

# Master Your Mind

Cottingham & Butler  
Transportation Summit  
Sept 5, 2024



# MASTER YOUR MIND



COUNTERINTUITIVE STRATEGIES  
FOR **REFOCUSING** AND **RE-ENERGIZING**  
YOUR **RUNAWAY BRAIN**

ROGER SEIP | ROBB ZBIERSKI

WILEY



# How Your Mind Creates Your Life

- Your FOCUS determines your REALITY
- What you SEE is what you GET
- What you SEE is what you LOOK FOR



# Some of Your Brain's Unhelpful Default Settings

- Tends to **OVER**emphasize negative, **UNDER**emphasize positive
- Easily consumed with the **URGENT**, at the expense of the **IMPORTANT**
- Craves **SAFETY** over **PROGRESS**



# OK, So what to do?

- Heighten Your **Awareness** of What's Most Important to you
- Create **GOALS** that Give you Energy
- Design a schedule that gives you **SPACE**
- Develop an ongoing **SYSTEM** for **Feeding Your Mind**