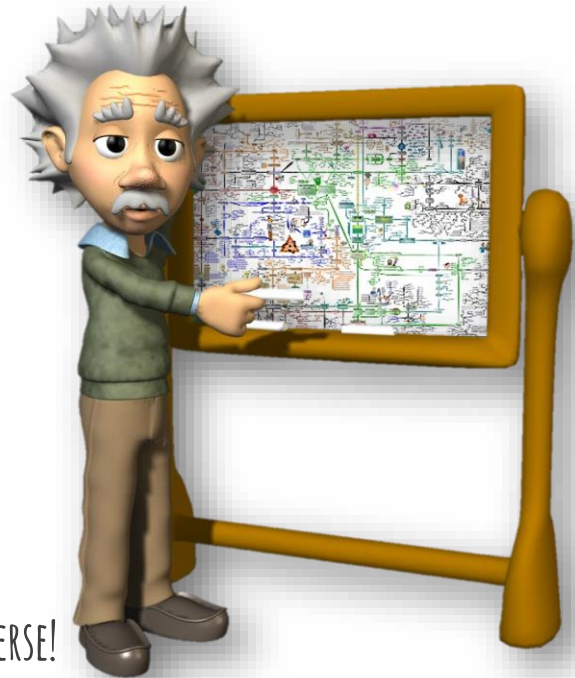


THE MASTERMIND MATRIX

A VISUAL FRAMEWORK
FOR LIVING AN
EXTRAORDINARY LIFE...

AND POSSIBLY SOME SECRETS TO THE WORKINGS OF THE UNIVERSE!





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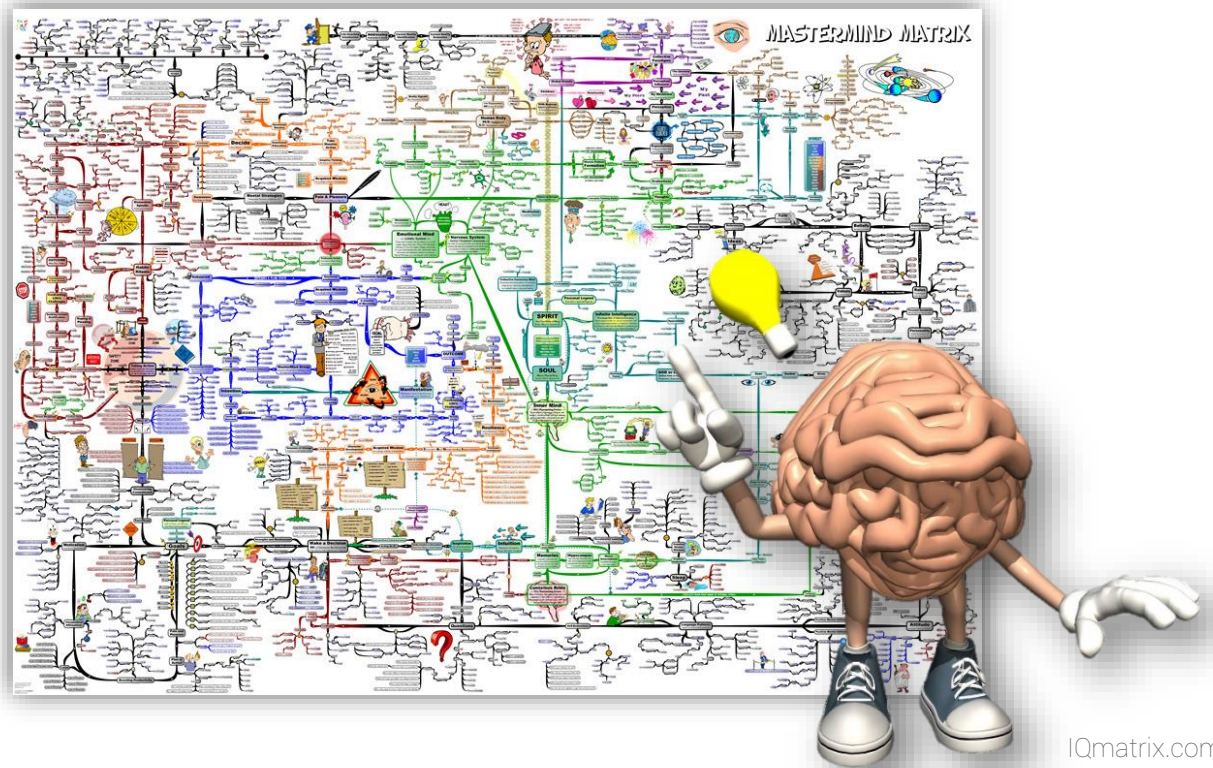


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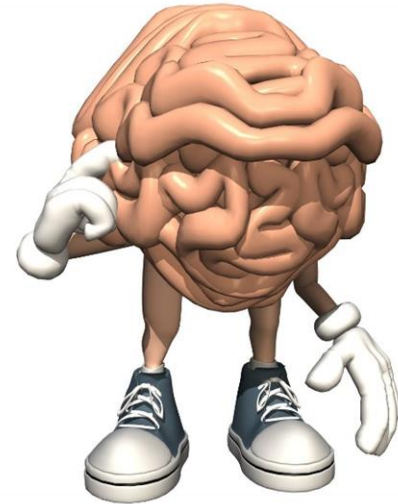
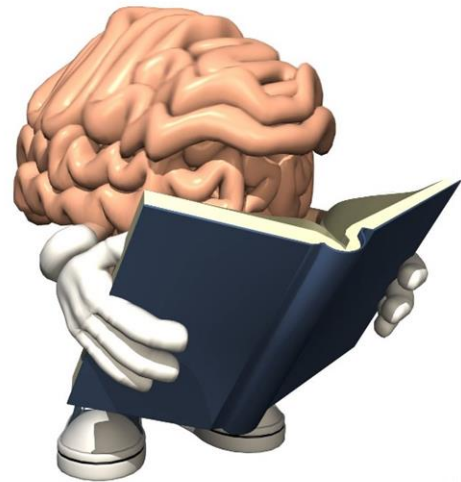


