

*A guide for optimizing your brain's performance so  
you can become the best you!*

# *Become Extraordinary!*

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Science proven  
principles to enhance  
mental clarity, increase  
inspiration, and live a  
meaningful life.

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A guide for optimizing your brain's performance so you can become the *best* you!

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## **Preface**

Engagement in certain restorative activities has now been scientifically proven to increase mental clarity and foster inspiration in the practitioner. Through years of discovery and practice, I have identified the seven essential elements required for optimal personal enhancement and success. Each of the seven topics are individually required for optimal performance, and each is worthy of immediate adoption for all who aspire to improve their creativity and cognitive capacity.

My research has also led me to understand that when these seven principles are collectively woven together and incorporated into one's life, as a bundle, inspiration, and success are the inevitable outcomes. It is almost like an irresistible milieu fostering clarity of purpose envelopes those who practice these seven steps in concert. I have also researched the evidentiary base that underlies these principles; and, have discovered techniques to accelerate understanding, and developed tools that promote a more rapid adoption of these habits into one's daily life.

I have previously taught these principles to corporate executives, professional pilots, physicians, nurses, attorneys, writers, musical artists, and elite athletes. Portions of these lessons have been conveyed in private sessions, formal seminars, and group training exercises. Because my clients have repeatedly asked that I chronicle these insights in a written form, for their further study, I have now, for the first time, organized and assembled these lessons into an e-book. It is my pleasure to offer these lessons to all of my website followers via this comprehensive web-based publication.

This e-book provides a framework and a recipe for leading an extraordinary life. I invite you to read these pages and incorporate the seven proven principles into your life. In doing so, you will rapidly enter a space of mental clarity, enhanced creative thought, a greater sense of well-being, happiness, and enlightenment; in short, you will become extraordinary.

The seven Ingredients for an Inspired and Meaningful Life, along with the corollary lessons in mindfulness, and programs and workshops which focus on performance, personal growth, creativity, can all be found at [MindfulNeuroLeader.com](http://MindfulNeuroLeader.com).

These offerings are designed to provide sustainable tools which will inspire the creative mind, allowing a greater sense of personal achievement and productivity. You can also schedule retreats and insight optimization sessions to be led by Bernadette through the website address listed above.



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## Introduction

What is the one thing that extraordinary individuals have in common? What is it that allows them to stand out from the pack? What is the key to living an inspired life with happiness and fulfillment? One might think professional training, education, or even luck is responsible. Some of these characteristics can be helpful, but none are sufficient. The essential ingredient is self-awareness - the volitional act of committing to understand your character, feelings, motives, and desires. This trait, to know thyself, is the common thread that will provide you with the self-awareness required to live an exceptional life.

To become extraordinary, we must open our minds to discover what inspires us as an individual, and then develop practice habits that incorporate these personal truths into our daily routine, to reach beyond the norm. We must find our cause, our personal vision, based on the values that drive us to live in excellence. This e-book will provide you with a foundation of universal truths; but, you will still need to add your personal flavor to fully actualize your optimum performance. We must be true to ourselves and lead in a way that is authentic to our core beliefs. Combining these with the seven essential lessons for an extraordinary life, emphasized here, will allow you to unleash all that is extraordinary within you; and, optimize your mind and spirit.

Each individual is unique in terms of genomic makeup, cultural upbringing, family dynamics, education, and life experiences. Accordingly, activities and practices that might be viewed as inspirational for one person, can seem mundane and ordinary, perhaps even boring to another.

However, certain endeavors have been found to increase mental clarity, fostering insightfulness and creativity in the vast majority who participate in the activity. The lessons provided in this book are the most powerful concepts, and while individually simple, when practiced together, they inevitably lead to enhanced levels of creativity, inspiration, and fulfillment.

For these reasons, I have provided the seven most powerful techniques for achieving happiness and life success. The lessons assembled here are the result of years of training and scholarship investigating the essence of inspiration and the commonalities of techniques deployed by enormously successful individuals to become extraordinary.

These methods have been organized into seven broad categories (sections II-VIII), each having areas of particular strength depending on the perspective of the individual and their circumstances. These techniques can, and should, be employed concurrently resulting in enhanced outcomes. Each concept is evidence-based. Incorporating all of these lessons into your daily life will lead to success, inspiration, and happiness beyond your imagination. The first step in the journey is to engage in the innate behavior known as contemplation. Thinking, reflection, and contemplation are natural; but, we often cheat ourselves of the requisite time required to meaningfully engage in the activity – we must take time to ponder and reflect. This step opens the way for the others.

The act of contemplation, gaining access to your internal thoughts, is critical to life success, and the first of the seven principles required to fully optimize one's creativity, inspiration, and mental clarity. Mindful contemplation places one in a state of calmness

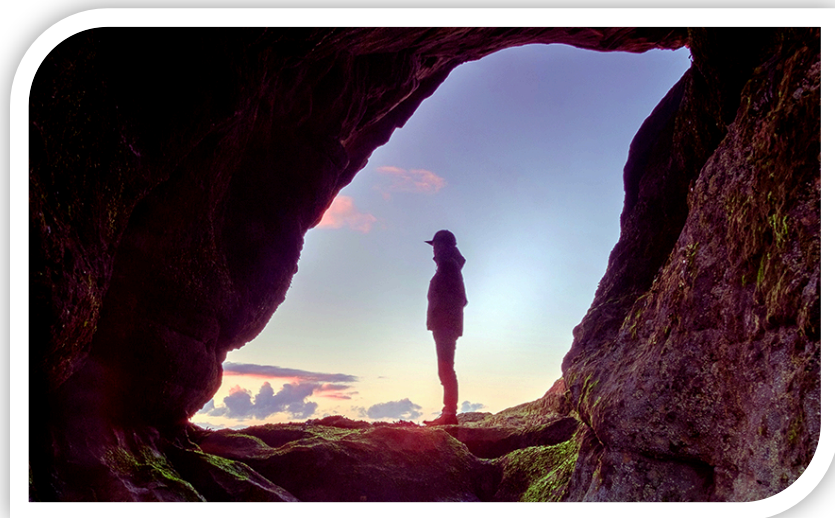


and allows inspirational insights to rise without effort. As your mind quiets through effortless breathing and calmness, negative thoughts are released without judgment, and the chattering mind is relaxed. This simple action lights the pathway to an extraordinary life. As you develop new habits from the principles presented, you will naturally incorporate these lessons into your lifestyle based on your unique self, and your innate sense of priority and balance, in so doing you will create an extraordinary life with authenticity and meaning. These facts will foster gratitude and happiness for yourself and your loved ones.



## **Take Time for Contemplation**

### **Contemplation – The Foundation of Creativity**



Making time for one's self is the fundamental first principle in gaining enlightenment; and, by itself, will result in an increased level of cognitive power and creativity. Taking time each day for personal reflection can easily be incorporated into every schedule. The most successful executives practice contemplation routinely. They set up daily systems to provide a buffer between themselves and the numerous daily interruptions, and non-value added tasks (time-thieves) that will disrupt task completion and cause aggravation.

Learn from those who have mastered the art of savoring valuable moments of personal deliberation and rejuvenation. Make the commitment to insist that you provide yourself with the required respite from the deluge of e-mails, phone calls, meetings, and interruptions – provide yourself with a brief (2-20 minute) exercise in mindfulness (occasionally you may need a longer (30-60 minute period). This practice will clear your mind of clutter, then allow your meaningful thoughts to permeate and be woven into your work; providing practical solutions, and enhanced peace of mind.

