Being scientifically fearless

The strategy to turn off your lower brain and get to higher brain is being emotionally fearless. A huge key is awareness. It's acknowledging where you are mentally and realizing you have to elevate your thinking. Am I working at a higher-brain level? What do I do to right the ship?

Most people don't want to look at this. If they don't, it's almost impossible to have the foundation.

It's understanding we are programmed to avoid pain. There's 2 ½ million years of programming. As hunter-gathers, we had to be fearful. It's a protection mechanism.

But now, we want to block out emotions but we're also blocking out an opportunity to be aware. We're uncomfortable with feeling vulnerable. We don't want to say we're afraid because we want to act tough. We don't want to have anxiety or craving or hyper thinking.

But by not being aware and open, we will lose. We'll lose out on sustainable happiness and success in our job, relationships and day-to-day living.

When we fall in love with learning and improving, we're moving toward creative fearlessness. We have a growth mindset. We look for all the feedback and we can't get enough. We don't worry about criticism or how we look as we go through the shift from lower to higher brain. It's simple but not easy. We have to work on this at every opportunity. Ironically, or thankfully, life presents us with opportunities.

One old saying I don't like is, "You can't teach an old dog new tricks."

If you don't learn new tricks, you can't grow. My mentor Raj says one needs to take negative criticism and have a high-feedback tolerance. That also creates a growth mindset. "Find the fruit and throw away the peel," he says.

Scientifically fearlessness is measuring everything we did to improve and

then reviewing. *Is what I'm doing working?* It's a sequence or method to see where a person stands scientifically.

It's similar to a teaching technique called 'Plan, Do, Review.' Think through how you want to accomplish being higher brain. Do it, then evaluate how you're progressing. If you have a meeting, you and those with you grade it between 1 and 10. If you give it a 6, how do you get to a 7 or 8?

If you're externally gratified, a lot of things block you from getting that gratification and trigger you to go lower brain. You're still focused on the results, which puts it in the hands of a lot of variability. It's one big roller-coaster.

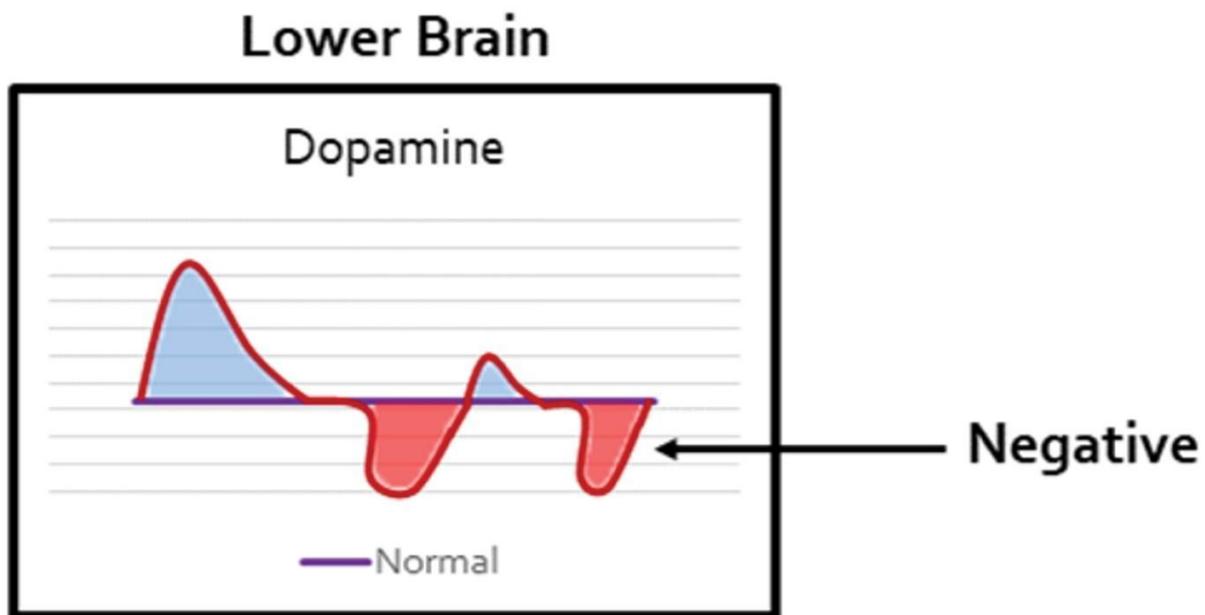
If you're internally gratified, you're at EAT – engaged, activated and thrilled. You're enjoying the process, you're committing more time and effort to its success and you're not worried about the noise. There's nothing to lose. You're energized all the time.

When situations get too intense or complicated or overwhelming, some people say, "I'm leaving it in God's hands."

This can work. We teach this with a scientific structure but who cares how you get there?

When you're emotionally, creatively and scientifically fearless, you take all the craving, fear, anxiety, stress, hyper thinking and lower-brain traits out of the equation. The lower brain is a one-trick pony that only uses dopamine to motivate you to go for more external gratification. The lower brain, remember, is only concerned with our survival. When we get external gratification that increases our social status, we get a shot of dopamine that lights up our brain like crack cocaine. When we don't get that external gratification, the lower brain gives us a dopamine deficiency. This causes a "Yuck" feeling somewhere in our bodies.

The great Lower Brain trick - Dopamine



When we're focused, aware, stable, transcendent and connected, we call that FASTC. Your transmitting endorphins, neurotransmitters, all these great chemicals. It's a natural high and natural highs don't create surges that shut down your receptors. That means you can now enjoy any external gratification on a much higher level.

There's a professional tennis player I work with who uses these techniques in competition. I'll call him Ted.

Tennis is a sport that requires a high level of mental toughness. When the 'wheels come off' in competition, Ted's opponent starts to take advantage when Ted can't get his first serve in. Ted will hit his second serve with less pace so he guarantees it stays in and he doesn't double fault. Noticing this, Ted's opponent will take a step up and hit the return with more velocity, which often results in a winning shot.

This leads to Ted getting more triggered because he knows his opponent is taking advantage of his weakness.

When Ted's lower brain is triggered, he's getting upset that he's struggling to get his serve in. He's thinking, *I'm going to lose service in the first game. This is terrible. The pain of losing this match will be awful. Everybody is watching me and they think I cannot play under pressure. I feel my stomach hurting.*

It's a false story, external gratification, survival mode.

What Ted has to learn is get the 'wheels back on' as quickly as possible to give himself the best chance of winning the match. He uses the tool 'False Story' in combination with 'Change The Game' to first get himself higher brain about the difficult situation. That will give him the best chance of performing to his potential and not blocking himself with his lower brain.

In "False story", he says to himself: *That 'Yuck' feeling in my stomach is just my lower brain trying to motivate me to win for the wrong reasons - either looking good in other people's eyes or believing that winning this match will make me sustainably happy.*

The reality is I am already happy regardless of what anybody thinks. Of course if I win this match I will be happy. But if I lose the match, that isn't a big deal. There is no amount of getting anything external that will make me sustainably happy. This 'Yuck' feeling is just a 'false story'.

When Ted uses the tool 'False Story' to turn his lower brain off, he then uses the tool 'Change the Game' to accelerate into his higher brain. He says to himself: *I can't wait to turn this match around. I can prove to myself that I can get into a tough spot and still come back and give myself every chance to win. This is a great challenge. Let's go! I want to see what happens. This will be fun!*

There's another way to work through this by using emotional, creative and scientific fearlessness.

Emotional fearlessness starts by noticing whether you're higher or lower brain.

I need to thrive, not just survive. I'm lower brain now and what I need to do is turn my lower brain off by saying, *OK, that Yuck feeling I have in my stomach is*

just my lower brain trying to motivate me to go for more external gratification. I know there is no amount of external gratification that will make me sustainably happy. That's a false story.

It's not enough to say no to the lower-brain false story. We can't just shut our brains off.

We need to go from a lower-brain high to a higher-brain high. We do that by saying 'False story' to ourselves out loud to shut our lower brain off.

Creative fearlessness is like having a strategy session.

How do I figure out a way to get better at getting my first serve 'in' under pressure? Let me practice a certain serve sequence and visualize being in a big match under pressure. I'll talk with my coach on what I need to do technically and ask him for feedback. Then I apply all those concepts.

When we're creatively fearless, we're asking and looking for feedback. We experiment with what works and with what doesn't. We make little mini breakthroughs.

I have a growth mindset about improving at tennis. Now I'm having EAT-fun! Engaged, Activated and Thrilled with the moment-to-moment joy of playing tennis. Scientific fearlessness is like self-analysis.

How was my first serve under pressure? What percentage of first serves did I get in at the velocity that I wished? How often did I win the point when I got my first serve in?

This is another way to EAT – engaged, activated and thrilled - on the way to happiness. I came across this story.

A little boy asked his zen golf teacher, "If I practice every day for five days a week, how long will it take to be a pro?"

The teacher says, "By 18, you'll be on the pro tour."

The boy then asks, "If I practice every day for seven days a week, how long

will it take to be a pro?" The teacher said, "Maybe 20 years."

The boy then asks, "If I practice every day and instead of sleeping eight hours, I sleep five, how long will it take to be a pro?"

The teacher said, "It'll take 30 years."

The boy didn't understand. He's talking about practicing more and sleeping less but it'll take more time to be a pro.

"Why?" asked the boy.

The teacher looked at him and said, "You have one eye on the ball and one on being a professional. You're not focused."

Athletes talk about 'Eye on the prize.' That doesn't serve you. Being emotionally, creatively and scientifically fearless will work much better. It'll also help in any endeavor. Talk about a work-life balance. You'll be happy until the last day we're on earth.

Take it day-by-day

Every day is a new beginning. It's about making little breakthroughs. Win or lose, you're working on yourself to become better.

Sale or don't get the sale, you're the same way. If you lose, you say, "Know what, I'm going to do better. What part of my process was good? What part needs improving? I will work on the part that needs improving, dive back into the fire and measure the result."