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Introduction

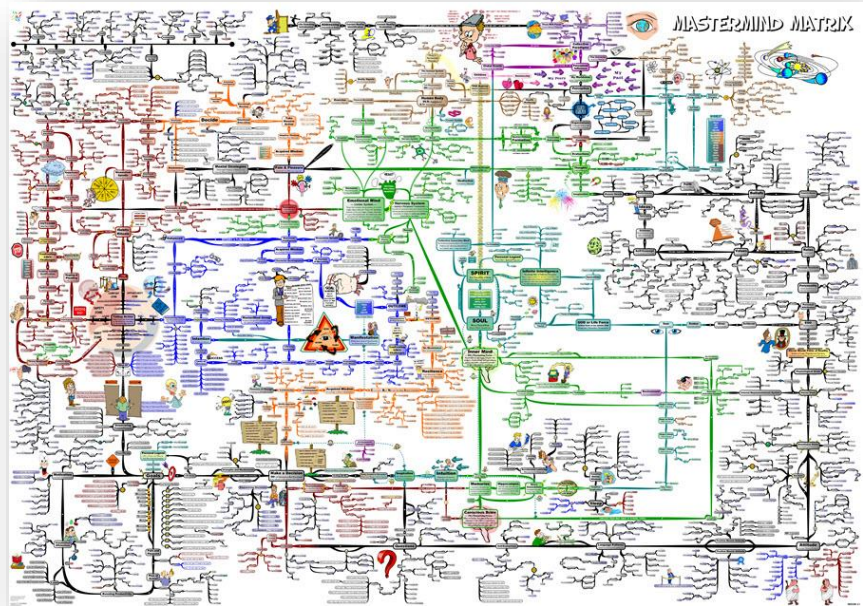
My primary reason for writing this introductory eBook is to provide you with an overview of the MasterMind Matrix chart. This is, of course, easier said than done.

The MasterMind Matrix is a map showing the unconscious, conscious, and semiconscious patterns of behavior that build the foundational building blocks of our lives. It's made up of many interconnected segments that intertwine in a multitude of ways.

It's, therefore, impossible to cover everything within this one eBook. I will, however, do my very best to show how all the major components of the MasterMind Matrix come together to reveal the bigger picture of the human psyche.

In a previous version of this eBook I had hundreds of links to various resources that provided more in-depth information about each topic.

For this version of the eBook, I have moved all those resources to the [MasterMind Matrix](#) website. You will find a link to these resources at the bottom of each page of this eBook.



MasterMind Matrix Version 4.1

Perceptual Influence

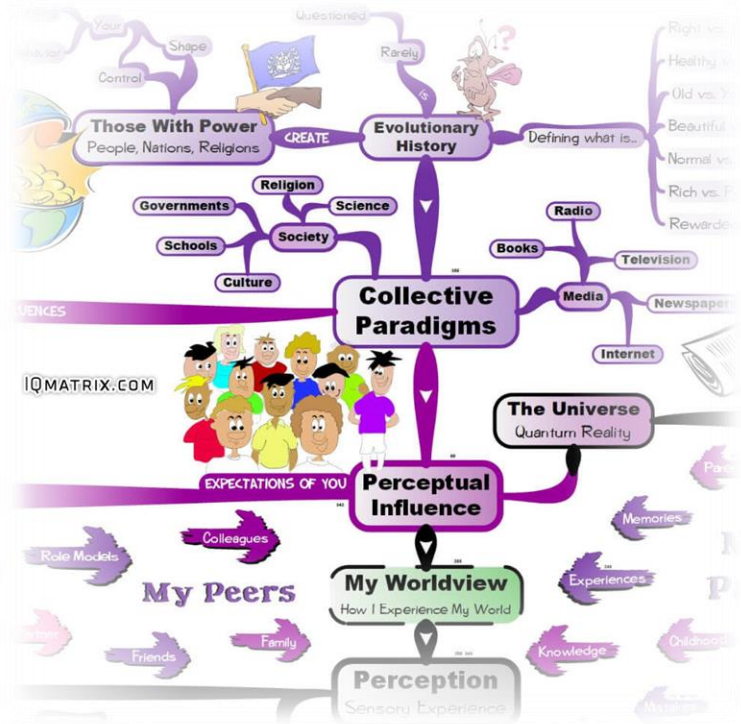
Throughout time, evolutionary history has dictated and manufactured our standards and norms and formed somewhat of a **collective paradigm** that has seeped into our society, culture, governments, religions institutions, and schools.

Likewise, all these elements have influenced the type of information we produce and share through radio, newspapers, books, television, and on the internet.

This has, subsequently, had a direct impact on our **peers who influence us** through their behavior, values, beliefs, and the principles they stand for. In fact, their expectations of us – and the **expectations** we have of ourselves in various situations – directly impacts how we perceive the world.

In addition to this, our past successes, failures, and our memories of those experiences directly influence our perceptions of reality, our **decisions**, actions, and how we filter our life experiences each day.

Everything around us has significantly impacted our lives at a deep psychological level. This, of course, leads us to a very profound realization that we are today what the world has made of us.