Without time to contemplate, there is no opportunity to reflect on your life course, seek inspiration, increase learning, or develop a corrective plan (Lesson #2) – all factors required for living an extraordinary life. Initially, you may need to merely seize the moment in time to find creative energies (i.e. “just do it”) – like now – just get started. Later in this book, you will learn how to create a daily time space for the explicit purpose of gaining reflection, thought clarity, leading to enhanced creativity and personal development.

Failure to calendar time to think and ponder will sabotage intentions by disallowing the space and time required for creative activity. As stated above, with major problems requiring reflection, you may need to set aside 30-60 minutes of mindful



contemplation, in order to gain the deep insights needed to redirect plans during times of great stress, and when overworked. It is a paradoxical truth that during these periods time and work pressures, that we need to temporarily pause, reflect, refresh, and redirect our efforts. These acts almost always result in increased productivity and fulfillment.

Contemplative time can be structured, or unstructured. As you begin this practice, you will discover that securing even 30-60 seconds of unstructured time to rest your brain (a timeout) can be rejuvenating. While seated in your office, or cubicle at work, take time during the day for a brief rest. Close your eyes and pause for 30-60 seconds. You will find this to be a long time to do absolutely nothing, and long enough to provide an important reset, allowing the brain to recover from the tangles of neuronal traffic running thorough it. When you restart your project, you will do so with enhanced clarity. A clear mind can conquer more work in less time than a task-saturated brain – be sure to take these valuable refreshers frequently.

Later, taking a 20-minute time out to meditate, or nap, can be very rewarding in terms of mental reset and neuronal recovery. A brief power nap in the middle of the day is particularly rejuvenating for those who have become somewhat sleep deprived due to life-instigated intrusions, and requested work outside of the normal conditions. During the work week, I have found it helpful to schedule a required break. Often, I park my car in the shade, so that when I am able to take a brief break, I have a conducive environment where I can take a quick power nap; or, if already awake and engaged, can use the time to listen to an inspirational talk. I may roll down the window and let myself fall into a mindful state as I listen to the sounds of birds, the air blowing through trees, or even the humming of passing cars. Helping oneself reset with a brief “time-out” can result in an enhanced recovery from fatigue, allowing you to return to your planned activities with a renewed sense of clarity, optimism, and creativity. Taking conscious breaks throughout your day also improves baseline mood and diminished levels fatigue. Time-outs have been shown to statistically improve subsequent performance on tasks such as mathematics, logical reasoning, reaction time, precision, and accuracy.

Congratulations for investing in yourself, and taking this time to read the contents of this e-book. This is the first step in a progressive journey toward greater wisdom, self-awareness, and enlightenment. By internalizing the lessons provided here, you will re-energize your inner spirit. Through this process, you will become more able to achieve meaningful insights, and subsequently, provide more impactful results for yourself and all you love.



## Develop A Plan and Chart Your Progress



How do you want to live your life? You can go from fire drill to fire drill, never allowing time for your own development, or the time necessary for strategic planning. Alternatively, you can exert pressure to insist others respect some boundary conditions which includes time for you to plan your meetings, your day, your week, your, month, and your life.

One of the surest and fastest ways to become extraordinary in your life pursuits is to learn the art of planning from the masters, like Imhotep (2667-2600 BCE), architect of the Step Pyramid of Saqqara, Egypt. Imhotep developed an elaborate plan that resulted in the creation of the oldest pyramid in Egypt, one that is still in existence today. Imhotep was not derived from Egyptian royalty, but rather a commoner. However, due to his intellect, training and planning ability ascended to become an engineer, physician, and architect for the Pharaoh Zoser

No meaningful project can be completed without a plan. The most important project requiring your attention is developing your life map, and planning your daily work, your Daily Navigation Guide. These personal guidelines and work lists are designed to keep you on course. Even if you have a mature career and internal thoughts about your life plan, taking the time to draft it on paper (or on the computer screen), is important. Start by charting where you want to be in 6 months, 1 year, 5 – 20 years; each step will bear fruit.

*“The world steps aside for a woman or man who knows what s/he wants.”*

~ Anonymous.

Pat Riley, Coach of the Los Angeles Lakers, and New York Nicks, is fond of saying “plan your work, work your plan.” As many of us know, Pat Riley is noted as one of the best NBA coaches of all times, he won five NBA Championship games and was voted Head



Coach of the Year not once, but three times!

Equally important to developing a plan is to chart and record your progress. This need not be elaborate at first. Simply calendaring your day and week, or starting a diary, quite satisfactory initial ways of charting plans and measuring progress. As more sophisticated projects emerge, and as your goals increase along with your confidence, guideposts for success should be developed and attempts made to adhere to them. Make your goals realistic, make them tangible, and quantifiable; similarly, make the milestones for success simple and quantifiable, but make them.

Measurement of your success and noting where improvements and changes need to occur constitutes important elements to your continued achievement and success. Peter Drucker, an internationally renowned management consultant, is often quoted with the phrase "You can't manage what you can't measure." Others attributed this concept to Karl Pearson, the famous statistician and founder of mathematical statistics, by quoting Pearson's Law: "That which is measured improves. That which is measured and reported improves exponentially." Long before these mid-twentieth-century promoters of measurement, came Sanctorio Sanctorius (1562-1636), a Venetian physiologist, physician, and professor who introduced the quantitative approach to medicine, and heralded the first written principles on the dictum of charting and maintaining lab notes during experimentation. Sanctorio Sanctorius is credited with first declaring "that which is measured can be improved."

Antiquity has compiled even earlier examples of measurements routinely taken to predict success, such as the Egyptian Nilometer at Elephantine Island, in use for more than 2,000 years, used to measure the depth of water at the border of upper Egypt and lower Nubia. The value of the Nilometer measurements were well known to early Egyptian leaders for its ability to reliably predict the season of inundation from low water and famine to high water and destruction, versus the preferred balance between the two, which harkened a good harvest with minimal need for emergency measures.

You may ask: How does planning and charting one's progress on projects lead to creativity and inspiration?

Developing plans, by virtue of the work, summons creative energy, some of which is subliminal, in order to achieve the task. Next, documenting ideas, and listing them in an organized fashion, allows for more stakeholders to grasp the intent of the initial architect of the ideas, and for others to provide insights. The third benefit of putting ideas to paper (or computer / tablet screen) is that to create sentences that make sense to others requires that logic errors are minimized, and sets the foundation of understanding for the next iteration of project development, hence accelerating meaningful completion of the task toward a shared mental model for all stakeholders. Fourth, the consequent freedom of the brain to ponder other matters (the idea is no longer locked inside the brain), without the unnecessary traffic of anxiety, intrusive thoughts, uncluttering the brain, and freeing one to pursue other thoughts. Because initial ideas which are now documented on paper (or digitally), allows the brain increased clarity and creativity that can be brought to more effective problem-solving. Fifth, and finally, because the brain is unburdened of the mental traffic of ideas now captured in the plan, it is easier to take advantage of periods of rest, meditation, and sleep. The restorative nature of the rest periods will be more productive, allowing the subconscious brain to better problem solve, and solutions



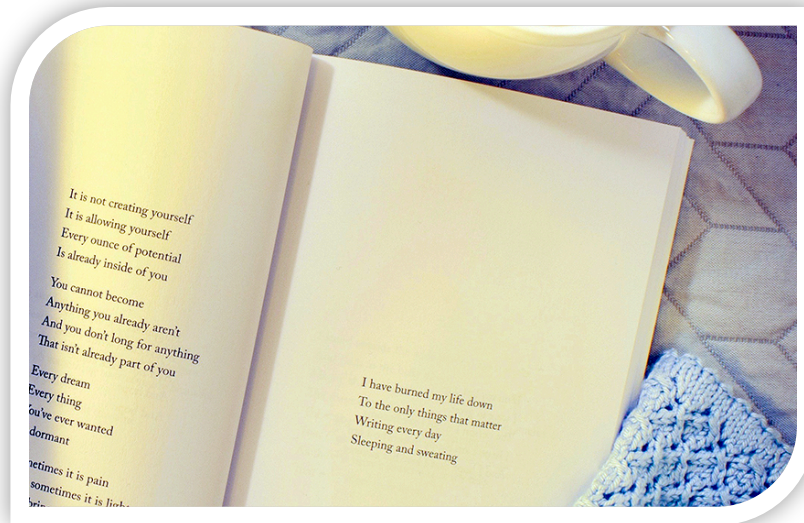
will emerge for previously vexing problems that were themselves difficult to imagine.