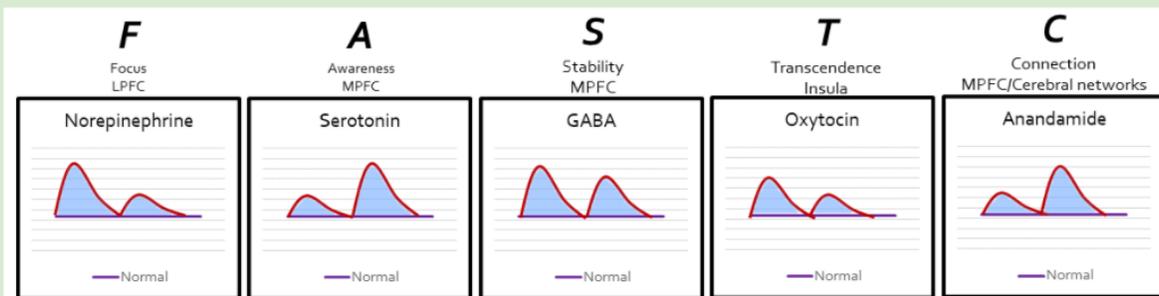
But you're in the present and having a great time along the way. You see the result of making the sale as just a measuring device that gives you feedback on how to do better to make the next sale. You don't care about the 'nos'. You want all the feedback you can get, both positive and negative. You realize the fastest way to make more sales is to double your failure rate! Now you are fearless. Emotionally, creatively and scientifically fearless!

When you are fearless you no longer care about being right. All you want to

be is powerful and influential. You'll have an inner confidence that people will sense.

The whole time you are higher-brain dominant, you are releasing a rain shower of higher-brain neurochemicals/hormones plus higher-brain dopamine, which will make you sustainably happy and successful. Then you'll have your house on the rock.

Raining down happy/success neurochemicals & hormones



TAKEAWAYS

- Pressure will destabilize you. It happens to all great athletes. Destabilization leads to stress. Stress releases cortisol. Cortisol clouds your thinking.
- It's OK to feel stress and be destabilized. But you need to have a strategy to re-stabilize yourself in the heat of the battle!
- The tool to cool off the lower brain after it has been triggered is 'False

Story’.

- Understanding the lower-brain dopamine system means the lower brain is trying to control us like a puppet. Our lower brain uses dopamine as a way to motivate us to survive.
- It’s not enough to realize the ‘False Story’. You need to replace it with a higher-brain high, which could be the tool ‘Change the Game’. There’s no amount of external dopamine, material possessions, rewards or pleasures that will make us sustainably happy and fulfilled.
- Remember, we want to be sustainably fulfilled before we go into battle. We want to play like we have nothing to lose!

EXERCISE

- Write down or post in the Facebook Group an example when the ‘wheels come off’ during a competition? How did you feel? Pretty yucky? It’s understandable if that ‘Yuck’ feeling hits you in the gut and you’re physically feeling ill. That’s your lower brain giving you a dopamine deficiency as your rank just sank. But did you have a strategy to re-stabilize yourself in the heat of the battle?
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
- Click here to join the “Your Brain Deserves 10 Minutes Every Day” Facebook Group:
- [https:// www.facebook.com/groups/yourbraindeserves10minuteseveryday/](https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/)

Chapter 6

Take Down The Flag

When I work with pro athletes we have to work through a lot of lower-brain thinking.

The lower brain doesn't really want you to be happy. It wants to keep you striving with social status. They want you to keep surviving and being hooked on dopamine with its petty rewards and penalties.

This is where I'm at with one of my clients. Let's call him Clark.

Clark is good looking, big, athletic, quick and talented. He has a lucrative contract from being a first- round draft choice.

But for months, Clark couldn't get out of victim mode.

There's family history. His father became a good hockey player but didn't quite make the NHL so that's been passed on.

There's his personal history. Clark, who's a goalie, thinks he's better than the other goalies in the organization, including in the level above him. He may be right. However, his teammates play harder for the other goalie because they like him more and realize if they don't, they'll likely lose.

Clark also thinks his coaches and management are out to get him. Because his attitude is so bad, he may get the raw end of the deal sometimes because his superiors respond to that attitude with what becomes a lower-brain pissing match.

If you're not going to be a team player, then screw you Clark. Enjoy your time on the bench.

In one situation, the coach had a rule: Never change the lineup after a victory.

After a win, Clark expected to play in the next game. However, the coach said because there's so many days between the break, he wanted to play another guy so Clark spent a lot of time on the bench. He was livid.

I suggested that Clark go to the game and be a great teammate. In so many

words, Clark said fly a kite.

“Do you want to be right or do you want to be powerful and influential?” I said.

Clark stewed. But once he calmed down, he went to the game and became a good teammate. Wasn't easy. He had to fake it but he realized it's better to internalize than show up the coach.

Progress!

But it's also a process. At times, Clark comes off as selfish and players, coaches and team officials don't like selfish people.

Because Clark is upset he's playing in the minors, he lives in a different area than the rest of the players.

We talk that if he wants to be powerful and influential - and I say that to all the people I work with - he has to love the process of competing in the league he's in if he wants to get out. That just annoys Clark.

This player has FOMO - fear of missing out. Even if Clark did get promoted to the NHL, it would be hard for him to succeed because he's not mentally ready. If things didn't go well for him, he'd do the blame game. Meanwhile, the amount of pain and suffering and broken relationships wouldn't be worth it.

We may not be progressing as fast I want but I can't blame Clark. As a player and coach, I did a lot of the same things.

As a player, I'd make gains, then the monster would return.

I'd revert to lower brain. There are these inner voices. *You should be starting, you should be playing more, the coach doesn't like you, he didn't give you a scholarship at first, he has to justify giving the other guy a scholarship.*

I coached in the ECHL, which is two steps below the NHL. I said I'd only leave for a head coaching job in the AHL.

I went on eight interviews. I received a variety of reasons why I didn't get the job – general managers hired people they knew or they went with a guy who played in the NHL.

I limited myself by not looking for an AHL assistant job. I thought I was above that. I stopped wanting to have interviews. The rejections became too painful. I played victim and flew my 'I got Fu%*ed flag.' I told myself I didn't get the jobs because I coached in Europe for most of my career.

What happened? When I did receive a job offer, it was in – where else – Europe. It turned into being a self-fulfilling prophecy.

Had I been higher-brained thinking, I should have been delighted with the eight interviews and wished for four more. You play the odds. You keep swinging at the fence, you'll hit a homer.

But I couldn't deal with the pain. Sometimes, you have to go through the pain even though you can call it something else. Experience? Making contacts? Learning how the hiring process works?

So I understand Clark's tug-of-war. His journey to higher brain is being won slowly but surely.

Rome wasn't built in a day. Anybody can play in Chicago Stadium on an NHL Friday night. It's another thing to play at 10:30 a.m. in Binghamton, N.Y. in front of a bunch of school kids like the minor league teams often do.

We're meeting people where they are. It won't happen overnight but we're trending in the right direction.

And now, Clark is starting to play more. He's connecting more with his teammates and coaches. Not perfect but improving.

We want to get people through these brain barriers. Being mentally strong is about taking down the barriers.

Tearing down and building up.

It's not just individuals that need to improve in brain science. So do organizations. An organization's ability to succeed depends primarily on its ability to learn faster than everyone else - to be agile. Most organizations are nowhere near their learning capacity, and a team can only be as agile as its players.

The aim of our program is to increase organizational learning capacity by focusing on the individuals that make up that organization, using established neuroscientific principles to transform participants into 'scientists of themselves' with an arsenal of tools to make brain shifts, which massively improve their well-being and, ultimately, the agility of their organizations.

A brain shift also is called a neuro hack, which is any method of manipulating or interfering with the structure and/or function of neurons for improvement or repair.

Now, a person can break that connection by doing such things as going into victim mode. When a person goes into victim mode, that shows selfishness. She or he has broken the trust, the bond. Influence has deteriorated and that person has given her or his power away.

Whether it was Clark or any other players toiling in the minors, we tell them if they want to move up, they have to act - and play - like they love it where they're at.

If there's ever a more telling example of 'Fake It Till You Make It', this is it.

I wished I knew this stuff when I coached. I could've helped those players. But I know I'm helping athletes now. I know because in discussions we've had after a few months, they're more aware of when they're lower-brain triggered and they've learned the tools, structure and system to shift to higher brain.

This makes them much better dealing with uncertainty and using brain science to make them more productive.

TAKEAWAYS

- Taking down the flag is a common challenge coaches have with their players. However, coaches also need to take down the flag if they feel if they're not getting a contract extension or they feel an official is not giving them a call.
- When a player isn't starting or playing enough, he puts up the flag that basically says coaches or management are out to get them. It's a lower-brain response to not performing.
- The lower brain doesn't really want you to be happy. It wants to keep you striving for social status. The lower brain wants you to keep surviving and being hooked on dopamine with its petty rewards and penalties.
- The key to overcoming that is for players to talk to coaches or management, admit their faults, ask what the coach wants and do those tasks to the best of their ability. Then, the player needs to follow-up to see if they're on the right page.
- In sports, like in all endeavors, the key is to hold oneself ruthlessly accountable, fail fast, learn and grow.

EXERCISE

Take the following quiz designed by Dr. Niraj Nijhawan, founder of the Leo Program, to test your understanding of some of the neuroscience we cover and consider how it can help your organization continue to learn. Write down your answers on a sheet of paper or better yet take the quiz on our Facebook Group. The answers will be given after the 10 questions.

Question 1: Why are there so many health crises now, including alcoholism, opioid addiction, depression, violence and suicide-related deaths?

- A) Decline in moral values
- B) Overwork
- C) Rapid change in society

D) Economic hardship

Question 2: For what percentage in human history have we been farming

A) Less than 1 percent

B) 5 percent

C) 10 percent

D) 20 percent

Question 3: Why are we designed to get “high” (release neuro-chemicals to make us feel good)?

A) For pain relief

B) To pass on our genes

C) To strengthen social connections

D) To help find a mate and encourage pair-bonding Question 4: What’s the

Question 4: No. 1 predictor of happiness at work?

A) Economic reward and security

B) Sense of purpose and impact

C) Sense of play at work

D) Developing new skills

Question 5: What percentage of people have access to genius?

A) 1 percent

B) 25 percent

C) 75 percent

D) 100 percent

Question 6: If you have access to genius, what is the key to becoming a genius?

A) Beginning something at a young age

- B) Natural talent
- C) Instruction or training from a genius
- D) Feedback

Question 7: Can you trust your decision making? If not, how can you compensate?

- A) Yes
- B) No, compensate by learning more about the topic
- C) No, compensate by tracking results and crowdsourcing
- D) No, compensate by reducing the risk of a bad decision

Question 8: If a person experiences addiction or anxiety, is it their fault?

- A) Yes
- B) No
- C) Maybe

Question 9: Is self-esteem important?

- A) Yes
- B) No

Here are the answers to the questions:

1. C) Rapid change in society
2. A) Less than 1 percent
3. B) To pass on our genes
4. C) Sense of play at work
5. D) 100 percent
6. D) Feedback

7. C) No, compensate by tracking results and crowdsourcing
8. B) No
9. B) No

If you didn't score well, that's OK. Most people score less than 3 out of 9.