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Social Relationships

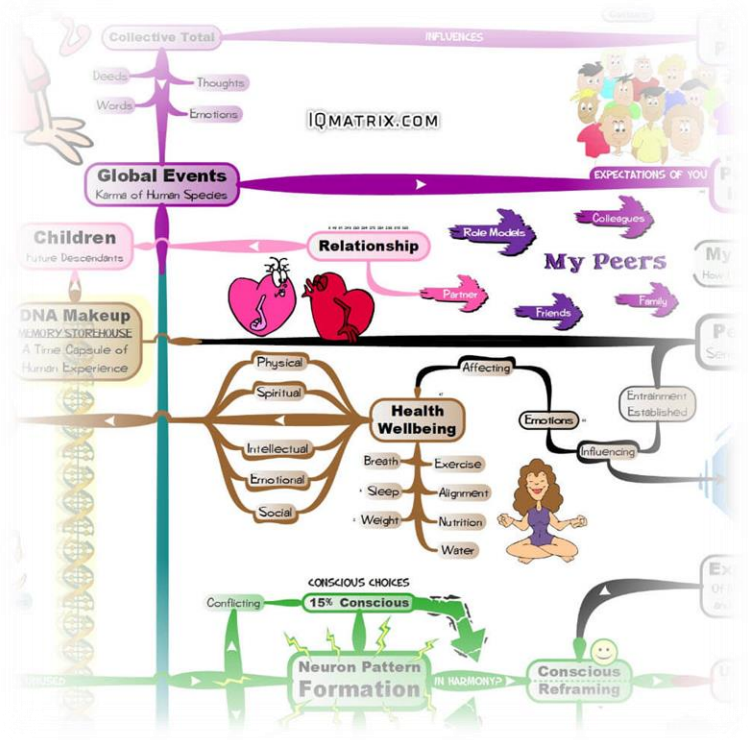
In the previous section, we discussed how external factors influence how we perceive the world through our five senses.

This section of the MasterMind Matrix highlights how our intimate relationships, role models, family, and friendships influence our perceptions and view of reality.

Every person in your life, whether in your social circle or within your sphere of influence, impacts your life on some level. More specifically, these people influence the choices you make about your health, finances, and other aspects of your life.

Our culture, society, governments, educational institutions, peers, and the media all influence not only how we perceive the world around us, but also how we go about living our lives.

Everything and everyone around you influences your thoughts, self-concept, decisions, values, beliefs, convictions, psychological rules, emotions, attitudes, language patterns, and other psychological factors that make up the foundational building blocks of your personality.



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Quantum Reality

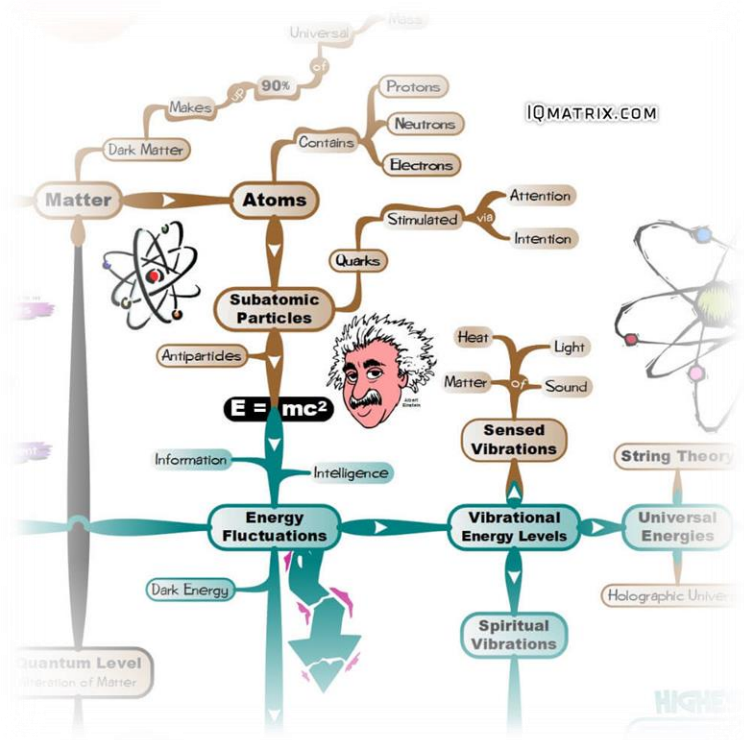
Did you know that 4.6% of the Universe is made from atoms, 23% is made from dark matter, and 72% is made from a substance known as dark energy?

Over the years, several controversial scientific studies have shown how our thoughts are able to directly influence and control the sub-atomic world through the manipulation of matter.

In a classic study, *Masaru Emoto* discovered that water that is subjected to positive thoughts formed symmetrical crystals, while water exposed to negative thoughts formed either no crystals or deformed crystals. He concluded that our thoughts had a direct impact on the water.

60% to 70% of the human body is water. Therefore, if our thoughts can do that to water, what are they doing to us?

Other studies into Quantum Theory have shown how the very act of observing matter can directly affect and change its form, shape, and reality. Given all this, is it then possible that we are all *interconnected* at a subatomic level – not only to each other, but also to the universe as a whole?



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Vibrational Hierarchy

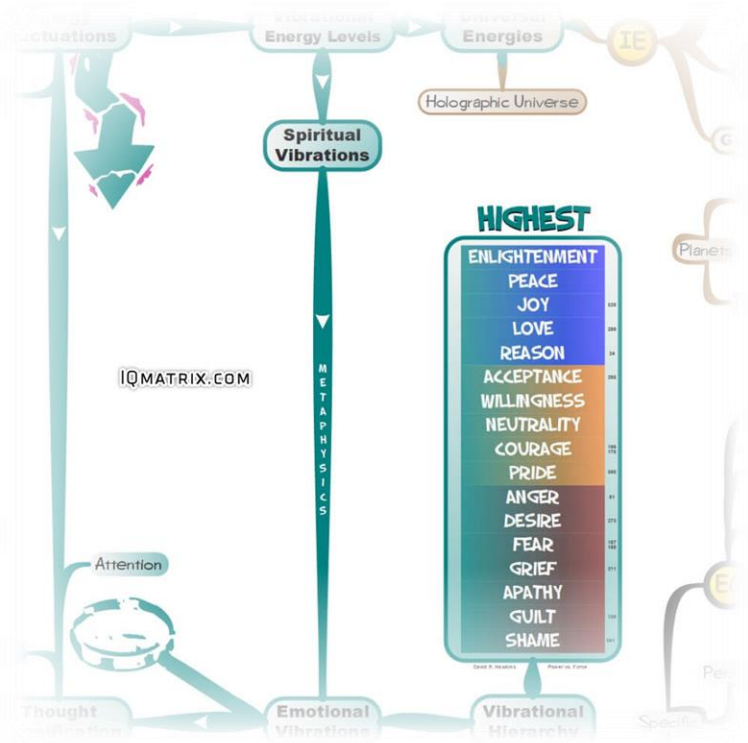
Everything within the Universe is made up of vibrating forces of energy. We, of course, see the universe as physical, but could this just be an illusion?