To increase your confidence and accelerate progress toward your unique goals and pursuits, record any progress and insights on a daily basis, using whatever medium works for you (paper & pen, vs. digital). These recordings will become the new foundation of success, and a repository for your basic chores, and creative thoughts. Very soon thereafter, tangible positive results will be manifest, and you will have a record of your multiple successes.

As part of drafting your plan(s), and charting your course, you must accept that there will be setbacks along the way, there always are. Don't let these disturb you. Learn from them and make a course correction. You will need to support yourself with internal motivation, inspiration, and sub-plans to reach your destination. These are built on having a healthy mind, body, and spirit. Lessons for enhancing this next step in your journey of self-actualization and becoming extraordinary (nurturing your brain, spirit, and physical health) are provided in the following section.



## Invest in Your Personal Health: Mind, Body, and Spirit



Lesson 2 in achieving your life plan must include an integrative approach for attaining adequate and restful sleep, aerobic exercise, stretching, and a healthy diet emphasizing the nutrients that promote wellness for both your brain and your body.

These three essential components (sleep, exercise, and restorative diet) will promote creativity, enhance contemplative time, and accelerate your ability to execute your plan. In this chapter, the mental power created by adequate sleep, exercise and healthy eating will be explained, along with the scientific principles that underscore them.

The global concept provided in this chapter on personal health is that without it, you cannot help yourself or others. However, investing in, and enhancing, your health is required for success in all domains. Furthermore, there are techniques that can be deployed to help manage your energy levels, as well as your time - which is finite. You will work more efficiently because you have more energy and clarity of thought. The three keys to enhancing mind, body, and spirit are tied to optimizing your sleep, exercise, and eating habits. Mastering each of these domains will create more energy for you, and improve your creativity, cognitive capacity, and happiness.

### A. Sleep Enhancement: Improves Cognitive Performance and Creativity

At 10:45 pm on November 19, 2014, eight members of the Hardman family were nearly four hours into what was planned to be the trip of their lifetime. They were traveling from Terrell, Texas to Disneyworld in Orlando, Florida. The sixteen-year-old driver fell asleep at the wheel of their 2005 Chevy Tahoe and veered off the road in Northeast Louisiana, striking a center median and ejecting six passengers. Both parents and three of the siblings were killed, two additional family members were gravely injured,



while the driver sustained minor injuries.

The Hardman family tragedy underscores a problem of epidemic proportions among those who get too little sleep, and choose to work, and or slide behind the wheel while sleep deprived. According to a National Sleep Foundation (NSF) Sleep in America poll (2005), 60% of adult drivers – about 168 million people – say they have driven a vehicle while feeling drowsy in the past year, and more than one-third, (37%, or 103 million people), have actually fallen asleep at the wheel. Sleep deficit is a performance killer!

Just as driving while drowsy is dangerous, going to work sleep deprived is equally ill-advised, particularly if the work requires keen focus to provide safety for oneself or others (e.g., airline pilot, surgeon, train engineer, nuclear power plant operator, etc.). The deleterious effect of sleep deprivation on cognitive performance is well recognized. Insufficient sleep slows response time and degrades performance of alertness, attention, and vigilance. More recently, research is demonstrating that sleep deprivation degrades higher-level cognitive capacities as well; including perception, memory, and executive functions. Sleep deprivation affects nearly all cognitive capacities in a global manner and can impair all aspects of cognition to various degrees.

Neuroimaging evidence has demonstrated the prefrontal cortex of the brain to be particularly susceptible to the effects of sleep deprivation. It is notable that the prefrontal cortex is the anatomic region of the brain responsible for executing executive function tasks. Decision making and planning tasks are less affected by sleep loss. It is important to note that your innovative and creative aspects of cognition are also degraded by sleep deprivation.

Stay awake longer than eighteen consecutive hours (only 6 hours of sleep), and your reaction speed, short-term and long-term memory, ability to focus, decision-making capacity, math-processing, cognitive speed, and spatial orientation will begin to suffer. Cut sleep back to five or six hours a night for several days in a row, and the accumulated sleep deficit magnifies these negative effects. Also note: Sleep deprivation leads to numerous other physical maladies, including high blood pressure and obesity.

Obesity is becoming epidemic due to increasingly sedentary lifestyles related to the digital world. In addition, the accelerating pace of response expectations in industrialized countries, particularly in the digital workplace, further exacerbates the obesity problem. If weight loss and fitness are important to your future plans, improving your sleep hygiene (duration and quality) will be just as essential as the dietary and exercise enhancements required for success.

Insufficient sleep impacts both hunger (ghrelin) and fullness (leptin) hormones. Ghrelin signals your brain that it's time to eat. Sleep-deprivation has been documented to signal your body to increase ghrelin production. Leptin, on the other hand, is a satiety factor, it tells your brain you are full – and to stop eating. When you're not getting enough sleep, ghrelin levels rise, and leptin levels plummet, signaling your brain to crave more food. In addition, sleep deprivation leads to impaired insulin metabolism, further increasing weight gain.

Add to these well-documented hormonal influences, the fact that staying up late can lead to late-night snacks and unhealthy eating that further adds to extra caloric intake.



Furthermore, post-prandial nighttime acid reflux can by itself impair a restful sleep and further exacerbate morning grogginess – killing your ability to be creative, spontaneous, or even interesting. In summary, sleep deprivation leads to overeating, extra pounds, and a foggy brain.

### **Bernadette's 12 Rituals for Gaining a Better Night's Sleep**

- 1) **Go to bed early** – Make a commitment to protect your sacred sleep time – reading the above should have convinced you that your creativity and well-being are dependent upon achieving adequate restful sleep.
- 2) **Enlist support** – Invite your significant other to read this book. If you have a partner, spouse, or lover, it is critical that you gain buy-in to achieve success. One partner going to sleep while the other stays up late is stressful to a relationship. Embarking on the journey to enhanced sleep hygiene together will yield dividends beyond what you can do individually.
- 3) **Shut down electronics early** – Your computer and cell phone should be silenced and left alone for at least 30-60 minutes before bedtime.
- 4) **Create a pre-bedtime ritual**. This should begin 30-60 minutes before bedtime, and be considered protected time. This is a time for calm music, organizing clothes or items for morning, reading, meditation, taking a warm bath, anything relaxing is fine. This pre-bedtime frame should be carefully insulated from debate and squabbling. Do not try to tackle big issues during this protected time.
- 5) **Avoid non-restorative functions in the bedroom** – Save your bedroom for sleep and sex. Think relaxation and release, rather than work or entertainment.
- 6) **Respect the schedule** – Stick to an agreed upon schedule with your mate, waking up and retiring at the same time every day, even weekends is optimal. Occasional weekend sleep-ins are acceptable – be flexible when there's a need to catch up on previous sleep deprivation.
- 7) **Avoid heavy meals and alcohol before bed** – Both alcohol and large meals can cause acid reflux (heartburn), and impair sleep. Also avoid coffee, tea, after 4 pm, or chocolate after 6 pm. Caffeine typically stays in the system for 4-6 hours after ingestion.
- 8) **Turn off distracting music** – However, white noise generators are helpful for many, particularly if there is loud ambient street noise, freeway noise, or air traffic that would otherwise be heard within the sleeping chamber.
- 9) **Winter tips** – During winter, lower the thermostat to a comfortable temperature, while still allowing warmth from the blankets. The benefits being somewhat cooler air with slightly more humidity than would occur with a hot furnace blasting through the night.
- 10) **Summer tips** – In summer, be sure the room is cool enough to foster sleep – investing in an air conditioner during summer months is money well spent.