- We encourage everybody to join the Facebook Group where you can post your answers to the quiz. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
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- [https:// www.facebook.com/groups/yourbraindeserves10minuteseveryday/](https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/)

Chapter 7

The Result Is Secondary

After Tom Brady and the New England Patriots lost in the 2020 AFC playoffs to the Tennessee Titans, he sent a message on Instagram.

Saying, "I know I still have more to prove," he shared of his return for at least one more season. He proceeded to surprise many when he left the Patriots for the Tampa Bay Buccaneers.

But then he said some things that resonated with me and should resonate with you.

"I wish every season ended in a win but that's not the nature of sports (or life)," he wrote. "Nobody plays to lose. But the reward for working hard is just that, the work!

"In both life and football, failure is inevitable. You don't always win. You can, however, learn from that failure, pick yourself up with great enthusiasm, and place yourself in the arena again."

Here is a guy who gets it. *The reward for working hard is just that, the work.*

Brady is considered by many the GOAT – the greatest of all time. He's won six Super Bowls in his 20- year career. That means he hasn't won it all 14 times. That's 70 percent of the time.

But he loves the process. He talks of it being a blessing "to find a career I love, teammates who go to battle with me, an organization that believes in me, and fans who have been behind us every step of the way."

Even when celebrating a Super Bowl, he's not celebrating in a superior way. He's only focused on getting back to what he calls "the work" which we call EAT - Engaged, Activated, Thrilled. He is in love with the moment-to-moment joy of becoming a better football player. What he's saying is the reward for winning the Super Bowl is a chance to have more EAT-fun! Of course he's going to celebrate and enjoy a vacation when the season is over. But what he craves is to get back to being better. He's being fearless - emotionally, creatively and scientifically fearless!

Brady is not the most gifted athlete but his thinking is at such a higher level, he overcomes age, his 40-yard dash time and that occasional blitz by having an ability to intuitively live in his higher brain.

That's what separates him from most athletes. That's where we need to get.

Anybody can do this. If you do it intentionally and bring it every single moment, can you imagine what that'll be like?

But one of the first keys to 'Be Like Tom' is to understand the result is secondary. The result is secondary.

When you understand that, you're working at a higher-brain capacity. It'll not just help you in competition but your relationships, your job, your life. You're on the path to sustainable happiness as long as you're on this earth. How powerful is that?

Many believe the big outcome is primary and that it'll make us happy.

The happiness is temporary. What it also creates is pain, which takes us down a nasty path. Now there's a ton of pressure. The lower brain cowers in fear and anxiety turns to cravings for more temporary happiness.

This two-string dopamine puppet controls us with lower-brain self-esteem and FOMO (fear of missing out).

Lower-brain self-esteem works like this: Every time we receive external gratification - a compliment from a teammate, coach, teacher or parent - we get a shot of dopamine from our lower brain as a reward to motivate us to go for more external gratification. Every time we don't get external gratification or we get a negative comment from a teammate, coach, teacher or parent, we receive a dopamine deficiency from our lower brain. That is a 'yuck' feeling we get in our stomach, chest, heart or head. The lower brain is causing physical pain to motivate us to strive for more external gratification in order to make that physical pain go away. Now we are suffering.

FOMO works like this: Every time we feel like we are having more fun than

other people, like having a better time on vacation, at a party, on the beach or more successful in sports or business, our lower brain gives us a shot of dopamine as a reward. Every time we have the feeling that we aren't having as much external gratification compared to other people, the lower brain gives us a dopamine deficiency. This also is the 'yuck' feeling we also get somewhere in our body. This is what happens when we look at our friends' Instagram page and they always are having a better time than us.

Once again, this physical discomfort is supposed to motivate us to get more external gratification (pleasure) than other people.

A funny story happened while on vacation in the south of Spain and Andalusia with my daughters Emily and Josephine. At the time, they were 20 and 17 years old. Of course, I wanted to visit the beautiful cities and take in all the amazing sites, culture and food. They wanted to go on spring break.

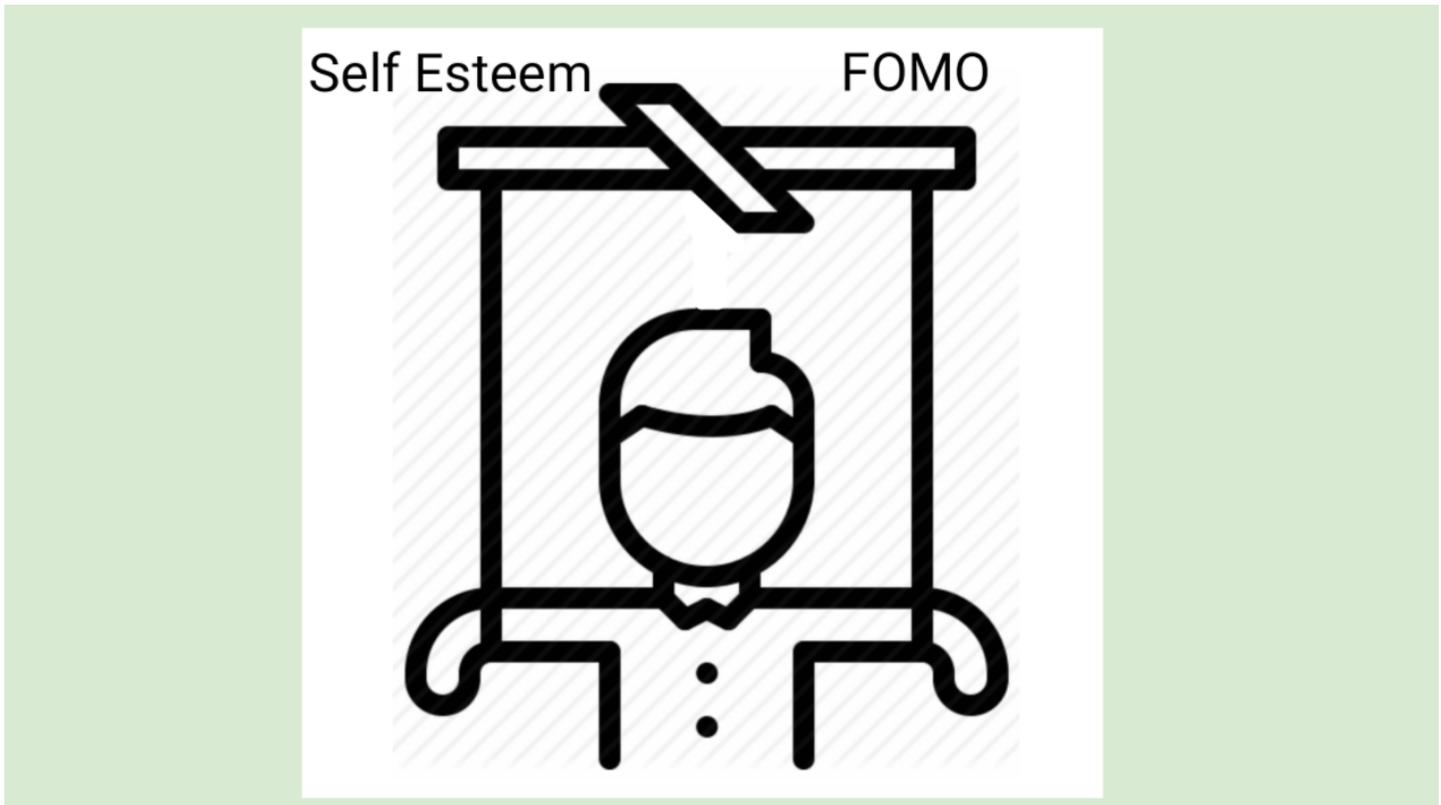
So we compromised. We went to the beach for six days and enjoyed the beautiful resort we were staying at and for three days we rented a car and toured the area. Well, I noticed the girls weren't all that excited to go on these historical tours with me. They did it begrudgingly because they are good girls but they couldn't hide that they weren't that excited. Then all of a sudden, they started taking pictures for their Instagram page. They turned into these smiling, happy people full of life and energy. They looked like they just won the lottery.

Unfortunately, after the photo shoots they went back to their ho-hum ways. That is a perfect example of how social media, through FOMO, is causing people to suffer.

We have to ask ourselves, "Do we want to be controlled by a puppet?" Stress and cortisol occur from the suffering that the two strings – self-esteem and FOMO - give us. This is never a way to be sustainably happy or successful. You may have your day in the sun but the nights will be much darker when the puppeteer, the lower brain, has control over you. Unfortunately, most people are controlled by the puppeteer to no fault of their own. This is

simply the way we have been bred and raised to think. Now we know differently. Now we realize how easy it is to cut the strings with our thoughts!

Tom Brady has freed himself from the puppeteer. That is a big reason why he is the NFL GOAT!



What we teach, being higher-brain dominant, is an accelerant. Being in your higher brain helps everything you do be at a higher level. It doesn't take the place of any aspect of your training. When you are higher-brain dominant, your individual skill improves because now, you are so lost in the moment-to-moment joy of your task that you have no FOMO - you can go all in. You realize you are missing out on nothing. Therefore, you can devote a lot of time and quality of time to improving your skills.

Your coordination improves because when you are higher-brain dominant, your focus, connectedness and awareness are all heightened. When you are higher-brain dominant, the quality and consistency of your workouts improve and now you are stronger and more powerful. When you are

higher-brain dominant, your nutritional choices improve. You are no longer looking for the short-term, lower-brain dopamine high of eating unhealthy food. In short, every aspect of your task improves.

We want you to outfox your lower brain.

What we're offering is like meditating and being mindful and putting it on steroids.

Once you're internally happy, you're committed and you have nothing to lose. You're not gripping your stick too tightly. You're playing – not working – on instinct.

Some people would tell you, practicing golf for 10-12 hours a day is boring. Others would rather hang out with their friends at a bar or their girlfriends at a beach or catch a show or movie or go to a concert.

Nothing wrong with that. But I could argue that those 10-12 hours a day on the course are way more exhilarating. You're at peace on a quiet course with the sounds of your club hitting the ball. It's almost rhythmic. You're working on a skill set, you're analyzing your swing, you're reading the greens, you're breathing fresh air and smelling pine needles and various flowers. You're developing a craft. As Tom Brady said, you are relishing the work because you'll be rewarded. And the reward is the work.

And if you're walking the course, all the better.

You can put yourself in such a state, you're not missing anything.

However, FOMO can lead to not doing your best in an effort to have the best of everything. That releases damaging chemicals.

You make the excuse. *Let's not try too hard because if I give my best and fail, that's painful. If I don't give my best, I don't fail.*

That leads to excuses and flying the 'I got fu%#ked flag.' It's conflict avoidance, playing the victim mode. It starts a vicious cycle.

You can flip that by changing your thoughts. We can help you become more mentally strong.

