Get Ready!

For this keynote, you’ll find helpful:

1. Your “placemat” handout.
2. A writing instrument.
Tool #1: The Mindset Pivot
It’s Tough Out There…

For our children, youth, families and communities to be more successful, we the adults need to be more successful.
The Bottom Line...

Understanding our adult brain and how to best manage and care for it will help us be at our best so that we can truly give our best to our children, youth and families...

(and have fun doing it!)
First Things First

On the back of your handout, write “I *Have* to do these things by Monday.”
First Things First

Next, **list all the things you have to do by Monday** – **including the things you have to do to get ready for Monday.**
The Key “Mindset” Pivot

Now, cross-out the word “Have” and write in the word “GET!”
Shift Your Mindset

Instead of thinking:

“*I Have* to do these things on Monday,”

recognize the reality that:

“*I GET* to do these things on Monday.”
“What you take for granted each day, tens of millions of other people are praying for.”

Anonymous
Today’s Itinerary

1. Big Brain Idea #1: Your Brain Constantly Seeks Balance
2. Big Brain Idea #2: Your Brain Demands Discipline
3. Brain Tools: Manage Your Brain Chemistry
4. Brain Tools: Expand Your Behavioral Toolbox
5. Brain Tools: Sharpen Your Focus
6. Brain Tools: Increase Your Happiness
Big Brain Idea #1

Your brain constantly seeks balance.
3 Stages of the Stress Response (Amygdala Driven)

- Alert
  - Redirects Attention and Energy

- Stress Response
  - Cortisol

- Distress!
  - Cortisol x2 Adrenaline

Amygdala compels you to:
1. Solve the problem causing stress.
2. Escape from the problem.
3. Cope with the problem.
4. Defend yourself the best you can.
5. At any cost, survive.
Let’s Meet the Amygdala
3 Stages of the Stress Response (Amygdala Driven)

Amygdala compels you to:
1. Solve the problem causing stress.
2. Escape from the problem.
3. Cope with the problem.
4. Defend yourself the best you can.
5. At any cost, survive.

Alert
_REDIRECTS ATTENTION AND ENERGY_

Stress Response

Cortisol

Distress!

Cortisol x2 Adrenaline

_DANGER!_
Quick Brain Chemistry

- **Cortisol** – “UH-OH”
- **Adrenaline** - “YIKES!”
  
  VS.

- **Serotonin** – “AHH..”
- **Dopamine** – “YAHOO!”

These pairs do not play well together...
Quick Brain Chemistry 2.0

- Example: Anxiety and Depression
- **Anxiety** = Elevated Cortisol
- **Depression** = Decreased Serotonin
Quick Brain Chemistry 2.0

- Responding to Anxiety and Depression
- **Anxiety** = Decrease Cortisol
- **Depression** = Elevate Serotonin
Quick Brain Chemistry 2.0

The “Drive to Balance” may be unconscious, feel like a compulsion and lead to impulsive behavior. That’s because your brain eventually *Myelinates* (habituates) your response.

Cortisol

Serotonin
Big Brain Idea #2

Your brain demands discipline.
Myelination

- Physical reinforcement of often-used learning connections (white matter)
- “The neurons that fire together, wire together.”
- Once completed, difficult to undo...
Big Idea #1:

It is much more difficult for our brains to unlearn something than to learn something new.
Big Idea #2:

The longer you engage in a pattern of feeling, thinking and behaving, the harder it is to change your brain…
Myelination is Dynamic
What it Looks Like...
Let’s Try It!
Myelination Test
Answer Out Loud...
As Fast as You Can!
Ready?
What Color?
What Do Cows Drink?
An Important Brain Rule...

Associations in the Brain – habits of thinking, feeling and behaving – are real, physical brain structures. They happen through myelination.
Integrating the 2 BIG Ideas

- Your brain constantly seeks to respond to an imbalance in brain chemistry. It often does so *unconsciously*.
- Your response will eventually *myelinate*.
- Be *aware* of your response (don’t let unconscious responses become habit).
- Find *tools* to rebalance your chemistry that work for you. Assertively and consistently use them.
Never Forget...

• Your Amygdala is exquisitely designed to worry, fear and expect the worst. That is its job.

• You must consciously and intentionally balance your brain chemistry so the Amygdala does not dominate your thoughts, feelings and behaviors or you unconsciously try to ignore it through avoidance behaviors.