- 11) **Turn lights out** – Darkness cues your brain to release the natural sleep hormone melatonin, while light suppresses it.
- 12) **Use natural clues for wake up** – Providing you retire on time, have a light-based alarm in the morning that utilizes a slowly increasing light intensity. This allows for a natural wake-up – rather than an abrupt sound or light that can interrupt a REM cycle.

### **Bernadette's Tips for Initiating Sleep when Anxiety and Intrusive Thoughts Impair your Ability to Fall Asleep**

- 1) **Make a list** – particularly when intrusive thoughts are racing through your mind. By listing them, you have addressed them, for the night, stop perseverating. Writing down your nagging thoughts will take them out of your brain and place them on paper, or stored away in an electronic tablet/phone/computer program – where they belong – to be prioritized and executed the following morning.
- 2) **Take a warm bath** (if you have not already done so – item #4 on the previous page.) Also note, you can add magnesium salts to rid skin and nails of some infestations, and to ease muscle stiffness – which can promote sleep.
- 3) **Make a gratitude list.** Write down 3 things you are grateful for in the present moment. Then, take 1 minute to review each item on your list with a mindfully gaze. Savory any joy and positive feelings that may arise.
- 4) **Review your affirmation sheet** (see Bernadette's e-book on the power of creating an affirmation list.) Note certain affirmations, e.g., reminding yourself that you are skilled, caring, useful, etc., help when your energy wanes, and self-doubt creeps in.
- 5) **Practice mindful meditation** – sayings as simple as “I release this day with love and gratitude,” provides a mindset of letting go the day and any problems or upsets that may have come with it.
- 6) **Enhance the environment for sleep** – If there is excess light entering the room, close the blinds, or place an eye mask over your eyes. Some contain lavender or chamomile, or other pleasant aromas or essential oils. Some eye masks have pulsating rhythms at the frequency of delta waves the brain produces during sleep, others, e.g., NASA mask, offer lights for wake-up.
- 7) **Diminish auditory input** – If there is excess ambient noise, white noise generators can be helpful (as mentioned in #8 on the previous page). However, when the sounds are especially loud (e.g., freeway noise, street noise, snoring spouse, hotel guests next door, etc.,) use of earplugs can be very helpful.
- 8) **Plan B** – Sometimes, when all of these recommendations fall short of promoting sleep, get up, and read a positive book.
- 9) **Plan C** – When all else fails, count backwards, then begin counting faster, if you make an error, start over. This practice tends to drown out intrusive thoughts.



- 10) **Avoid Drugs** – Use of sleep drugs (benzodiazepines, opioids, alcohol, and marijuana) is NOT recommended. However, in certain circumstances (e.g., disrupted circadian rhythm due to jet lag, or an unusual work schedule), use of the natural hormone melatonin can be helpful to reset your circadian rhythm. Repeat: Melatonin is only recommended to reset the body's internal clock. It should not be used for general insomnia. If used improperly melatonin can exacerbate your sleep disorder. If using melatonin, take it at least one hour prior to planned bedtime, and ensure you have the time for at least seven hours of uninterrupted sleep prior to your required wake-up time. Taking melatonin later will cause grogginess, which will impair cognition and inspiration.
- 11) **Avoid Yawning prior to attempting sleep.** Yawning is associated with being sleepy – but does not make you sleepy. Quite the opposite occurs. Recent research has demonstrated that yawning is a mechanism used by your brain to increase alertness when you are drowsy. Indeed, yawning is one of the most powerful and immediate endogenous stimulators of alertness, and is practiced by many NeuroCoaches as a tool to enter a calm state mindfulness. However, if your circadian rhythm needs to be reset, yawning can help (just like melatonin). If you are going to yawn to help reset your circadian rhythm, do it at least 30-45 minutes prior to bedtime. The immediate effect of a yawn is an increase in alertness similar to drinking a cup of coffee – it will not last nearly as long, however. As with many things in life – timing is everything.

## **B. Aerobic Exercise: improves memory, brain processing, and creativity**

Regular aerobic exercise, the kind that gets your heart pumping and your sweat glands secreting, has been shown to boost the size of the hippocampus; the brain location involved in verbal memory and learning. It has also been shown that the parts of the brain that control thinking and memory (the prefrontal cortex and medial temporal cortex) have greater volume in people who exercise compared to those who do not.

Exercise improves memory and processing speed through both direct and indirect means. A recent study linked the beneficial effects of exercise to a more proactive brain activation signals, resulting in lower stress and higher IQ. The benefits of exercise come directly from its ability to reduce insulin resistance, reduce inflammation, and stimulate the release of growth factors—chemicals in the brain that affect the health of brain cells, the growth of new blood vessels in the brain, and even the abundance and survival of new brain cells.

Indirectly, exercise improves mood and sleep and reduces stress and anxiety. Elsewhere in this book are examples of how sleep deprivation and excessive stress or anxiety can cause or contribute to cognitive impairment. To accelerate your ability to advance in aerobic activities, ride a bike, join a class at a gym, hire a personal trainer, or watch motivational YouTube videos – the key is to move your body!

## **C. Healthy Nutritional Intake**



Some foods have been shown to increase the risk of cancer, e.g., those with excessive amounts of creosols, unhealthy fats (saturated fats, and trans fats), hormones, toxins, and some pesticides. Others are generally nutritious and mitigate cancer risk, obesity, liver disease, and renal insufficiency. Some are better for those with high cholesterol (hyperlipidemia) or high blood pressure (hypertension), and some are more or less fattening. This chapter provides accurate, up-to-date advice for healthy nutritional intake. Topics include portion control and meal frequency, caloric intake, and foodstuff variety.

Some basic rules many long-time nutritionists have found helpful in grocery store food selection, and should raise a red flag is – if it comes in a package, question nutritional value (read the label). If you can purchase the same product fresh, purchase that, especially if it is from a reliable source that can confirm freedom from pesticides, hormones, preservatives. If it is processed - don't buy it.

### 1. **Optimal Meal Size and Frequency**

The optimal meal size and frequency recommendations are once again undergoing debate. Why the debate? Over the last twenty years, research implied that frequent smaller meals would increase metabolism, help stave off hunger, keep insulin levels better regulated, and hence decrease weight gain. However, more recently, a study from the University of Ottawa found that, as long as the diet was low calorie, it did not matter (i.e., no weight loss difference) if the food was divided into 3 or 6 meals a day. Similarly, another research study showed that switching from three daily meals to six did not boost calorie-burning or fat loss. In fact, the study found that eating six meals a day made people want to eat more rather than less.

As of the publication of this e-book (March 2018), the consensus is back to where it was a couple of decades ago; the most important factor is the total number of calories consumed vs. calories burned (more exercise allows more latitude in calorie intake). However, for older adults, where the degree of physical activity is not as robust as earlier in life, most of the weight loss training occurs at the training table – take smaller servings, and learn to push away earlier!