We're addiction machines. There's gambling, sex, drugs and food. Even work. Breaking that can be hard.

So why not replace bad, lower-brain addictions with good, higher-brain addictions? When we do, we're releasing a number of different chemicals and neurotransmitters that make us sustainably happy. These higher-brain chemicals and neurotransmitters are internally generated. We always have access to them. Instead of just the external dopamine that is released by the lower brain addiction. We have no idea when the next hit might be available.

In February, 2020, I returned to my alma mater, the University of Wisconsin for an alumni weekend.

Now, I could've had six to 10 beers and laughed my butt off and ate cheese curds and wings. But I knew I'd feel lousy the next day.

Instead, I had 2 ½ beers. Still had great conversations, fun and I wasn't half-sloshed.

I also knew I'd get up early the next day to give my thoughts on this chapter. I wanted to enjoy that, too, and knew I couldn't do that if I was hung over and unable to put my thoughts together.

We have thousands of decisions facing us every day. Which ones will you choose? Will you find the reward for the hard work is just that? Will you put yourself out there to pursue your goals?

Do you want to be a GOAT – or be your own animal?

If the results are secondary, what is the primary objective? For an athlete, the idea is, "How to be great at your sport and how your sport can help you become great at anything."

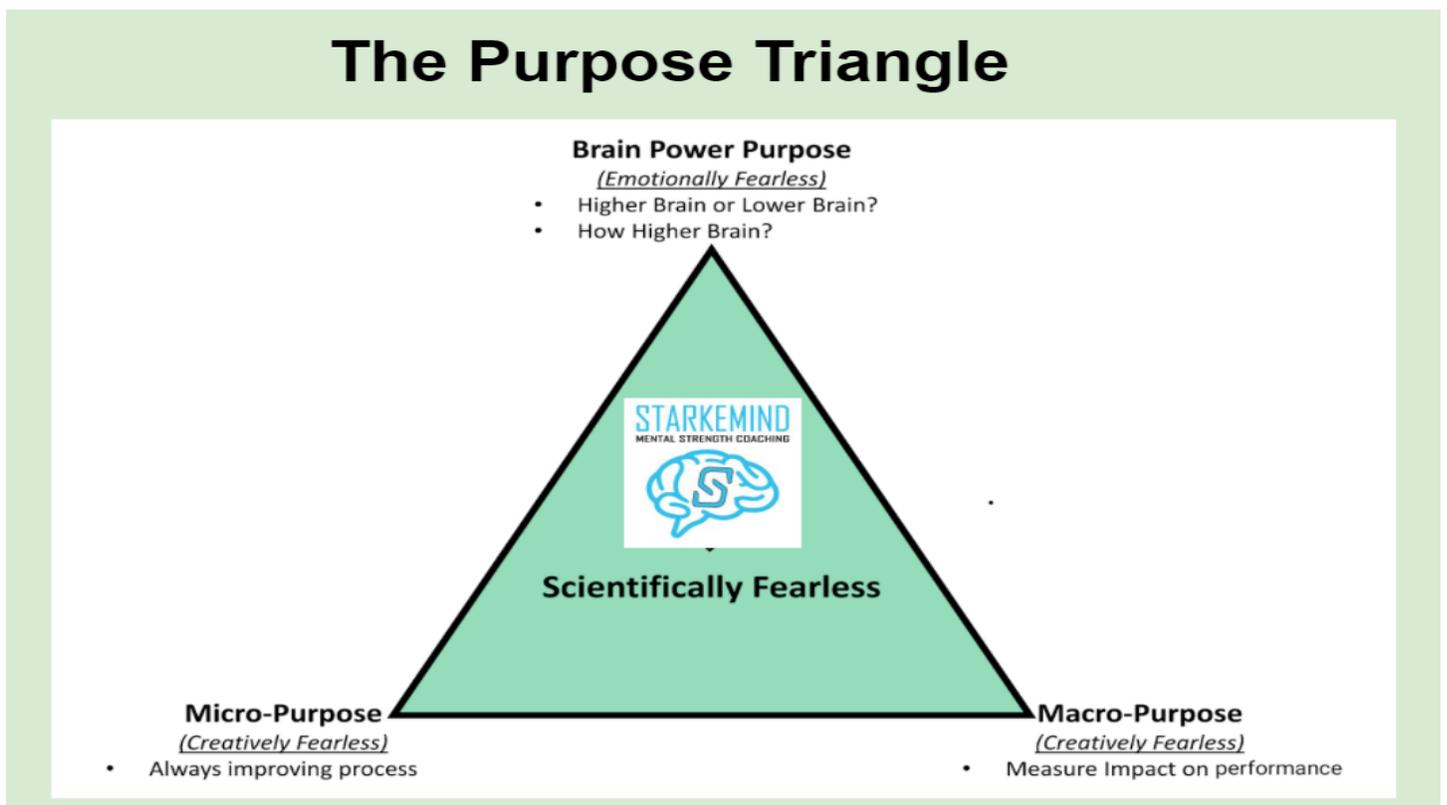
The primary goal is to make your brain stronger - be higher-brain dominant - and that's a quality you get to keep for a lifetime. You will be living in all three

purposes. This is being process-oriented in a sophisticated way.

1. Brain-power purpose: Higher brain vs. lower brain - constantly getting feedback.
2. Micro purpose: All the little details that it takes to accomplish what the coach wants. The player, not the coach, should focus on these micro details.
3. Macro purpose: What objective the coach wants me to do?

You are falling in love with the moment.

Some people talk about falling in love with the process. I'd say you're falling in love with the process of the process.



You are focused on brain excellence, micro excellence and macro excellence. You are constantly being aware of all three of these dimensions all the time. You are never bored. You always are making things better. You are using sports as the vehicle and getting instant feedback. You are taking pressure

off yourself. When you take the pressure off, you make the result secondary, enabling you to perform at a much higher level.

TAKEAWAYS

- You have a choice. You can have thoughts that will make you a puppet, controlled by your lower brain. This will lead to suffering and not being fulfilled. No matter how much external gratification you acquire, it'll never be enough.
- Or you can have thoughts that cut the puppet strings and you can get on the higher-brain rocket ship of the purpose triangle. This will lead to sustainable happiness and success. You will miss nothing.
- The great paradox is that when you do acquire external gratification, a Ferrari for example, you will enjoy driving that car and have fun! The difference is, if you don't have a Ferrari, you will still be happy. You have nothing to lose, which leads to gaining a lot!
- If you make the results secondary and your primary objective becomes your purpose triangle, now you are being process-oriented in a sophisticated way and you're having an enormous amount of EAT (engaged, activated, thrilled) fun.
- Tom Brady is a good example of someone focusing on the purpose triangle as opposed to being controlled by the puppeteer.

EXERCISE

- Do you remember a time when you were so into something you lost track of the time? Were you so immersed in something that you'd choose that over going to the beach or a movie or watching a sports event? What did you enjoy the most while being immersed in your project?
- We encourage everybody to join the Facebook Group where you can post

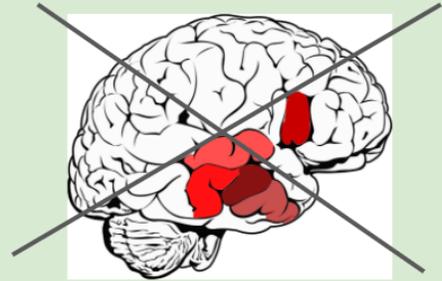
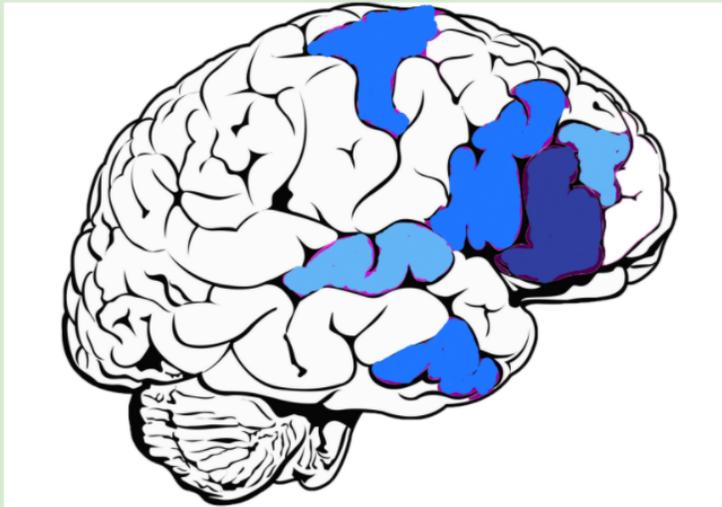
your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.

- Click here to join the “Your Brain Deserves 10 Minutes Every Day” Facebook Group:
- <https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/>

Chapter 8

Be A Blue Brain

Be Blue Brain



The three tools we use to be blue brain as opposed to a red brain.

- PDA
- Non-Judgment
- 3 D's

We try really hard not to be political here. Really.

Choosing to be a blue brain over red isn't us making a statement of Democrat over Republican.

According to Color Wheel Pro, blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body.

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love. Red is an emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure.

The key to staying blue brain (higher brain) and limiting our red brain (lower brain) is our ability to not let negative stimuli affect us.

Say we're on our way to work or college or to pick up our children from

school. A driver cuts in front of us.

If we go lower brain, we can get fiery, red, and proceed to give the middle finger to the person or honk our horn or say #\$\$%& you. Problem is, we're on that two-string puppet of fighting for social status and getting a dopamine rush. We also release cortisol, which is good for the short term in handling stress. However, in the long term, too much cortisol increases sugar in the blood stream, stores fat and left unchecked, can cause obesity.

Short term, you can make a situation worse. What if you get to a stop sign and say something? What if that person has a gun in the car?

Long term, it can bother us the rest of the day and affect how we interact with a client, take a test or talk with our 6- and 7-year-olds.

We can be affected just by making a few keystrokes and hitting return. You can type in just about any celebrity's name or news event and there will be something to stir your emotions.

Now, what if we stayed blue brain and remained strong in mind, body and stability?

Three tools can help – PDA, non-judgment and 3 Ds.

PDA: Pause, delay and ask questions.

Pause. Stop. Don't toot your horn, don't give the finger, don't react. You know that's damaging. Get in the habit of never reacting to a negative situation right away.

If you react right away, that's the lower brain. You lose. The lower brain has taken over right at that moment of reacting.

Delay. It buys you time. Time to cool down. Time to discipline your emotions. Time to be aware that what you're thinking is dangerous. Time to let it go. Time to turn on some music. Instrumental music. Piano, guitar, violin. Calming, soothing.

It's a system or language that allows you to just mentally walk away from a situation.