There is nothing physical about the Universe. Everything connects to everything else at a subatomic level. Separation between objects doesn't exist. We are all interconnected. We are all one entity of life — one breathing, moving, living organism and mechanism that's intelligently intertwined.

The thoughts and feelings that we generate each day have an energy signature attached to them. This energy signature can be measured as either being low or high on the vibrational hierarchy scale.

Positive thoughts and feelings are measured high on the hierarchy, while *negative thoughts* and feelings are measured low on the hierarchy.

It is said that we attract the energy we project out into the world. Therefore, positive thoughts and feelings will ultimately attract favorable circumstances. Likewise, negative thoughts and feelings will inevitably bring misfortune into our lives. You attract what you project out into the world.



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Expectations Creating Reality

Everything we have discussed so far influences the expectations we have of ourselves, of others, and ultimately what we believe we'll get out of life.

Our expectations are, however, heavily influenced by the expectations that others have of us in various situations. What this essentially means is that we often tend to live up to other people's expectations of us — even to our own detriment.

It is said, that our expectations are akin to self-fulfilling prophecies. In other words, what we expect out of life we tend to get back from life, which ultimately creates the life experiences we have today.

One way to take control of your expectations and of your evaluations of the world is to begin consciously reframing and [reframing your reality](#).

Frames are mental structures used to help guide our actions, shape how we see the world and the meaning we ascribe to people and events.

On the other hand, reframing is a mental tool we can use to consciously transform the meaning we give to the events and circumstances of our lives.



Thoughts and Imagination

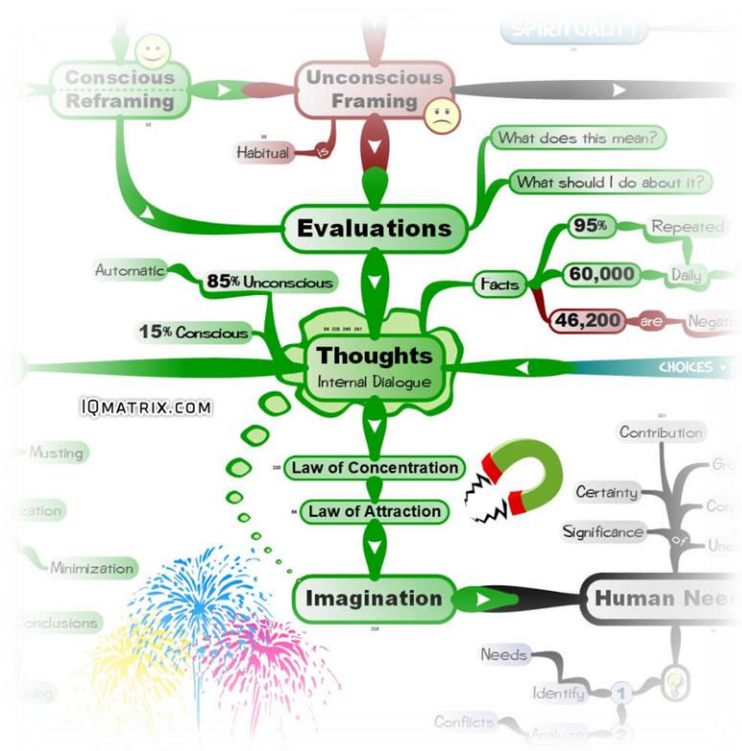
Your **thoughts** are nothing more but impulses of information and energy that create molecules (thinking cells) built upon the five senses and your personal perceptions and interpretations of reality.

Your thoughts form the foundations of your **habits** and **beliefs**. They create neuropeptides that awaken chemical responses within the body. These hormones then trigger the **habitual emotions** you experience each day.

Research has shown that on average we have around 60,000 thoughts per day. What's striking though, is that 95% of those thoughts are repeated from the previous day, and 77% are often of a **pessimistic nature**.

Therefore, if you feel as though your life is somewhat predictable, then it's because you're consistently indulging in the same thought patterns. Nothing will ever change unless a thought instigates that change.

The one thing you have full control over are the thoughts you allow to grow in your mind. Learning how to modify and redirect those thoughts, is the fastest way to take charge of your life.