Having said all of the above, my read of the literature is that six small meals a day are probably still optimal. This will provide less indigestion, less brain coma after meals, and less propensity for gastro-esophageal reflux disease (GERD). In addition, slightly larger meals at breakfast, lunch, and early dinner, with smaller healthy snacks between meals. The key is that total calories taken in are less than those consumed by activity if weight loss is to occur. In order to achieve this goal, it is important that the meals are modest, and the in-between snacks are healthy - composed of fruits and vegetables, rather than junk food, e.g., potato chips and cookies.

### 2. **All Calories are not Created Equal**

Although the above paragraphs report that current scientific nutrition research implies that total calorie counts represent the most relevant factor, there is also important research demonstrating that not all calories are created equal. Various molecules undergo biochemical metabolism via different pathways. For example, some molecules, like carbohydrates, while required for brain metabolism, when taken in slight excess will be



converted directly into fat. Below is an overview on the optimal variety of foodstuffs and drink required for a healthy diet.

### 3. **Foodstuffs and Drink: 10 Recommendations for Health**

- A. Water – Drink plenty. A gallon a day as a minimum for a full-grown adult. This will ensure frequent trips to the restroom (sorry), but will also help naturally remove toxins and the products of metabolism. Drinking enough water is also important in promoting weight loss. A small portion of the increased propensity for weight loss occurs due to the energy required to heat the water in the body. Drinking a glass of water before each meal can also help decrease excessive caloric intake. Finally, fluid repletion promotes a happier mood, as dehydration has been shown to make people grumpy.
- B. Salt – use as modestly as is palatable – excess can be problematic for those with high blood pressure, heart failure, liver failure, or renal failure. If you are relatively healthy and free of chronic health problems – salt restriction is not important for you and you can use liberally – within reason. However, avoidance of sulfate and phosphate-related preservatives and antioxidants in meat and food products is recommended. Use fresh and unprocessed foods as often as possible.
- C. Calcium – Calcium intake is important for healthy bone structure, but milk is not the only source. Almonds, kale, navy beans, broccoli, yogurt, and cheese are also good sources of this bone-building nutrient. Daily exercise is as important in healthy bone maintenance as is calcium intake for most adults.
- D. Vegetables – Eat more vegetables, especially leafy greens, but include a variety. Fiber-filled (e.g., kale) will help with digestive regularity, especially when taken with plenty of water, and/or complemented with nutritious whole grains.
- E. Fruits - As long as consumed without added sugar, fruits are beneficial to a healthy diet. Due to the use of pesticides, fruit selection should be organic whenever possible. Organic may be costlier at the grocery check-out, however, you do not need to eat a lot of fruit daily to achieve maximum benefit.
- F. Protein – This should be the prime source of calories, particularly fish. Avoidance of large quantities of red meat - particularly hamburger, and processed meats is recommended. It is also recommended that you avoid farm-raised salmon and other aqua farmed fish and shrimp (these are full of toxins and very unhealthy). Also, swordfish and tuna are higher than other wild fish in mercury content, minimize the intake of these tasty treats. After wild caught fish, chicken, and certain cuts of pork (e.g., lean pork chops) provide a high-grade protein source. Some cuts of pork (e.g., bacon and sausage) have high-fat contents and should be consumed at a minimum. If you are a vegetarian, which is healthy, as long as sufficient protein is added (note: 20 amino acids are essential), then nuts, whole grains, beans, and legumes are important protein sources for your diet.
- G. Carbohydrates – Most of us will get plenty of “Carbos” even when we try to avoid them. When selecting carbohydrates, select complex, and natural whole grains, and the carbs that come naturally with the salads, fruits, and vegetables



you are already consuming – no need to add additional. Avoid processed bread, bakery items (like yummy cookies, cakes, pies – unless you want to get fatter). If looking for a desert, berries with chocolate (dark with less sugar) are optimal.

- H. Fats – Avoid high quantities of saturated fats, and trans fats (e.g., biscuits, crackers, snack cakes). Butter is far healthier than margarine – avoid margarine. Olive oil and other plant oils tend to be the healthiest. Omega 3 fatty acids, as found in salmon and other fish is an important healthy fat to include in your diet, along with avocados and almonds. Try a salad with avocados, almonds and a few berries or tangerine slices with wild salmon – One of the best meals to enhance brain power!
- I. Alcohol (EtOH) – It's best to minimize or avoid altogether, but if you are to drink alcohol, red wine has more antioxidants than white wine, beer, or spirits. If you drink wine, limit your intake. Beer generally has less alcohol content per unit volume than wine but is worse than red wine due to the increased residual carbohydrates in beer. Note: alcohol is metabolized to acetaldehyde, a toxic substance, and a known carcinogen. Acetaldehyde is then metabolized into acetate, which is converted into CO<sub>2</sub>, H<sub>2</sub>O, and fatty acids, the fatty acids make fat in the liver and tend to deposit fat in the belly as well (beer belly). A quick way to lose weight is to stop eating carbs (e.g., bread at the restaurant), and avoid or drastically curtail alcohol intake.
- J. Multivitamins - Daily multivitamins, especially water-soluble vitamin C and B vitamins (thiamine, folate, riboflavin, niacin), are important nutritional supplements to many modern diets. Consume a diet rich in vegetables, and those additional needs will lessen. If you failed to heed the advice in #9 and drank heavily the night prior, then supplement your diet with vitamin C and B vitamins as they are preferentially utilized during EtOH metabolism, and because of their water solubility, partly lost due to diuresis. Vitamin D, when low, will impair cognitive performance. For those in equatorial regions, supplemental vitamin D is less important. However, in higher and lower latitudes, during winter months, the vitamin D levels may be low enough to contribute to Seasonal Affect Disorder (SAD). In these regions, supplemental vitamin D is recommended.

Beyond the science-based recommendations listed above, consider eating mindfully. Mindful eating brings an awareness of the messages coming in from our body. Mindful eating helps us learn to listen to what our body is telling us about hunger, our level of fullness and the degree of satisfaction with our meal. Mindfulness helps us to become aware of the best ways to nourish our body and mind.

### **Bernadette's 7 Tips for Mindful Eating**

First, what is Mindfulness? Simply put, Mindfulness is to be fully present in the situation at hand, with awareness to observe our self and others without criticism or judgment.

Second, how does mindfulness relate to eating? In mindfully eating for high



performance it is important not to judge ourselves, or compare ourselves with others, but rather focus on the act of eating and enjoying healthy, nutritious food. This will help us to be selective in our eating and to slow down while we are eating so we can “feel” when we are full and when our body is satisfied.

Third, what is the goal with mindful eating? The goal is to witness our sensations, thoughts, and any feelings. As we pay full attention to the process of eating our meal and the unique textures of the food, we are more able to savor its taste and nutrients. Through this technique, you will eat fewer calories, enjoy more satisfaction from meals, and make healthier food choices.

Fourth, what are the specific nutritional benefits of mindful eating, and how are they manifested? Mindful eating practice encourages us to slow down our eating pace so that satiety factors (e.g., Leptin) will rise, and the sense of fullness will enter our consciousness before devouring an excessively large quantity of calories. In short, it helps us avoid gorging.

Fifth, what are other benefits of mindful eating? By practicing mindful eating, you will increasingly select more nutritious food and over time eliminate extraneous sugars (e.g. soda) and unhealthy food substances (e.g., processed meat and dairy products) that deplete, rather than restore our energy levels.