• This is not hard, expensive or overly time-consuming but you must be intentional. Like bathing and brushing your teeth.
“Your brain is your best friend. It is also your worst enemy.”

Daniel Amen, MD
Bottom Line

You Can Take Charge of Balancing Your Brain Chemistry.
Today’s Itinerary

1. **Big Brain Idea #1**: Your Brain Constantly Seeks Balance
2. **Big Brain Idea #2**: Your Brain demands Discipline
3. **Brain Tools**: Manage Your Brain Chemistry
4. **Brain Tools**: Expand Your Behavioral Toolbox
5. **Brain Tools**: Sharpen Your Focus
6. **Brain Tools**: Increase Your Happiness
Brain Tools

Manage your brain chemistry.

TranZed Institute
ANT Therapy
ANT Therapy: 
“Make ANTS PETS”

• Automatic Negative Thoughts

1. Be Aware of Negative Thoughts.
2. Label Them.
3. Negate It with a Positive Enhancing Thought (PET).
4. Move on.
ANT Therapy

1. Be Aware of Negative Thoughts
   (“What am I doing here? I’m a social worker. I will waste people’s time and be harshly judged. Poor Chris!”)

2. Label Them
   (“There’s the Judge of Doom Talking!”)

3. Negate Them with Positive Enhancing Thoughts
   (“Everyone struggles. These ideas have worked and they will work with some of the audience today. I will have helped. Some will discover the TranZed Alliance!”)

4. Move on
   (Don’t dwell on negative thoughts. They will myelinate. Counter them on move forward in the moment)
Great Resource!

Positive Intelligence

Shirzad Chamine

TranZed Institute
Self-Talk
## Successful Coping Strategies

Hampel, M. and Roos, T., *Interpersonal Coping and Multimodal Treatment in Boys with ADHD; Emotional and Behavioral Disorders in Youth* (Volume 7, No. 3, Summer 2007)

<table>
<thead>
<tr>
<th>Coping Dimension</th>
<th>Self-Talk Paraphrase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimization</td>
<td><em>Don’t take it that seriously.</em></td>
</tr>
<tr>
<td>Distraction</td>
<td><em>I’m thinking of something else.</em></td>
</tr>
<tr>
<td>Situational Control</td>
<td><em>First, I make a plan!</em></td>
</tr>
<tr>
<td>Reaction Control</td>
<td><em>First of all, I have to handle my reaction.</em></td>
</tr>
<tr>
<td>Relaxation</td>
<td><em>First, I’m going to relax!</em></td>
</tr>
</tbody>
</table>
# Successful Coping Strategies

<table>
<thead>
<tr>
<th>Coping Dimension</th>
<th>Self-Talk Paraphrase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive Self-Instruction</td>
<td><em>I'm encouraging myself.</em></td>
</tr>
<tr>
<td>Need of Social Support</td>
<td><em>I’m asking for help!</em></td>
</tr>
<tr>
<td>Denial</td>
<td><em>I’m not stressed out.</em></td>
</tr>
<tr>
<td>Recreation</td>
<td><em>Everything will work better after a break!</em></td>
</tr>
</tbody>
</table>
Self-Talk

- Find a phrase that works for you in context.
- Practice until it is automatic (*myelinated*).
Brain Tools

Expand your behavioral toolbox.

TranZed Institute
## Analyze Your Brain Chemistry

<table>
<thead>
<tr>
<th>Context</th>
<th>Behavior</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Context</td>
<td>Behavior</td>
<td>Result</td>
</tr>
<tr>
<td>---------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>Still smoking 2 cigarettes a day.</td>
<td>The concrete action I take that I want to change. The “response” I want to alter.</td>
<td></td>
</tr>
</tbody>
</table>
## Analyze Your Brain Chemistry

<table>
<thead>
<tr>
<th>Context</th>
<th>Behavior</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of day.</td>
<td>Still smoking 2 cigarettes a day.</td>
<td></td>
</tr>
<tr>
<td>Lots of stress.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Busy. Little down time.</td>
<td>The concrete action I take that I want to change. The “response” I want to alter.</td>
<td></td>
</tr>
<tr>
<td>Racing thoughts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Going to bed soon.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Circumstances, not cause.”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Analyze Your Brain Chemistry