Unhelpful Thinking Styles

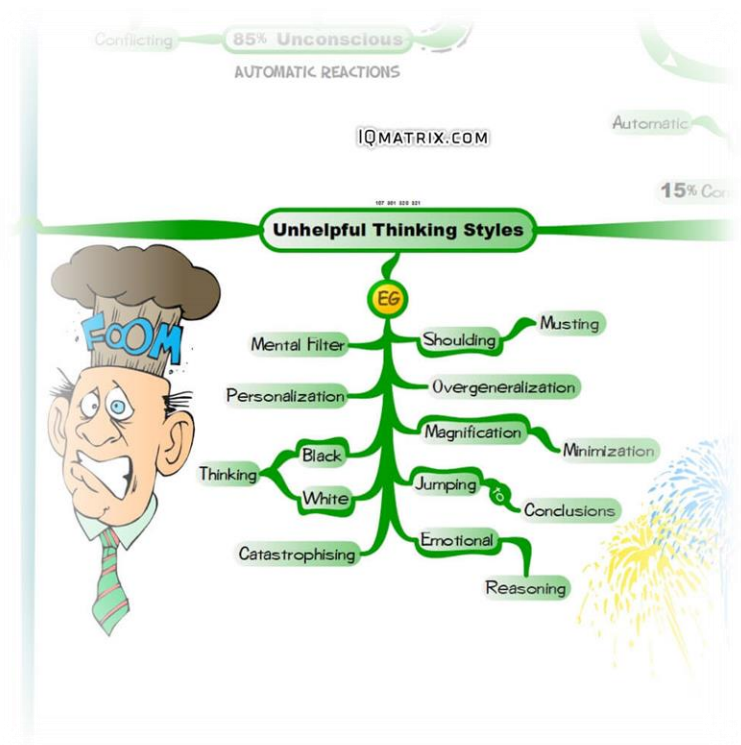
As we go through life and gain more experiences, we tend to develop very specific **thinking patterns**. These are predictable habits of thought that help us to better manage our responses to circumstances.

Some of these thinking patterns are helpful. These patterns give us the means to respond to our world in healthy and empowering ways. However, we also have other thinking patterns that are unhelpful – that tend to cloud our judgment of reality.

If left unchecked, the unhelpful thinking patterns we indulge in can often cause a great deal of emotional distress. This ultimately prevents us from seeing our life and circumstances in a rational and objective way.

To change your thought patterns, you need to first become aware of them. Once awareness has been established, you can then begin consciously reprogramming and redirecting your thoughts in more optimal ways.

Ultimately, you can choose to either take charge and consciously control your thought patterns or you can step back and allow them to control you.



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The Six Human Needs

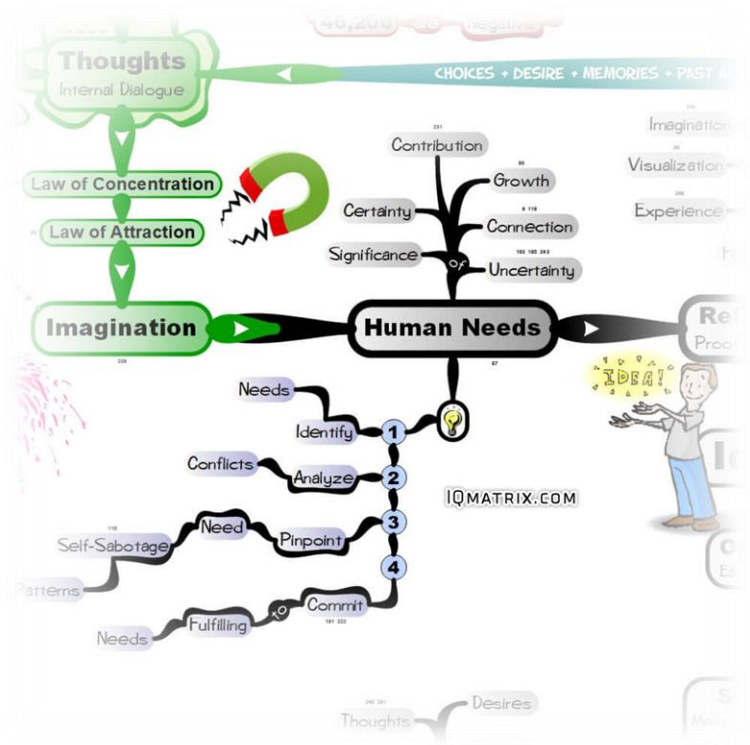
Every decision you make and every action you take stems from an internal drive and desire to fulfill one or more of your [Six Human Needs](#).

The need for certainty, uncertainty, significance, and connection are all primary needs that we are attempting to satisfy each day. Whenever these four primary human needs go unmet, that's when we tend to struggle to find a sense of balance, fulfillment, and harmony in our lives.

The need for growth and contribution are secondary spiritual needs that we subconsciously seek to meet.

When all six human needs are attained at a high enough level, that's when we run the risk of entering a state of nirvana where we experience perfect harmony, bliss, fulfillment, and life satisfaction. Moreover, we begin to live life with a higher [sense of purpose](#). In other words, everything we do has more meaning and we start to live life more intentionally.

The key to reaching this "state of being" is to ensure that all your behaviors are meeting the six human needs at the highest possible level in each area of your life.



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References, Ideas and Opinions

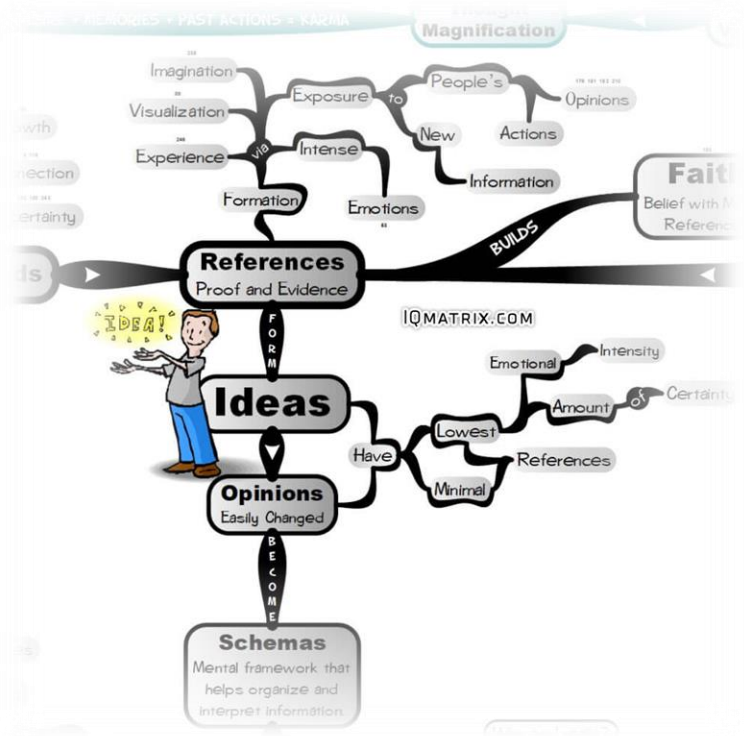
All your **beliefs** are built upon a set of references that you have collected over time. These references are the foundational building blocks of everything that you have come to believe about yourself, about others, and about your life and circumstances.