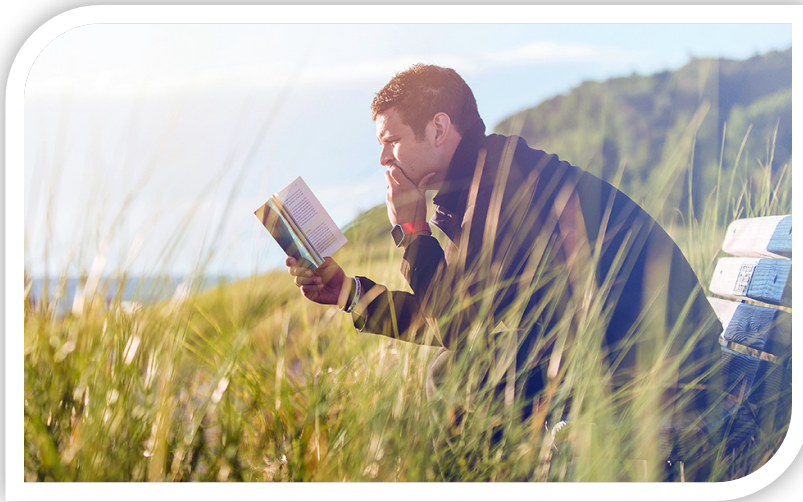
Sixth, where can mindful eating be practiced? You can mindfully eat anywhere at any time with any food (high-performance food is recommended). Note: you can do this with your significant other – agree on the practice and support one another.

Seventh, how does one deal with intrusions and distractions during mindful eating? Notice any distractions that arise. Notice if these distractions have become unconscious habits that pull you away from absorbing and savoring your meal. Do you play games on your mobile device, surf the internet, read the paper, or watch TV during mealtime? If so, just make note of this habit. After your meal, write down your observation to help you bring your habit to conscious awareness. With awareness, you will begin to switch out a negative habit for a more positive and empowering experience.

You may be concerned that mindful eating will not allow you to multitask and result in a decrease of your allotted time. Yes, multitasking at meal time, and or any contemplative time is disruptive, and will actually take more time from you, as each interruption in your focus results in necessary recovery time. Multitasking is not mindful, or helpful, for your mental alertness or creativity. Avoid unnecessary habits of multitasking. Studies have shown that multitasking does not increase productivity. Remember to complete one task at a time; this includes eating. You will have more peace of mind and keep in the forefront the meaningful purpose of completing this task.



## Read Deeply from Good Books



You will be the final decision maker of what constitutes a good book. However, since there is not enough time in one person's life to read all of the great books when one spends time reading, they should do their best to select books worth reading. Besides work-related topics, one should seek guidance from others who have read, by previewing the review, and going online and reading a few pages from any book you are contemplating reading prior to purchase. Only spend time reading those that you find interesting, meaningful, enlightening, and/or inspirational.

Besides serving as a source of new knowledge, reading books allows the brain a respite from mundane realities. Granting it a break from the intrusive demands of daily life. Reading is also nutritive to brain function, there is foreground reading and background brain processing that occurs subliminally by your brain – this information can be used by your subconscious to solve problems during meditation, sleep, and during reflection.

The internet can be a source of reading lists for those searching for general inspiration. Challenge yourself to read books written from current leaders as well as figures from year's past. You may not agree with the entire content of any one book – this is the hallmark of being a critical reader. However, many of the exceptional leaders from our past have written words with meaning in today's climate that can be just as profound as when first written (e.g., Plato, Socrates, Hippocrates, Thomas Jefferson, Abraham Lincoln, etc.). For Bernadette, the following list of books by insightful authors and intuitive leaders have been inspirational and foundational to her teachings:

### **Bernadette's Recommended Reading List:**

Awakening the Buddha Within – Lama Surya Das

Thinking Fast and Slow – David Kahneman



Transforming the Mind – Dali Lama

Einstein a life – Denis Brian

Gandhi an Autobiography: The story of my experiment with truth – Mohandas K. Gandhi

Mind Your Life: How mindfulness can build resilience - Shinzen Young

Light on Life: The Yoga Journey to Wholeness, Inner Peace – B.K.S Iyengar and John J. Evans

Having it all: Achieving your Life's Goals & Dreams – John Assaraf and Bob Proctor

The Wisdom of Sundays – Ophra Winfrey

Wooden on Leadership – John Wooden

Trust Rules – Bob Lee

21 Irrefutable Laws of Leadership – John C. Maxwell

Awaken the Giant Within – Tony Robbins

Abraham Lincoln: Lessons in Spiritual Leadership – Elton Trueblood

NeuroWisdom – Mark Robert Waldman

Astrophysics for People in a Hurry – Neil DeGrasse Tyson

The Body has a head – Gustav Eckstein

Set a goal for how much reading material you'd like to consume each month and keep a journal as to what you gained from each book. Happy reading!



## Value of Travel and Exploration



As you read, watch videos, or engage with others online from different parts of the world, there's no doubt your imagination is stimulated in an attempt to create an image of, and to fully comprehend, the foreign locations. Traveling near or far allows you to expand your creative process through your experiences and senses. Sights, smells, and sounds of your adventures are added to your mental library. The meaning from an author or from a film is enriched as you engage your ability to contrast your thoughts with those of a narrator describing foreign or unknown lands.

Travel does not need to be extensive or expensive. Similarly, the destination need not be too exclusive or exotic locations. In fact, planning large trips requires time and may not be conducive to achieving important projects that will later allow you the time and resources to travel greater distances. Taking a break from your normal surroundings can be easily achieved by riding a bike, a bus, or driving to a new destination, and then exploring the new environment. This change in scenery allows your mind to unwind from the pressures of everyday life and the subconscious will work out festering problems while you enjoy your travels and exploration.

Try this helpful mindful technique to reinforce the healing and inspiration that travel can bring to your daily life when you return home.

1. Before you begin your journey, spend a few moments, and quiet your mind with the deep breathing techniques, then begin to visualize your adventure. Are you traveling by plane long distance or a taking a short stay-vacation in your hometown? Maybe you are preparing yourself for an early morning Saturday bike ride or long evening walk on neighboring streets. The distance or destination does not matter – it is the preparation of your mindset as you begin your journey that expands your creativity and insights.
2. Next, take a moment to write down three insight you may have had while you visualized your adventure. Did you see yourself getting off the plane ready to



explore new city sites? Or maybe you are a foodie and visualized spending the day with friends savoring tasty dishes at undiscovered local restaurants? Perhaps you visualized taking a new, previously unexplored, route on your bike. The picture is different for all of us. The key is to write down your internal thoughts of your pre-trip relaxed, mindful experience. Allowing yourself to do so, opens the door for you to expand your awareness during your travels.

Although some might require travel for initial benefits, with practice, your mind can provide the vehicle for the journey and allow you to visualize the same benefits through visioning and mental imagery.



## **Experiment Without Judgment, Be Flexible, Seek Support**

### **A. Experiment Without Judgment and Enjoy the Process**

To have lived an exceptional existence means that you have lived your life on your terms. The choices you make today will affect and compound future choices and decisions. Taking a risk and do things differently than you have done in the past requires internal courage and desire. As you proceed down the road to enlightenment, do so without judgment-just do it. What you set out to do may not be what you actually achieve. The journey is greater than the inn.

### **B. Be Flexible and Open to Unforeseen Opportunities**

Change is a necessary element of life. To allow your mind to create and have the opportunity to innovate, it is wise to accept change as the norm, rather than resist something new and unexpected. Take notice if you react quickly or respond after contemplation when presented with an unanticipated event. Do you become ridged in your thinking and your actions become stalled? Doing so shuts down the creative centers of our and limits our full potential. Staying open and flexible allows fresh concepts, new ideas, and powerful solutions to be brought forward.