Sometimes when we are trapped, the lower brain is getting activated and we need an escape mechanism. Have one or two ways to escape a situation, cool down then come back.

Ask yourself questions. How will this affect me if I stay calm? Will my actions – or non-actions – put me at higher or lower brain? How can I stay higher?

These questions are a powerful way to shut the lower brain off.

Is this situation life or death? Every time the lower brain is activated, the lower brain thinks there is a death threat. Fight or flight mode starts.

Am I higher or lower brain? is so powerful in flipping us out of the lower brain.

Is this a negative situation about being right or about being powerful and influential?

Do we care about self-esteem, looking good/bad to others and to ourselves? No. We want to keep our power and be influential! Being right is a waste of time.

I constantly tell my students, "Do you want to be right or do you want to be powerful and influential?" Those that tell me they want to be right, I ask, "How did that go for you? Did you give your power away?"

Now, that doesn't mean you have to be a doormat. There are steps a person can take to hold others accountable. However, it can be more sophisticated and influential, allowing you to keep your power and let the people keep their dignity.

If you were to see that person at a gas station a mile later, you could say something like, "I know you're in a hurry and I don't want to delay you but I almost hit you." In competition, there are moments in games that can set us off.

An opponent gives a cheap shot. You retaliate. Who does the official see?

Usually the second infraction.

An official calls you for a foul and you disagree. Do you get upset to the point where the official penalizes you, or worse, doesn't give you a break the rest of the night?

The coach jumps on you in front of the sellout crowd for something that's not your fault. You snap back. The coach pulls you and you go to the end of the bench. How's that working for you?

What's great about this, if you go through PDA – pause, delay, ask questions – you can flip the anger in five, 10 seconds.

Your foes will know you won't be baited, officials will respect you and coaches know they can trust you in heated moments. That's powerful and influential. That's leading. That's being calm, blue and collected.

This higher-brain rain shower of neurons can affect us in so many ways.

There's a study of lab mice where they were given liquid cocaine. The high wore off because their receptors started closing.

Then, scientists introduced their subjects to a mice Disneyland. So great the experiences, the mice turned away from the cocaine.

Say we're at a friend's home and you had a hankering for an apple but all they have are bananas or oranges. You turn down the other fruit because you really had your heart set on an apple. How does that make your host feel? And aren't you still hungry? Lower-brain stuff, man.

Higher brain, you pick an orange and discover your host has honey bells, the juiciest oranges ever. And if your host has no fruit, that's OK, too. If we're internally happy, we are flexible or satisfied, even if there's nothing.

Here's another example. When I left coaching in Europe and returned to Southwest Florida, I lived with my parents for awhile.

My mom takes pride in being a worry wart so one, cool day she reminds me

to take a jacket. In the past, I'd say to myself, "I am definitely not moving here."

But I did a PDA.

Pause. Say nothing.

Delay. She only means the best. Give mom her dignity. When I get home, she'll have a nice, warm meal waiting. If my daughter is with me and I need to attend to an unexpected meeting, she's happy to take care of her and they bond even more.

Ask questions. Is this life or death? No. Is it nippy outside? A little. Does she make a good point? Yeah, I guess so.

Higher-brained, I say, "Oh, thank you."

Should I say, "Thanks for thinking of me?" No so fast. "No, I don't want to go too far because I don't want to condone that behavior."

Hope that doesn't sound mean but I am over 50.

You know, Shakespeare once said, "Tis none to you, for there is nothing either good or bad, but thinking makes it so."

Shakespeare uses prison as an example. Most people may see prison as a place for criminals. However, monks basically imprison themselves and renounce worldly pursuits in an effort to be more spiritual.

In Viktor Frankl's book, 'Man's Search For Meaning,' he chronicles his experiences as a prisoner in Nazi concentration camps during World War II. He describes his psychotherapeutic method, which involved identifying a purpose in life to feel positive about, and then immersively imagining that outcome.

Frankl noticed the prisoners who put meaning into their future had the best chance for survival. They may only have had bread or watered-down soup but they envisioned a big meal when they got out. They may have been

confined in a prison camp but they dreamed of what life would be in freedom. Frankl concludes from his experience that a prisoner's psychological reactions are not solely the result of the conditions of his life, but also from the freedom of choice he always has, even in severe suffering. The inner hold a prisoner has on his spiritual self relies on having a hope in the future, and that once a prisoner loses that hope, he is doomed.

When he died in 1997, Frankl's book sold more than 10 million copies and had been translated into 24 languages.

So if Viktor Frankl could find good despite his horrific experience, couldn't we find a way to gamify our situations?

Say a person rode his bike down the street and a car hit him and he broke his leg. While recovering in the hospital bed, he met his life partner, a long-time mentor or a person who would become one of his best friends. Is that a good or bad experience?

In the film 'Shawshank Redemption', Andy Dufresne, the main character, tells Red about a place, Zihuatanejo, he intends to visit when he leaves Shawshank. Red discourages the thinking and says, "Mexico is way the hell down there and you're in here and that's the way it is."

A few days later, Andy escapes, sends Red a postcard, leads him to a treasure and a way to get to Zihuatanejo. With the treasure is a letter Andy wrote. "Remember Red, hope is a good thing, maybe the best of things, and no good thing ever dies."

Be open to the possibilities.

Most things in life aren't good or bad but our labeling makes it good or bad. Our labeling. When we're judgmental, we create stress and that releases cortisol.

Affirmations could be a good anchor to turn that but I think it's more important to have self-acceptance and self-awareness. If we realize we're labeling or becoming judgmental, we can stop, delay, ask questions and

access that this isn't serving us and we can take measures to stop it.

This is crucial because as we mentioned, stress releases cortisol and too much stress/cortisol can lead to obesity and disease. More than 2,000 years ago, Hippocrates said "All diseases begin in the gut." While that's a bit overstated, research has shown a significant number of health issues begin in our tummy. That's why the person who said "Stress is the silent killer" is spot on.

The word disease, when broken down to its root history, means not at ease.

When we're not at ease, when we're reactionary or stressed and we get agitated or yell frequently, it can lead to a myriad of health challenges.

We need to have peace of mind. That's what our gut instinct really should tell us. And the best way to do that is think before we act.

That's why PDA – pause, delay, ask questions – can be tweaked to PDT - personal desire for tranquility.

One other subject I'd like to address in this chapter is judgment vs. accountability.

Judgment is labeling or judging something good or bad. If we're judged, that often triggers us. When we judge others and they're aware, they often can get triggered and it can affect our relationships.

Accountability is the fact or condition of being accountable. There's a responsibility involved. With that goes my thought that I want to help myself and everyone around me be higher-brain dominant in an effort to change their behaviors.

I never quite understood turning the other cheek because you then get hit in both cheeks; and that doesn't feel too good.

The goal as a coach, business leader or parent is to hold those in your life ruthlessly accountable but from a higher-brain place.

As a hockey coach, if I see a player doesn't get the puck out of the zone and keeps repeating that mistake, I can't judge that player but his performance is not OK. If we can't get the puck out of our zone, we can't score goals and we can't win.

If I show frustration in a player, even if I give constructive criticism, he's not gonna hear it.

You have to show the player while you appreciate him, there's a task he needs to do. And if you're in a game and the mistake continues, you can just say, "John, you don't have it today. I'm going to take you out of the game and let you watch."

In business, most people have a job description. If a person isn't meeting their objectives, me as a business leader needs to correct that behavior for his or her benefit and for the good of the company.

I need to be in a higher-brain place. I can't be upset or annoyed while trying to correct the behavior. That won't work and will trigger the employee. That's 'False Story.'

I then need to apply 'Change the Game' to accelerate into my higher brain.

This can be fun to motivate employees to work at a higher level.

I can sit down with the person and compliment her or him on what they're doing right. Then, I can ask them how they're doing. After I listen and ask questions, I ask how they feel they're performing in their job compared to their job description.

In many cases, that'll prompt them to share of their struggles, which is what you want to discuss with them.

Then you can ask, "Can I help you come up with a system and structure to improve in those areas?" This process makes it seem like it's their idea. If the employee doesn't reveal what they're struggling with, you have to ask, "Can I go over the things I feel you need to improve on?"

Then you'd discuss options, which includes a period of time to improve and what the parameters are.

If it doesn't work and the employee is not getting it, you may have to let her or him go. Even that can be done with accountability rather than judgment.

You can share that while you like the employee as a person, it's nothing personal, but they needed to perform their job better.

Maybe this isn't the right fit for you.

Maybe there's something else you're better at.

The key is you. You have to be at a higher-brain level.

You have to use language and actions that keep them in their higher brain, even if they don't know what that is.

As a parent, if your children aren't doing well in school or not keep keeping their rooms clean or doing their chores, you want to change that behavior.

Often, parents will do that work for their children. That won't do your children any favors and it definitely won't make your life easier.

In order to change these behaviors, we need to approach it the same way as above.

We need to talk with them in a higher-brain way and use language and actions to keep them higher brain, even though they may not know how it works.

Start by asking questions: "Isn't it nicer when your room is organized?"

One of my daughters rarely cleans her dishes after she finishes eating. She'd rather go to the pool and lie in the sun. Anyway, it makes it harder for me and the other girls when we try to clean our dishes.

After I asked, "Isn't it nicer to have a clean sink and kitchen, she agreed. But then she didn't dry them. When I cleaned my dishes and rinsed them, it also made her dishes wet. So then we had to have a conversation on thinking of

others.

I then found out the same daughter received a \$50 parking ticket; and when she didn't pay it promptly, the \$50 became \$100.

This will lead to us having a chat on a pattern that's starting to happen: procrastination.

The key here is not getting lower-brained and turning this into a lecture where she feels like I'm nagging her.

I need to talk to her like an adult and ask her if she realizes the consequences of putting things off. I also need to point out all of her good qualities yet coming up with solutions for her procrastination.

Not easy but it's necessary.

One of the best stories I remember is when UCLA men's basketball coach John Wooden - who won 10 championships in 12 years from 1964-75 - butted heads with his star player, Bill Walton.

Walton showed up for the first practice of the new season sporting a full-length beard. Coach Wooden didn't like beards and so he gave Walton a stern look. Walton said to the coach, "But it is my right."

Wooden then asked his talented center - an eventual Hall of Famer in college and in the NBA - if he believed strongly in what he had just said about rights. Walton said, "I sure do."

The coach replied, "I admire people who have strong beliefs. I admire people who stick with their strong beliefs. I really do."

Then Wooden said, "And we're going to miss you around here Bill, we really will." Walton proceeded to shave the beard.

Walton helped UCLA extend its winning streak to 88 games and win two national championships. NCAA rules didn't allow freshmen to play at that time.