<table>
<thead>
<tr>
<th>Context</th>
<th>Behavior</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of day.</td>
<td>Still smoking 2 cigarettes a day.</td>
<td>Nicotine buzz.</td>
</tr>
<tr>
<td>Lots of stress.</td>
<td></td>
<td>Time with my wife.</td>
</tr>
<tr>
<td>Busy. Little down time.</td>
<td>The concrete action I take that I want to change. The “response” I want to alter.</td>
<td>Relax.</td>
</tr>
<tr>
<td>Racing thoughts.</td>
<td></td>
<td>Unwind enough to sleep.</td>
</tr>
<tr>
<td>Going to bed soon.</td>
<td></td>
<td>The result is the reward—the change in brain chemistry—that reinforces the behavior.</td>
</tr>
<tr>
<td>“Circumstances, not cause.”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Analyze Your Brain Chemistry

<table>
<thead>
<tr>
<th>Context</th>
<th>Behavior</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of day.</td>
<td>Still smoking 2 cigarettes a day.</td>
<td>Nicotine buzz. <em>(A little Dopamine)</em></td>
</tr>
<tr>
<td>Lots of stress. <em>(Cortisol elevated)</em></td>
<td></td>
<td>Time with my wife. <em>(Dopamine and Serotonin)</em></td>
</tr>
<tr>
<td>Busy. Little down time.</td>
<td></td>
<td>Relax. <em>(Lower Cortisol)</em></td>
</tr>
<tr>
<td>Racing thoughts.</td>
<td></td>
<td>Unwind enough to sleep. <em>(Lower Cortisol)</em></td>
</tr>
<tr>
<td>Going to bed soon.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Analyze Your Brain Chemistry

<table>
<thead>
<tr>
<th>Context</th>
<th>Behavior</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of day.</td>
<td>Still smoking 2 cigarettes a day.</td>
<td>Nicotine buzz. <em>(A little Dopamine)</em></td>
</tr>
<tr>
<td>Lots of stress. <em>(Cortisol elevated)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Busy. Little down time.</td>
<td></td>
<td>Time with my wife. <em>(Dopamine and Serotonin)</em></td>
</tr>
<tr>
<td>Racing thoughts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Going to bed soon.</td>
<td></td>
<td>Relax. <em>(Lower Cortisol)</em></td>
</tr>
<tr>
<td></td>
<td><strong>What new behavior will achieve the same result in the same context?</strong></td>
<td>Unwind enough to sleep. <em>(Lower Cortisol)</em></td>
</tr>
<tr>
<td>Context</td>
<td>Behavior</td>
<td>Result</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>End of day.</td>
<td>Brisk walk.</td>
<td>Physical Movement Outdoors. (A little Dopamine and Serotonin)</td>
</tr>
<tr>
<td>Lots of stress. (Cortisol elevated)</td>
<td>Outdoors.</td>
<td>Time with my wife. Fun. (Dopamine and Serotonin)</td>
</tr>
<tr>
<td>Busy. Little down time.</td>
<td>With my wife.</td>
<td></td>
</tr>
<tr>
<td>Racing thoughts.</td>
<td>“Sherlock Holmes” game.</td>
<td></td>
</tr>
<tr>
<td>Going to bed soon.</td>
<td>* No “Cold Turkey.”</td>
<td>Relaxing (Lower Cortisol)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unwind enough to sleep. (Lower Cortisol)</td>
</tr>
</tbody>
</table>
## Analyze Your Brain Chemistry

<table>
<thead>
<tr>
<th>Context</th>
<th>Behavior</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Strengthen Impulse Control
If/Then “Temptation Innoculation”

- Adapted from *The Marshmallow Test* by Walter Mischel (2014, Little, Brown and Company, New York, NY)

- Anticipate the temptation or distraction and make a mini-plan to cope using the If/Then format.

- Convert the plan to self-talk and then rehearse, rehearse, rehearse!
"If Mr. Clown Box makes that bzzt sound and asks me to look at him and play with him, Then I will just look at my work, not him and say: No, I can’t, I’m working."

If/Then “Temptation Inoculation”

- “If I approach the fridge, then I will not open the door.”
- “If I see a bar, Then I will cross to the other side of the street.”
- If __________________________________________,
  Then ________________________________________.

*Thinking about the reward for avoiding the temptation or distraction is critical.*
A Fabulous Resource!

THE marshmallow TEST
Mastering Self-Control
WALTER MISCHEL
Brain Tools

Sharpen your focus.
Mindfulness

Your body is present. Is your mind?

Past Present Future

Doug Neill
Compassion Meditation

Write down the names of:

• A person you love dearly.

• A person you work with or encounter each day.