Know there will be obstacles – there will be snags, as you progress forward. When you hit the wall, never give up, unless the goal was unimportant. To achieve meaningful tasks, hard work is required, and overcoming obstacles will be required. Savor the challenge, the greater the barrier to success the more rewarding the triumph, once overcome. Allow what you have learned throughout your life to guide your decisions, use the lessons from this book to assist, capture the memories of hard-fought campaigns in your diaries and notes, these then become part of your personal story, which will serve to motivate you in other work, and can be used as examples for coaching others you lead.

### **C. Find a Mentor and be Open to Feedback– Neuro Coach or Mastermind Group**

Enlisting support is an important accelerator. We cannot do life by ourselves. When one reads the autobiographies of successful people, you read of the many mentors and councilors the great ones had. These mentors are teachers that provide insights to the student, so the learner does not need to suffer failures or problems previously encountered by the mentor. Take the smarter and shorter path to enlightenment, and enlisting the assistance of someone who has already been there.

Be open to advice and feedback from your trusted adviser. This intimate form of input provides learning and growth opportunities that you cannot obtain from self-analysis alone. As you listen to the comments of others, know the difference between advice and criticism. Criticism is sprinkled with negative words and personal attacks. Even a well-meaning adviser can sometimes, unknowingly, and unnecessarily criticize. Do not listen to criticism – listen only to advice.

Both, one-on-one coaching, or group programs offer benefits that a friend or family member may not be able to provide. A NeuroCoach is an advisor who provides brain-



centric, evidence-based, mindfulness coaching and learning strategies to solve personal, relational, or work-related problems. This style of coaching presents solutions and programs to the client where scientific studies have proven the effectiveness of an action for brain enhancement and positive outcomes.

Complementary to advice from a neuro coach are Mastermind Groups. Mastermind Groups represent a construct first published in Napoleon Hill's book *Law of Success*. Here, peer-to-peer collaborative mentors provide input and advice in a small group setting. Joining a Mastermind group offers an avenue for networking as well as personal, and professional improvement. These groups are typically staffed with thought leaders in a particular area of interest. If there are no mastermind groups in your area, consider starting one. Surrounding yourself with those who have knowledge in particular domain is the first prerequisite. Next, do your best to invite those with inspirational and collaborative characteristics to increase the likelihood ideas will be readily shared, and the inspiration and motivation levels remain high.



## When You Falter, Fret Not – Rapid Correction Can Occur



In this Chapter, Bernadette emphasizes a point made previously in the book that roadblocks and setbacks will inevitably occur, particularly when the project is tough and/or the stakes are high. This chapter also provides suggestions for regaining momentum when those barriers are encountered. There are numerous methods for recovery from setbacks, the most impactful recovery methods are provided here along with techniques making a rapid transition from anxiety and a feeling of failure back to the optimal state of mental clarity and the creative state of mind.

Occasionally, we may fall back to a level of low cognitive functioning. This can be in relation to stressful life experiences, lack of sleep, insufficient exercise, poor diet, job pressures, or family dynamics, to name a few. These factors, combined with a failure to provide personal time for reflection, planning, sleep, exercise, and a healthy diet, can all build up to bog a person down. If you find yourself in this condition, you can kick-start yourself into enhanced cognitive performance, elevate your mood, and receptiveness to inspired thoughts.

### **Bernadette's Top 14 Rapid Accelerators into Creative Thought**

- 1) **Practice Deep Breathing** – This is an especially powerful technique to quiet anxiety. Take six deep breaths, “all the way in” and “all the way out.” This practice can calm your mind and clear your thoughts, bringing your consciousness into a state of enhanced mindfulness and receptivity. Next, ask yourself what is the first thing that needs to be done at that moment (i.e., what is the next step)? Having now lowered your stress levels, in this calmer state, you will usually be more able to allow useful thoughts to enter your consciousness. Now, write your thoughts down, especially the first 2-3 that come into mind. Next, determine which of these thoughts has the highest priority for immediate deployment, to bring you closer to



your goal. Then take action on that thought, take that next step.

- 2) **Yawn** – Yawning has the capacity to quickly bring your consciousness to a higher level of alertness. Yawning has been proven to clear away the foggy of sleep and increases cerebral blood flow, which enhances mental efficiency and quickly heightens your state of cognitive performance and creativity. In fact, yawning appears to be the fastest way to lower mental stress and anxiety. It has a similar effect on a person as having a cup of coffee, but lasts a shorter duration than does coffee.
- 3) **Meditate** – especially if intrusive thoughts dominate: Meditation, like many things in life, becomes easier with practice. However, even the neophyte can benefit from meditation. One can meditate while walking, eating, lying down, or lowering one's head to the desk. The key is to let go of any thoughts, just be centered, and grounded in the present moment. Listen to your body, breath, let go of thoughts and preconceived notions, be non-judgmental, focus on your breath, focus on being present, focus on elimination of all thoughts. Some find it helpful to imagine themselves on a beach or in a calm place. If you have time, it is good to meditate for 15-20 minutes each day in the morning. If at work, taking a break from the task at hand for 1-2 minutes can be very rejuvenating.
- 4) **Take a Brief Nap** - especially if sleep deprived and exhausted: Deep breathing and meditation can combine to promote a state of relaxation, allowing you to enter into a brief, revitalizing nap. Often, a nap of just 20 minutes can provide the necessary rejuvenation, allowing you to face the challenges of the remainder of a demanding or stressful day. For extreme sleep deprivation, enjoy a cup of coffee or tea before you commence the deep breathing precursor. This strategy allows the caffeine boost to kick in right around the time you wake from your nap – while this practice works; we recommend it only for extreme cases.
- 5) **Change Your Environment** – particularly if stuck: If working on a prolonged project, one should factor in brief breaks every hour or two. By going for a walk, grabbing a glass of water, using the restroom, or stretching, you refresh the body and brain before returning to the grind. If at home, and not feeling particularly creative, just taking a walk around the neighborhood can be enough of a scenery change to allow rejuvenating thoughts to emerge, and help get the creative juices flowing. More extensive journeys are also great for gaining creative insight; but, these require some level of planning.
- 6) **Read Inspirational Quotes or Writings.** The current fad of using quotes for social media posts, for home wall art, or for t-shirt decoration has spread to the mainstream for a good reason. Positive quotes stimulate the brain to focus on the meaning of words. As you read the quote, it is internalized consciously and stimulates the activity of your frontal cortex. Inspirational speeches or reading TedTalk scripts can also help by providing exceptional and inspirational thoughts.
- 7) **Review Art or Architecture.** If you do not feel compelled to read or write, consider viewing art. Paintings, etchings, architecture, landscape, and interior design can all serve to inspire by evaluation of the depth, beauty, and complexity of design. One study demonstrated that viewers of art experienced significant



stress reduction after only 15 minutes. Sometimes merely reviewing objects of various color can be inspiring – particularly to those with artistic or design characteristics.