After he graduated and learned more about life and the challenges he caused for Wooden, Walton called him at least once a week to tell him he loved him.

One other technique - the 3Ds - can also help one get through various challenges - discomfort, new data and new design.

I had to apply these principles when I was working on a project of optimizing mental performance for a 5-day Challenge I learned from a good friend, Mark Knapp.

Part of the challenge is getting students to click on a link that would send them to a Facebook Group Page.

For hours, I could not get the link to work. I felt myself getting frustrated. I texted Mark but he wasn't available to help. I had to figure this out myself.

But instead of getting worked up - which would have affected my ability to focus on the challenge - I poured myself a glass of wine and tried different solutions.

It was like putting a puzzle together. I felt like Thomas Edison, who said "I have not failed. I've just found 10,000 ways that won't work."

Edison also said, "Many of life's failures are people who did not realize how close they were to success when they gave up."

I didn't give up; and after running through all various scenarios, I figured out what I needed to do to get my students to the Facebook Group Page. Along the way, I got a much better idea of how Facebook worked.

The more we can use the tools PDA, non-judgment and 3Ds to stay blue brain and not allow negative stimulus to trigger our lower brain, we can be much more powerful and influential in dealing with life's day-to-day challenges. This will lead us to being more effective under pressure.

TAKEAWAYS

- Your higher brain needs to get better and better at watching your lower brain in action.
- We need to get in the habit of never reacting immediately to a person, situation or thought.
- PDA - pause, delay, ask questions - helps us to avoid being triggered by negative stimuli and keeps us higher-brain dominant.
- When you really feel bad about a situation, dopamine drops and you suffer. But when you get stressed and are really upset about the situation, yourself or the other person, then damaging cortisol is being produced.
- For every judgmental situation, use the expression, "That's interesting."
- Judgment vs. Accountability: Hold others ruthlessly accountable from a higher-brain perspective.
- The 3Ds allow us to embrace discomfort from new data and designs, which help us come up with a solution to challenges.

EXERCISE

- Think back to a time when you were triggered to go lower brain. You were judgmental. What was the result? Now, go back and go through which tool you'd use to not let your brain get triggered so you stayed blue brained. Can you feel how much more powerful and influential you are by not allowing yourself to get triggered?
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
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Chapter 9

It's Never All or Nothing

The lower brain wants us to think of all or nothing whether it's religion, politics or sports.

The President of The United States, whoever she or he is, is not 0 or 100. Say, they're 65. His or her thinking should be: How can that person get to 68 or 70? How can I be better?

This lower-brain dopamine, all-or-nothing, heaven-or-hell thinking leaves so much happiness on the table. I tell athletes, "After your career is over, you have 50, 60, 70 years left on this earth. Do you want to be sustainably happy?"

So how can we position ourselves to fall in love with the process of the process or life's journey and let the results take care of themselves?

In the previous chapter, we touched on the purpose triangle.

It's based on three aspects: 1) The brain-power purpose 2) micro purpose and 3) macro purpose.

- Brain-power purpose: The brain where you develop mental strength, get feedback, learn from it and get higher-brain dominant. You constantly work on the brain purpose. You can be standing in a long checkout line at the grocery store and you feel yourself starting to get annoyed. Then you can ask yourself, Am I higher or lower brain? Now you identify this feeling of being annoyed as your lower brain getting triggered. You can use one of the many tools we teach to shut your lower brain off and accelerate into your higher brain. Then you see someone standing in line next to you and you notice they are buying a different kind of coffee creamer than you. You can ask them about the coffee creamer and why they prefer it. Now you are getting information and making connections that you would normally never do if you just stood there being annoyed. Now all of life becomes interesting! There are no more dull moments. You can always work on brain purpose.
- The macro purpose: That is doing what your coach or customers or

partners want. For example, the coach wants you to do a specific technique or drill. How you do it or when you start to do it is the macro purpose.

- The micro purpose: That's all the little steps, the details. In the above example, maybe you do your technique dependent on the score of the game. If your team is leading, you're thinking of defending the lead. If your team is trailing, you become more aggressive offensively for a few seconds more. The coach would never notice that, so it's a micro process.

For me, the best personal experience I can share is when I became the Florida Everblades coach in 2010.

The Everblades, who competed in the ECHL, two steps below the NHL, made the playoffs in their first 10 years of existence; but despite having great records in the regular season, they couldn't win the championship.

That continued in my first season. We made the postseason but lost in the first round of the playoffs.

In the offseason, to complement our talented scorers, we brought in grittier, tougher players for 2011-12. By trying to map out every step the players took, I was trying to do macro and micro purposes for players. My lower brain tried to guarantee good outcomes because I was in fear of losing. Not just losing games but losing my job.

I talked about our approach to the season and how we'd be forming, norming, performing and storming.

Mike Tyson has the famous line that "Everyone's got a plan and then they get hit in the nose."

We got hit hard.

After a 2-6-1 start, we righted things a bit and worked ourselves back to a 21-14-3 record on Jan. 14. But we'd proceed to lose seven in a row and nine of 10 to sink to 22-20-6.

I was so addicted to self-esteem and fear of missing out, my driving motivation was getting in the way of the team. I needed to get the players more involved but it was my way or the highway. I was not really involving players in the process.

General manager Craig Brush told me if we lost again, I'd be in trouble. I thought, "Oh my God, I'm going to get fired." Again.

At that point, my assistant, Brad Tapper, suggested I do less and take my foot off the gas. "You gotta do less, you're doing too much," he said.

I was so beaten down, I let go. Luckily with the group and character of the players I had, they filled the void better than I could. The inmates running the asylum turned out to be a good thing in this case.

We started winning. And I started listening. When guys said every time we watch game video we'd lose, we'd stop watching video.

I had a player, Matthieu Roy, who loved scoring. When I made suggestions on how he could make the power play more successful, he became resistant.

When I backed off, Matthieu figured out if he was the low guy on the power play, with time and space he had three options: Shoot, take the puck to the net or pass to the guy in the slot where he'd be shooting at a half-empty net. That realization really improved our power play. I didn't tell him that, he figured it out himself. He worked on it after practice with guys and when they got into games, it worked.

We finished the regular season by winning 12 of our last 14 games and our hot play continued in the playoffs.

I stopped having expectations and I got the hell out of the way. We were forming, norming, performing and storming with me having little input.

There's a point where to be successful, the players have to take over ownership of the team – and we had it.

We started every playoff series on the road but it didn't matter. After sweeping our first-round series, we met top-seeded Elmira. Despite taking twice as many shots, we lost our first game, 2-1. The next day, we rented vans. I drove. On our way to the pre-game skate, Matthieu Roy sat in the front seat and said, "No way we're losing this game tonight."

We didn't. In fact, we won the next four games. In double fact, we won our final three series 4 games to 1.

We gave the Florida Everblades their first – and to this point only – Kelly Cup Championship.

I cut the puppet strings. I let go of my lower-brain addiction to self-esteem and FOMO. I had no choice because trying to control every step of the process, trying always to be the smartest guy in the room and responsible for motivating the team, holding the players accountable and getting players to perform when it counted, was not working. In fact I was about to get fired!

One of our players, David Rutherford, didn't miss a shift despite losing six teeth. Another player Mike Ratchuk, played defense as well as offense. Another, Trevor Bruess, entertained the guys and about 500 others by dancing as we waited out a flight delay. He was not afraid of what people thought. He thought he was a good dancer.

Trevor was also the catalyst to winning the final series against Las Vegas. We lost Game 1 in Vegas and we trailed 2-0 after the first period of Game 2. Things didn't look good. We were being outplayed.

I was planning on going into the locker room and making some comments. The old control freak was coming out. I had the thought that we were going to lose our chance to finally win the ECHL Championship!

As I prepared to go into the locker room, I heard a lot of commotion. I could hear Trevor telling the team there was no way we were going to lose. He was so passionate! I decided to not even go into the room. I let the players handle it and they did.

Starting the second period, Leigh Salters, our toughest and biggest player, drove the net and crashed into the goalie trying to score. Naturally Vegas took offense. Especially since 'Salty' pushed the goalie in the head as he was getting up. The Vegas players came to the defense of their goalie but none of them were brave enough to fight 'Salty'.

From that moment on we had them. 'Salty' was displaying what Trevor said in the locker room - there was no way we were going to lose this game.

We went on to win Game 2, 7-2. I don't think my words could've had the impact of Trevor's words. Combining the end of the regular season and postseason, we went 27-5 in our last 32 games.

Your life – job, relationships, day-to-day living – can change just as dramatically. You can have winning days the majority of the time.

And when you don't, you will be determined to make it right the next day.

That's because you're less concerned about the results and more concerned about the process of the process. And when the process is off, you'll have the tools and knowledge to learn from the experience, which you can positively apply to your next adventure.

Life is the greatest adventure. And when we gamify it so we're using our higher brain, life can be so enjoyable.

TAKEAWAYS

- Dichotomous thinking - good-bad, high-low, rich-poor, is the way our lower brain wants to think. Our lower brain wants simple black and white, one size fits all, answers for everything.
- The purpose triangle - falling in love with the process of the process - leads to the compound effect, which is small, incremental improvements or positive action over a sustained period of time. That leads to transformational results.
- If all we're focused on is the two-string puppet - self-esteem and fear of

missing out - we'll focus too much on the all-or-nothing opportunities with the likely outcome being nothing.

- Our higher brain is so much more sophisticated. Our higher brain thinks in terms of small degrees and realizes when we make small, incremental improvements to our performance, over time we have achieved much greater results.
- My ability to refocus on the macro aspect of the coaching and let go of the micro-managing helped the Florida Everblades win the Kelly Cup title in 2012. We empowered the players and they responded by taking ownership of the team.