• A person with whom you have a conflict or grudge.
Repeat After Me

May _____ be healthy, happy and live in peace.

May _____ be healthy, happy and live in peace.

May _____ be healthy, happy and live in peace.
APPs to Get You Started

• Simple Habit
• Headspace
• Breathe
“You will continue to suffer if you have an emotional reaction to everything that is said to you. True power is in sitting back and observing things with logic. True power is restraint. If words control you that means everyone else can control you.”

Warren Buffet
“Man sacrifices his health in order to make money. Then he sacrifices money to recuperate his health—and then he is so anxious about the future that he does not enjoy the present. The result being that he does not enjoy the present nor the future. He lives as if he is never going to die and then dies having never really lived.”

The Dalai Lama—when asked what most surprised him about humanity
REAL Focus: Embrace Your Fear

Facing the Problem and Feeling the Fear

Anxiety (Fear) is at the Core of Most Focus Struggles
Facing the Problem: TEMPTATIONS

- It is tempting to pretend that our fears and problems are not always with us.
- It is tempting to close our eyes to them and simply not think about them.
- It is tempting to continue hoping that they will, of their own accord, go away.
- These fears often cause significant anxiety (elevated cortisol).
Facing the Problem: Don’t Store Up Trouble

1. Avoidance can make the problem worse.
2. Avoidance creates new problems.
3. Avoidance interferes with your life.
But There is Hope!
The “Power Half-an-Hour”

- 30 minutes a session
- Pad of paper and pen
- Put your problem or your goal at the top of the page
- Turn on your thinking apparatus
- Strive for 10 ideas a day
Let’s Try It!
Facing the Problem Process
(The Power Half-an-Hour)

1. Select a problem, issue, goal or opportunity you are currently facing.
2. Write it succinctly at the top of the back (reverse) side of your handout.
3. Identify what you are afraid of by writing it underneath the problem, issue, goal or opportunity.
4. Write down as many ideas as possible in 4 minutes for addressing your problem, issue, goal or opportunity.
Brain Tools

Increase your happiness.
Make a List

• On the back (reverse) side of your handout, list several of the most important things you currently desire in life.
• Think of things like overall happiness, better relationships, improved health, leadership skills, increased productivity, etc.
• Try for 4-5 of the most important.
In the last 24 hours, list some of the things you have put in your brain and your body:

<table>
<thead>
<tr>
<th>BODY</th>
<th>BRAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In the last 24 hours, list some of the things you have put in your body:

<table>
<thead>
<tr>
<th>BODY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
</tr>
<tr>
<td>Pear Salad with Egg &amp; Carrots</td>
</tr>
<tr>
<td>Cashews, Almonds, Walnuts</td>
</tr>
<tr>
<td>Water</td>
</tr>
<tr>
<td>Coffee</td>
</tr>
</tbody>
</table>
In the last 24 hours, list some of the things you have put in your brain and your body:

<table>
<thead>
<tr>
<th>BODY</th>
<th>BRAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>HBR: Why and When We Make Bad Decisions: It’s the Noise</td>
</tr>
<tr>
<td>Pear, Egg, Carrots</td>
<td>Scientific American Mind</td>
</tr>
<tr>
<td>Cashews, Almonds, Walnuts</td>
<td>Difficult Conversations by Stone, Patton, Heen</td>
</tr>
<tr>
<td>Water</td>
<td>Phone Photo Flash</td>
</tr>
<tr>
<td>Coffee</td>
<td>6 Tasks for My Day ($25K Idea)</td>
</tr>
</tbody>
</table>
What are YOU Putting in Your Brain?

What is your goal or desire?

- Happiness?
- Motivation?
- $?
- Relationship/Role?
- Career Success?
- Leadership Skill?

What are you putting in your brain to support your goal or desire?
Tool #7: The Perspective Journal
Journaling Makes You Stronger.
Reflection = Wisdom

What has happened over the last week?
## Journaling Makes You Stronger

<table>
<thead>
<tr>
<th>Gratitude</th>
<th>What are some things that happened this week you are genuinely grateful for.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pride</td>
<td>What have you done this week your are sincerely proud of?</td>
</tr>
<tr>
<td>Compassion</td>
<td>Who are some people or situations you feel compassion for?</td>
</tr>
</tbody>
</table>

**TranZed Institute**
Thank You for Inviting Me!

frank@kroslearninggroup.com
Twitter: @FKros
443-277-6036