- 8) **Play Music, Dance, or Sing.** There is an increased evidentiary base supporting the neurocognitive benefits of listening to, and (particularly) playing musical instruments, and dancing. Singing is another form of expression that typically brings positive endorphins to the brain. Rarely do people sing songs in an unhappy mood. If you are musically inclined or enjoy dancing, then use music, dance, and song as an avenue for conjuring up creative energies. Certain sounds tend to be particularly soothing, and allow the mind to focus, and perform work during the listening process - typically, certain forms of classical music have this characteristic, or classical guitar, harp, flute, and soft gongs have been found by Tibetan monks to increase productive energy.
- 9) **Exercise, Move and Stretch.** Exercise, particularly aerobic, as previously mentioned, provides tremendous benefits to body, mind, and spirit. However, if you're not physically able to vigorously exercise and or dance, then consider walking briskly or practicing Restorative Yoga. Restorative Yoga classes introduce meditation and thoughtful stretching exercises. If Yoga is too strenuous, then just move and stretch multiple times a day. Body movement and stretching are critical for general health and have also been found to extend longevity and foster creativity.
- 10) **Take a Moment to be Grateful.** Gratitude is a powerful tool for improving all aspects of your life; body, mind, and spirit. Taking a moment to be grateful for what you have, rather than lamenting on what you do not have, brings an instant rush of endorphins, immediately making one feel better, as well as more optimistic, happier, and creative.
- 11) **Make a List** – particularly if anxious or overwhelmed with tasks: When deadlines loom, tasks are piling up, or numerous competing priorities are playing through your head, it is time to make a list. Just applying pen to paper (or fingers to computer keypad) and listing the topics, helps to unclutter your brain. Next, prioritize the tasks, identifying those that should be done within days, weeks, and months. Keep the list, and check off projects as they are completed. Commit to the highest priority items first. Later, come back to the list and place expected completion dates on the major tasks with later deadlines. Next, if the projects are big, break them down into logical segments, with their own completion dates.
- 12) **Journal.** Writing in a journal provides an avenue for reflection. By writing your thoughts down, you are forced to think clear enough to make sense at least to yourself. This action provides clarity on plans, thoughts, and dreams. Journaling is not for everyone, but those who do journal find it beneficial. Ann Franke, Nelson Mandela, Leonardo Da Vinci, and countless other historical figures kept journals and notebooks that are now priceless chronicles of exceptionalism.
- 13) **Call a Friend.** It is seldom a good idea to call someone at two or three in the morning for help unless there is a real emergency. However, calling a friend, or loved one, for advice when struggling with a problem, or when feeling down, can



be helpful for both the caller and the friend - providing this avenue of relief is not overused. When you feel the need, do pick up the phone. Having a conversation with a person that you trust can stop the downward spiral of worry, melancholy, and depression. As stated in Proverbs 27:9 "The heartfelt counsel of a friend is as sweet as perfume and incense."

- 14) **Just do Something – Different.** If you're working hard on a project, taking a short break can provide the needed inspiration to finish – brief breaks should be part of your daily work practice. If you have been sedentary and feeling depressed or uninspired, then sometimes just doing something different can start you on a new path. A change in scenery can allow time and perspective as your brain processes the information. Ultimately, you should begin to see help or begin to see solutions or a different perspective.



## Summary



As you have learned, each principle provided here helps to promote a rapid entrance into a state of mental creativity and clarity. By empowering your brain to expand through contemplation and meditation, you will tap into your inner guidance system, your intuition. Committing to a habit of physical wellness describes as adequate exercise, and good nutrition will allow the brain to work at peak capacity. Reading deeply and, exploring new environments through travel stimulate your creativity and awakens your senses. Continuous learning and gaining the support of others (coaches, peers, mentors) exposes you to new concepts and opportunities, and catapult you forward in all that you do. Of course, resting and sound sleep provide rejuvenation and clarity of thought and mind.

I have taught these techniques to hundreds of clients over the years; and, with practice and a modest level of dedication, these principles will inspire you to initiate tasks you had previously avoided, and to sustain the work needed to fully achieve goals previously thought to be beyond your reach.

Within a month's time, you will begin to form new habits of success. As you continue to build on each success, the signs of your life's transformation and sense of continual fulfillment will be confirmed. These seven inspirational principles are geared to upgrade your daily actions, and ultimately produce extraordinary results in your life.

It is my sincere hope that these evidence-based lessons and concepts proven over time by the masters will assist you in achieving your goals and find what inspires you to be extraordinary. Whether your goal is to experience greater happiness, develop meaningful, loving relationships, gain fame and/or material wealth, or to be more grateful for the blessings you have already achieved, this series of lessons will be impactful and accelerate your journey.

This handbook for conquering fears that serve as stumbling blocks to your physical, emotional, spiritual, and intellectual successes is invaluable. Read it, study it,



share it, and put into practice these invaluable tips and secrets to a healthier, happier daily life. It's as simple as taking seven, deep breaths ....

I wish you well always and in all ways.



## **Other E-Books and Or Blogs**

Practical NeuroWisdom: Growing through Loss, 7 Brain-Based Strategies to Transcend Grief & Suffering, By Bernadette Wilson, MBA, Certified Coach and Mark Waldman, author of NeuroWisdom

Transcendence Guide, by Bernadette Wilson, MBA, Certified Transformation Coach

Daily Navigation Guide, Bernadette Wilson, MBA, Certified Transformational Coach

2018 represents an opportunity for you to either continue at a frenzied unthoughtful pace, or to alter this approach by adopting a mindful, and more deliberative and contemplative and fulfilling life.

The frenzied pace of the digital age has a compressed response times (e-mail vs. snail mail) and accelerated expectations (rapid response from one individual may trigger a similarly rapid (but not well reasoned) response from the next individual leading to accelerated domino effect or information passed that has not been assimilated and not

More complete treatment of these topics can be found in the Cognitive Performance Library of e-books on Personal Health. However, the key concepts are summarized here.



## About the Author



Bernadette Marie Wilson, MBA, NeuroCoach, and CEO of Cognitive Performance. Bernadette is an insightful healer, certified neuro-coach, gifted writer, inspirational and motivational speaker. She specializes in professional optimization, personal and team transformation, and helping others find inspiration and happiness in their work, with their loved ones, and in their lives.

Bernadette's insights and techniques are the product of a lifetime of study and practice. Her undergraduate education at Sonoma State, CA, and MBA from the prestigious Mills College, provide Bernadette with the academic foundation to pursue advanced scholarly work. Her more than 20 years in corporate leadership roles, prior experiences as CEO of a wellness center, and owner of a line of organic personal care products, are some of the experiences that have provided Bernadette insights into the healing realms of integrative medicine, and the inextricable linkage between mind, body, and spirit.

However, none of her prior educational or professional achievements could have prepared her for the morning she learned that her precious sixteen-year-old son had taken his own life. This tragic event set Bernadette on a new mission in her life; one who has taken nearly ten years to achieve five goals: 1) seek understanding and solace from the unquenchable pain of learning her beautiful and loving son was no longer alive; 2) gain insights into how individuals can become so despondent to feel suicidal, and learn tools for assisting people mired in this realm to help them gain healthy insights that can put them back on track to a productive life course; 3) make each new day a personal masterpiece of meaningful pursuits. This means make a positive difference, make life a little better for yourself and others. If each person starts from an altruistic and loving place, assists others (as we all need help from time to time), and at the same time



promotes themselves in their areas of positive strength, then we all support a better and more inclusive world vision; 4) ensure all of her loved ones are aware that she cares for them, and is always available to support them in their lives, aspirations, and dreams; 5) redouble efforts at understanding the fundamental principles and practices that promote health, wisdom, inspiration, and happiness.

Over the last ten years of scholarly emersion into the principles of healing, rejuvenation, success, and happiness, Bernadette helped herself recover from her tragedy, and has assisted thousands of others along her way. She has codified the critical elements of joy and prosperity and teaches these lessons to others through her science-based neuro performance company, Cognitive Performance. In this work, Bernadette integrates NeuroCoaching principles with her wisdom gained from transcending her loss