EXERCISE

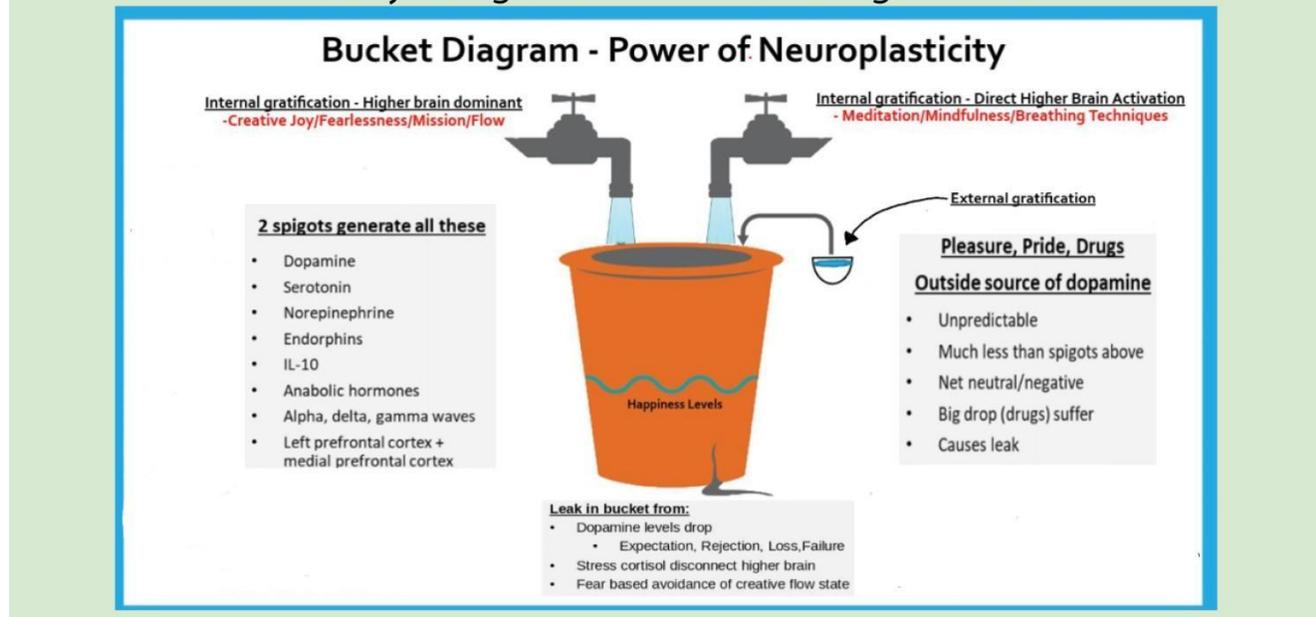
- Think back to a time in your life when you were being controlled by self-esteem and fear of missing out - the 2-string puppet. How sustainably successful were you? How would you do if you used the purpose triangle?
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
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Chapter 10

Fill Your Bucket

"Fill Your Bucket"

Why being fulfilled leads to being fearless



I live in gratitude.

There's five things I'm grateful for. Three of them are my children - Emily, Josephine and Charleigh. I'm also so grateful to 4) learn brain science and 5) have a real growth mindset.

At least four times a day I reflect on my gratitude checklist with as much emotion as I can conjure up.

I wrote this book while being quarantined during the coronavirus and I think to myself, I'm never bored.

My energy is off the charts. I can't wait to get up and I can't wait to go to bed. I'm being productive. My knowledge is increasing, I'm having great conversations and new ideas are coming to me all the time.

I can truly say I'm having more fun than if I went on an expensive vacation.

Having this gratitude sets me up for one of the final concepts I'm sharing in this book: Filling your bucket.

We want to fill our bucket with the two spigots, which represent a

higher-brain dominant life and direct higher-brain activation. This leads to sustainable happiness and success.

There are few things we control in this life but we do control our thoughts. We can choose, by our thoughts, to fill our bucket with the two spigots or we can choose to fill our bucket with that little thimble filled with external dopamine or external gratification.

The thimble of external dopamine is not sustainable and it's just lower-brained. We also have to be wary of cortisol, which can put a hole in the bucket and force it to leak.

One way to anchor in our higher brain, direct higher-brain activation, is the 7Gs – goofy, gamification, growing ourselves, growing relationships, growing our team, giving and good vibes. The 7Gs are good to do all the time to build our neural networks. They also help us develop something that can't be taken from us.

They help offset the Seven Deadly Sins – pride, greed, envy, wrath, sloth, gluttony and lust. If you think about it, the Seven Deadly Sins were a beautiful survival machine. They did exactly what was needed to pass on our genes.

We needed lust to procreate quickly, we needed pride because social status was a big factor in our survival, we needed gluttony to pack on calories in the event of a famine or hibernation.

The problem is that now these survival mechanisms just block us. Life has evolved. We don't need to survive, we need to thrive! Only way to thrive is to be higher brain.

The 7Gs are categories. When we can link one thing we are grateful for to each of the 7Gs' categories, then we have an easy system. The categories stay the same but the things we are grateful for can change on a regular basis. 7Gs' categories represent what is really important in life and we always have access to them. Variety is the spice of life! Now we can constantly change or update our grateful list to keep pouring emotion into our 7Gs.

- Goofy: We must constantly add humor, laughter, joy in our lives.
- Gamification: Gamifying our day-to-day lives helps us turn those experiences into something we can make better and improve upon.
- Growing ourselves: It should be a daily goal to grow ourselves in some way. Because now we are EAT-ing. Engaged, Activated, Thrilled with the moment-to-moment joy of our task. This produces the most sustainable happiness.
- Growing relationships: When we grow, we can help grow our relationships with our spouses, children, family **and** friends.
- Growing our team: Developing a bond with teammates or co-workers helps us grow as leaders and mentors.
- Giving: Nothing beats that. Serving others. Volunteering. Donating to a cause. Giving the three Ts – time, treasures and talents.
- Good vibes: Our actions, whether it's a smile, wave, encouraging word or pat on the back, sets in motion a ripple effect. Imagine if everybody we did that to copied those four actions to everyone they encountered?
Remember the Beach Boys' song, *'Good Vibrations?' I'm pickin' up good vibrations, she's giving me excitations. Good, good, good, good vibrations.*

Did you know that when you get these 7Gs humming, you can light up three different parts of your brain?

Now, let's think of it as a competitor.

The day of the game, you incorporate 7Gs in a pre-game practice or walk-through. You're joking with teammates, creating challenges during a pre-game practice, communicating with teammates and coaches on certain drills and strategies and offering to play a role on a play not as the primary but second or third option. Then you end practice by fist-bumping teammates or showing confidence that what was just practiced will be successful in a game.

Now you have a full bucket! Whenever you're fulfilled before competition, you'll give yourself the best chance to optimize performance. You're sustainably happy and have a deep appreciation for those you are competing with and against. There's no fear of failure, no hyper thinking. Win or lose, you'll be happy. You're enjoying the moment. You're tranquil.

Another anchor is the 4-7-8 breathing technique. Very simple. Just breath in for four seconds, hold for seven seconds and breath out for eight seconds. Do this four times in a row. That counts as one 4-7-8 breathing cycle.

Deep breathing is one of the best ways to lower stress in our bodies. And during these times, we need to de-stress. By breathing deeply, we send messages to our brains to calm down and relax. We send our brain the safe signal.

I do that four times a day, usually coupled with my 7Gs. We all know that having thoughts of gratitude are effective at making us feel good when things aren't so rosy. And when we are stressed, that 4-7-8 breathing sends the safe signal to our brain. But the combination of doing the 7Gs and 4-7-8 breathing, rain or shine, is like anchoring in our higher brain on steroids! We are not just trying to feel good or calm our nerves. We are actually making our higher brain larger through neuroplasticity!

We're seeing more and more examples of athletes incorporating deep breathing into their workout regimens. When former major-league baseball player Shawn Green's career took a downward spiral, he turned to Qigong to revive his career. Qigong is a centuries-old system of coordinated body posture and movement, breathing, and meditation used for the purposes of health, spirituality, and martial-arts training.

Green wrote a book on his career path called 'The Way of Baseball: Finding Stillness at 95 mph'.

Filling up the bucket can be fast and easy if we are higher-brain dominant and we use direct-higher-brain activation at the same time.

We are higher brain dominant by having awareness and focus, which leads to transcendence, hope, optimism, a sense of mission and purpose as well as a connectedness and stability to pursue project goals. And we use 4-7-8 breathing and 7Gs to anchor directly in our brain. We call this higher-brain activation.

When we dial in to being higher-brain dominant and direct higher-brain activation, we literally can increase the blood flow to our neural networks and grow our brain like a muscle.

If we're lower-brained, we tend to seek self-protection by doing such things as hoarding or doing things to validate ourselves. We have anxiety, depression, sleeplessness, isolation. We are over thinking, in denial and are angry and irritable.

The coronavirus put people in survival mode, which brought out a lot of these traits. We need to flip that and fill the bucket by realizing all the gifts we have – freedom, our health, our family, food on the table, TV, good books, You Tube, Audible, even ice cream.

TAKEAWAYS

- The bucket represents how fulfilled we are. The more we can be fulfilled before a big event, the better we will perform.
- Lower-brain thinking before the National Anthem is played: *I really want to win this game badly. If I lose this game or I don't play well I will be so sad. This could be really painful.*
- Higher-brain thinking before the National Anthem is played: *I can't wait for this game to start! I'm ready and energized! I'm excited to test myself today and see how I play against good competition! This will be fun!*
- Using the 7Gs and 4-7-8 breathing to fill our bucket is such low hanging fruit. We can all do this on a consistent basis and really anchor in our higher brain with little effort.

EXERCISE

- Before the National Anthem is played or as you take your shower or as you're driving to work, what thoughts are going through your mind? Are you fearless or are you fearful? Am I higher brain or lower brain? How can I fill my bucket? 7Gs? 4-7-8 breathing cycle? Write down or post in the Facebook Group your self-talk when you're in lower-brain mode and write down or post in the Facebook Group your self-talk when you're in higher-brain mode.
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
- Click here to join the "Your Brain Deserves 10 Minutes Every Day" Facebook Group:
- [https:// www.facebook.com/groups/yourbraindeserves10minuteseveryday/](https://www.facebook.com/groups/yourbraindeserves10minuteseveryday/)

Chapter 11

Structured Fearlessness

When I realized I wanted to get into brain science, I had no idea how I was going to turn this into a career.

I was like 'The Men Who Built America.' Vanderbilt. Rockefeller. Carnegie. Morgan. Ford.

They didn't know exactly how they'd build what they did. But it came to them day-by-day through study, thought and hard work.

I had played hockey for most of my first 27 years on this earth. I coached professional hockey for another 27. That's all I ever had done.

I found this new endeavor a bit uncomfortable. I knew I had to dive into it instead of being fearful. I knew I could get by a couple of years without earning a big income. I made this my full-time job without getting paid much.

I set my alarm for 7 a.m. got to Starbucks by 8 and worked until 4 p.m., on a regular basis. I was getting a better understanding of this stuff.

I began to apply the lessons I learned.

Instead of being afraid, I turned my lower-brain off to a 'False story,' then 'I changed the game' (Chapters 2, 5).

This brain science intrigued me. Raj and I would talk about this for minutes, then hours at a time.

I asked a lot of questions to see if I understood. If I did, Raj would say, "You're making the shift." If I didn't, Raj would give me examples to make it come to life. He had a lot of patience and was a good teacher. He'd also ask me to do an exercise. If I repeated a question, he'd say, "We went over that", then ask me to remember what we went over and make me put it in my words.