References are pieces of evidence that we have collected over time. These references provide us with proof that certain things are a certain way and not another way.

We form these references as we go about our lives, as we talk to people, as we come across new information, as we imagine concepts and ideas, and when we respond emotionally to the events and circumstances of our lives.

When similar and compatible references are coupled together in your mind, that's when you begin to form ideas about how things are in this world. Additional references then turn those ideas into opinions, which have an even deeper layer of certainty and meaning.

Eventually, over time, as you collect more references, those references turn into beliefs and convictions that profoundly influence your **choices** and behavior.



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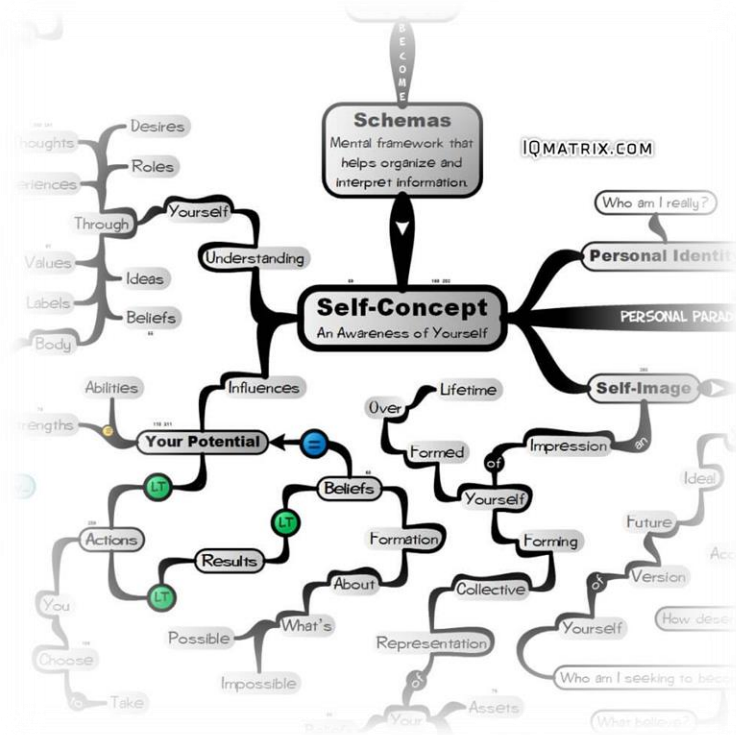
Self-Concept

A **Self-Concept** is an understanding you have of yourself that's based on your personal experiences, body image, your **thoughts**, the **references** you've collected over a lifetime, and how you tend to label yourself in various situations and **roles**.

A self-concept can also be defined as an all-encompassing awareness you had of yourself in the past; the awareness you have of yourself in the present, and the **expectations** you have of yourself at a future time.

A self-concept encompasses your self-ideal. This is the person you believe you will become. It also encompasses your self-image, which is made up of labels and **beliefs** you have about yourself and about how you are viewed by others. Finally, a self-concept encompasses your self-esteem, which reflects how you feel about yourself at any given moment.

Your self-concept effects how well you manage your **emotions**, how likely you are to perform at your highest potential, how often you step outside your **comfort zone** (while in the pursuit of a **goal**), and how likely you are to be **influenced** by other people.



Mental Strategies and Psychological Modeling

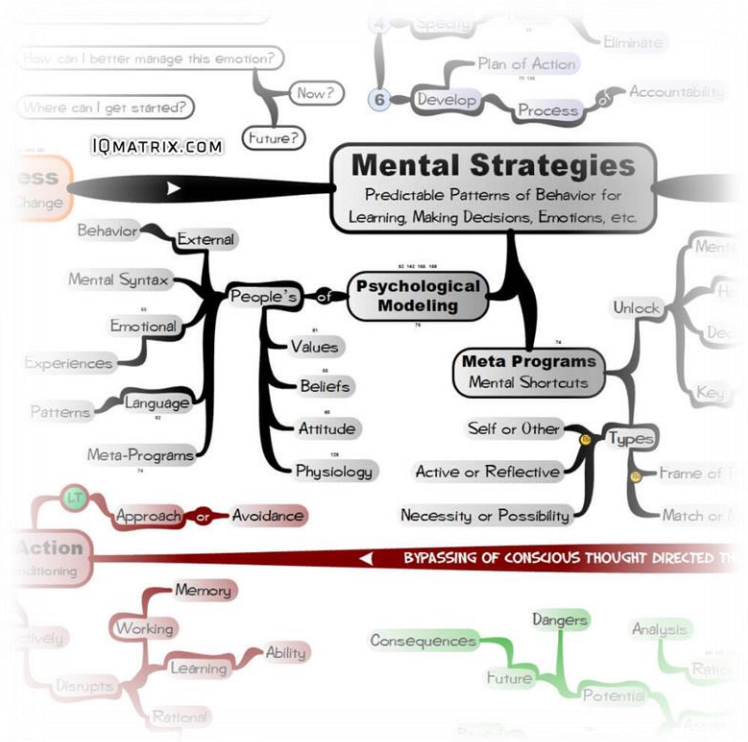
From the earliest age, our lives revolve around other people. We communicate with them, play with them, work with them, fight with them – all the while forming tight emotional bonds and connections.

These interactions we have with others affect us at a deep psychological level.

The people in our lives not only influence how we behave, but also what we say, what we believe, value, and even our physiological state. In fact, every decision you make and thought you have is not entirely your own. It's rather a mishmash of other people's thoughts, ideas, opinions, and concepts.

This adoption (modeling) process often occurs at an unconscious level of awareness. However, it can also become a conscious process. In fact, it can be used to help us acquire the necessary skills, habits, values, and beliefs we need to accomplish our goals.

We can consciously choose to model people we admire and adopt their personality, characteristics, behaviors, and mental strategies into our own psyche. We can use them as a model for positive change and transformation.



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Meta-Programs

[Meta-Programs](#) are organized mental shortcuts that direct our behavior, [decisions](#), actions, as well as our interactions with others.

Meta-Programs are very much like software applications for your [brain](#) that guide your [thoughts](#), [beliefs](#), [values](#), and responses to events and circumstances of your life.

Meta-Programs determine what your brain pays attention to and how it processes that information. It's kind of like a form of pattern recognition, where your brain attempts to sort through what [the body](#) is sensing and experiencing.

Meta-Programs essentially determine what your brain chooses to delete, distort, and how it tends to generalize its experience of reality. This, of course, leads to biased perspectives and interpretations of people, events, and circumstances.

Becoming aware of the Meta-Programs that are running your psychological programming can help you to better understand your personal motives, tendencies, and [habitual patterns](#) of behavior.



Personal Values

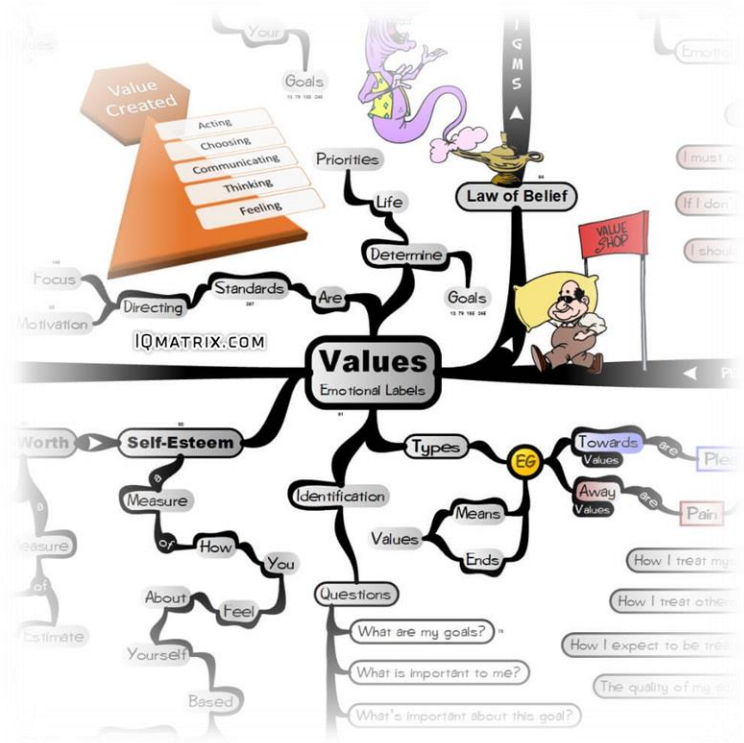
Values are a set of standards you have for life. They are the things you **believe** are most important to the way you live, work, and play.

Values can also be described as labels you give to specific words. These words help represent your **emotional experiences**, which originate from states of **pain and pleasure**.

These emotional experiences are often organized into a hierarchy of sorts that helps outline your priorities for life, and for living that life.

When what you do and how you behave is consistent with your values, then life feels good, and you feel good about yourself and life. However, when what you do and how you behave is not aligned with your highest values (priorities for life), then that's when discomfort and pain sets in.

Your values profoundly influence what you focus on, how you **perceive reality**, how you evaluate things and the behaviors you choose or choose not to indulge in. If your values are, therefore, not in sync with your daily **decisions** and actions, then you will tend to feel somewhat dissatisfied with your life.



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Beliefs and Convictions

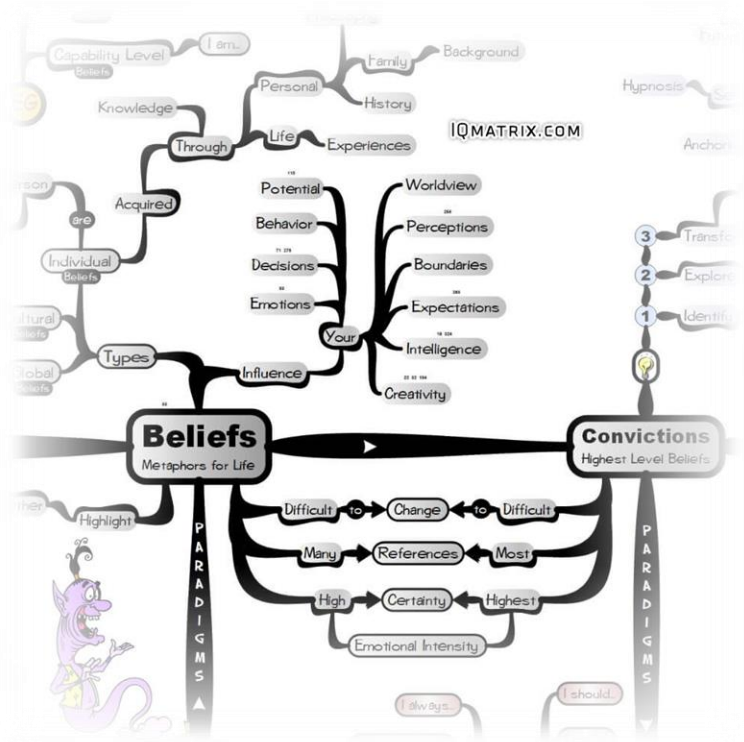
Beliefs are conditioned commands to the nervous system that filter our perspectives, shape our thoughts and transform our experience of reality.