I didn't mind being corrected. I wanted to fail fast (Chapter 4).

I met Craig Handel, who had covered the Florida Everblades as a reporter when I coached. One of the first chapters we talked about is the immense power of our brains (Chapter 1). The base of our book became this challenge of higher brain vs. lower brain, starting in Chapter 3.

At the time, I had a couple of clients. By the time we finished this book, I had a client base of 40.

I have a vision of an interactive website with a blog, various training aspects and videos. The exercises from the E-book will give us ideas for future blogs as well as chapters for another book.

I really do want to know what you think, how you react and how you feel when you take what we give you and apply it to your daily lives.

That's the whole reason why we wrote this. Structured fearlessness means in order for us to show we have command of our lower brain and can make the shift to higher brain on a regular basis, we need to practice this stuff.

There are situations every day, difficult situations, those affecting real lives, where we have the chance to use the tools and concepts we've learned in previous chapters.

If we don't use this stuff, we aren't mentally strong enough to keep from returning to lower brain because of 2 ½ million years of history and another few decades of what we've experienced or learned through social programming.

Now this lower-brain programming of survival may have worked centuries ago, 500 years ago, 200, maybe even 50.

Now, it's necessary to be higher brain because we need a shift in consciousness. Life will continue to evolve and we need to adapt and evolve with it.

As we shared in Chapter 2, the global pandemic, novel coronavirus, COVID-19, whatever you want to call it, is going to expedite higher-brain thinking because we have to do it for survival.

With Darwin, it was survival of the fittest. Here, it may be survival of the smartest. Or the most thoughtful.

Nature is telling us something here.

A higher-brained approach to COVID-19 is taking this approach. It's:

- An excellent chance to work on business skills that I didn't work on before.
- Time to concentrate on doing well with my online classes.
- A chance to read a few books I have been wanting to read.
- An opportunity to spend quality time with my family.
- Time to make myself mentally stronger!

For some people, their immune system is too weak. For others, they're not mentally strong. But what we're all going to have to do is adapt or die.

Things are changing. We can't go back. That ship has sailed.

People are going to have to get stronger physically, exercise to build their lungs, be conscious in their nutrition and wear masks.

There are those who are saying, "I'm not going to give up entertainment. I'm going out with my buddies or girlfriends; I'm not going to social distance. I want it to be like it was. This sucks to sit at home. I'm not programmed for that. I need something around me to make me happy. If I don't have it, I'd rather die."

That's literally what's happening.

What we're saying is we need to shift our consciousness. If we're higher brain, we don't need as much external gratification or materialistic things. We don't have to be monks but we don't have to be so consumptive, either.

We can go enjoy a dinner in a less-crowded place, like our homes. We can play cards with our family. If we are lower-brain dominant, it's difficult to stick to any type of program. All I care about is now and getting what's mine.

If you're higher-brain dominant, you see the value, the bigger picture in simpler things. You walk in nature, go hiking in the mountains. You're not releasing cortisol, which is the A-No.1 problem to the immune system.

If you're triggered by a mask or politician, you're giving your power away, which also weakens the immune system.

Higher brain vs. lower brain will always be a rivalry, as we told you in Chapter 3. The ultimate mind game.

Chapter 4 talks about how genius isn't a birthright. We gave you lots of examples. The key is taking in data, failing and being able to adjust, keep learning and grow. Instead of your arms, legs, abs or thighs being exercised by machines or free weights, the basal ganglia works out our minds. That's our artificial intelligence, to be in a bunch of different situations and conquer it, in a higher-brain way.

This isn't positive thinking. I'd argue positive thinking is a detriment.

Think of the elephant in the room - a discussion with your spouse that didn't get resolved. It could be an unfinished issue at work or it could be an argument with your child that ended with one of you leaving the room.

A positive-thinking person would say, "It'll be fine. It'll work itself out."

However, there's a good chance the elephant gets bigger and bigger; and soon it'll squish you.

Higher brain says, Hey that's an elephant. I see it. How do I shrink the elephant.? I have a system and structure to fix this so the elephant isn't in the room anymore. And it's called brain science. We're dealing with real issues. There's an old saying, "How do you eat an elephant? One bite at a time."

If you're really good at higher-brain thinking, you can digest that elephant in one gulp - and not choke! Then you can constantly go around and gulp other elephants.

As Chapter 5 points out, you're EATing - Engaged, Activated, Thrilled - fun. The elephant tastes good. You welcome conflict because a resolved issue builds a bond with your wife, child or co-worker.

Chapter 6, take down the flag. Whether you didn't get the promotion or your mate left you for another person or the coach didn't start or benched you, you can't make excuses. Doing so puts you in lower brain and it's hard to get

out.

Lower brain is “I must have this or I need this.”

Higher brain is “If I have this, it’s awesome. If I don’t have it, I’m still happy.”

Now, you have nothing to lose.

Tom Brady, Chapter 7, the reward for the work is just that, the work. Boy does he have that figured out. All of life comes alive when you’re a transformational leader. You literally can light up the room.

One of my favorite stories is of a friend of mine who had three younger brothers. His parents divorced. His youngest brother was in a class for special learning but the older brother was adamant he not be put in that disability class. He felt if he stayed there, he’d revert to the other students’ level in the class.

So, he talked school officials into returning his brother to a normal class. The younger brother did fine, graduated from college and proceeded to run for public office.

Moral of the story: Do you want a quick fix (lower brain) or do you want, as Brady tweeted, to work at it?

Be a blue brain, Chapter 8. Awareness is so crucial here in PDA – pause, delay, ask questions.

If your spouse comes home and she’s upset, if you’re lower brain, you’ll either get triggered and get in an argument or as author John Gray said, “You’ll go to your cave.”

Or, you can be higher brain and listen to her for a few minutes. PDA along with more PDA. Gray wrote that sometimes, women just need to vent. You don’t need to be Mr. Fix It, you just need to listen - and let them know you were listening.

It’s having power with others as opposed to having power over others.

Chapter 9, 'It's Never All or Nothing.' Review the purpose triangle – being emotionally, creatively and scientifically fearless. I've been getting reconnected with the players on the 2011-12 Florida Everblades hockey team that completely turned around its season and won the franchise's only Kelly Cup. I'm proud of myself for stepping back, putting my ego in check and letting players take more ownership in the team. I listened. And by doing less, the players did more.

Chapter 10: Fill Your Bucket.

One of the biggest lower-brain desires is to have more external gratification. When we fill our bucket with external gratification, it also releases cortisol, which will crack the bucket and cause a leak.

When we fill our bucket with internal gratification, we fill it with two spigots - one for higher-brain living and the other for direct, higher-brain activation.

They'll fill quickly because there's no leak.

Gratitude – being thankful for what you have – fills the bucket from the spigot because you're grateful.

Gratitude is linked with the 7Gs, which are categories where we can associate a specific incidence in our life to. That helps us fend off the Seven Deadly Sins - envy, gluttony, greed, avarice, lust, pride, sloth, and wrath.

Comedian George Carlin jokes about envy, gluttony, greed, avarice and pride a bit when he shared a comedy routine on 'Stuff.'

That's the whole meaning of life, isn't it, trying to find a place to put your stuff? That's all your house is. Your house is just a place for your stuff. If you didn't have so much stuff, you wouldn't need a house. You'd just walk around all the time. That's all your house is, a pile of stuff with a cover on it.

You take off in an airplane. Everyone has their own pile of stuff. When you leave your stuff, you gotta lock it up. Wouldn't want somebody to come by and take some of your stuff. They always take the good stuff. They don't

bother with that crap you're saving. ... They're looking for the good stuff. That's all your house is.

It's a place to keep your stuff while you go out and get more stuff. Now, sometimes, sometimes you gotta move. You gotta get a bigger house. Why? Too much stuff. You gotta move all your stuff. And maybe put some of your stuff in storage. Imagine that. There's a whole industry on keeping an eye on your stuff.

And that goes for food, pleasure, entertainment, all external gratification. And it never keeps its promise. It's like a donkey chasing a carrot.

In general, the more people get set in their ways, all they want is comfort. They see discomfort as being painful. There's that saying, "Can't teach an old dog a new trick."

Those in higher brain, they are joyous in being uncomfortable because there's more data to grow and learn and come up with a solution. They come up with designs to deal. They get comfortable with being uncomfortable.

Go to the source, change your mind. Shift from lower to higher brain. Now you have the tools and toolbox and you know how to use them.

Now, we have talked about how this can work for coaches, athletes, business people, couples. Did you know, we can teach this stuff to children?

If my child is begging for candy when you get in the check-out line and triggering you to go lower brain, there's no way I'm giving her candy. However, if the child is behaving in the store, then asks, "Can I have a piece of candy?", I'll give her a piece of candy every single time.

By writing this book, mentoring people from all over the world and interacting with one of the great brain science minds, I don't miss coaching that much.

I still don't have a guarantee about this working out but I don't care.

Remember, the result is secondary (Chapter 7).

Improving my life? It doesn't get better than that.

Don't get me wrong, I wouldn't pass up a chance to be an NHL or AHL coach.

If I did return, I'd use this stuff and be a better coach because of this. I think it's the only way to be sustainably successful and give me an advantage over other coaches.

I can optimize every situation.

I'd create a new paradigm. I'd make sure I treat everyone with words and actions to make them higher-brain dominant. I wouldn't be tearing down relationships but holding people ruthlessly accountable. I'd be influential by holding them accountable.

If a coach goes in with that mindset, every second he's around the team, he'll set it up for success. If the coach can be successful in every interaction, people will leave feeling better and better. Players will want to play for the guy because he creates psychological safety. How powerful.

When working from a higher-brain place, you don't have power leaks. The cravings, the stress, the hyper thinking. You'd still have moments where you get triggered but they're far less.

Losing creates unbelievable stress, which as we've said, releases cortisol (Chapter 8). Whenever I look at coaches, I think they look tired. Most teams are a reflection of their coach. Players don't know higher or lower brain. But if the coach is role-modeling it, they'll notice that. You'll have a positive effect on them..

EXERCISE

- No time like the present. As soon as you lay this book down, seek out an issue that you've left hanging and deal with it in a higher-brained way. What was the issue? Who did you speak to? What techniques or tools did you use? And how do you think it worked out? Just by confronting the issue, you've demonstrated structured fearlessness.
- We encourage everybody to join the Facebook Group where you can post your answers via videos (optional) or in writing. Those who finish all 11 exercises will receive a free, one-on-one, 30-minute session with Greg.
- Click here to join the "Your Brain Deserves 10 Minutes Every Day" Facebook Group:
- <https://www.facebook.com/groups/yourbraindeserves10minuteseveryday>