Beliefs are built upon old memories of pain and pleasure. These memories are based on how we have interpreted and emotionalized our experiences over time.

By attaching ourselves emotionally to people, events, and circumstances, we effectively build the foundations of our belief systems.

Our beliefs guide 96% of our actions. They, therefore, influence what we will and won't try, and the goals we are or aren't willing to set. Moreover, our beliefs determine our level of creativity, intelligence, and the expectations that govern how we manage our lives each day.

Beliefs are created through repetitive thinking, feeling, and acting. These repetitive behaviors stem from a cluster of references we have collected over time. References are strengthened when we emotionalize our experiences, which turns opinions into ideas, and ideas into belief systems.



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Faith and Hope

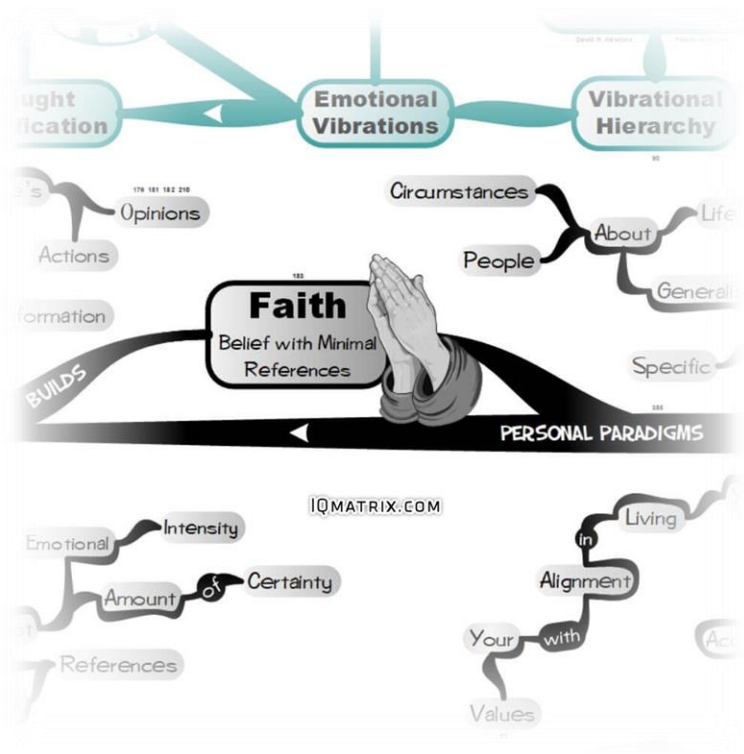
Often, when we don't have a strong belief about something, we turn to faith to pull us through difficult times.

Faith is in some ways a hopeful belief (a low-level belief system). This **belief system** lacks supportive evidence. In other words, it isn't based on logic or facts or anything concrete and tangible. It's instead, built upon a sense of confidence and trust in a person, concept, thing or idea.

When we have faith, we do not have the proof to back up the sense of confidence we feel about something. We, instead, rely on the emotional connection we have "to a thing" to help justify our faith. And, this is what keeps hope alive and moves us forward.

When faith is cultivated over an extended period, it can buy us the time we need to acquire the necessary **references** needed to form ideas, opinions, and eventually belief systems and convictions.

Faith, alone, is, however, rarely enough. It can sustain you for a while. However, over the long-run, faith needs to grow into a belief. Only a strong belief system will help you get through difficult times.



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Psychological Rules

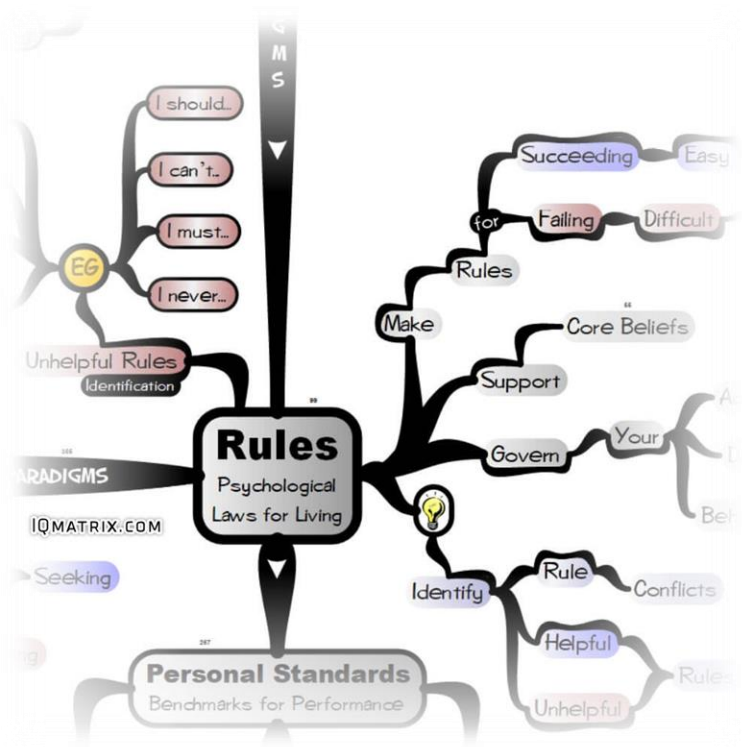
Psychological Rules are unwritten laws that govern our daily **decisions**, actions, and behavior. They influence how we interpret events, assimilate information, and how we tend to **perceive** others, circumstances and ourselves in relation to the world we live in.

Psychological rules are in a nutshell guiding principles for your behavior. And, what's even more significant is that they support your core **belief systems**.

Psychological rules form the foundations of each of your beliefs. You believe something because you have a set of rules that tell you that this "something" makes sense and is true. Therefore, if the rule makes sense, then it only makes sense to believe that what you're seeing and experiencing is the truth.

Rules can, of course, be either helpful or unhelpful. Unhelpful rules are often rigid, unrealistic, excessive, and inflexible. They create failure scenarios and hinder your progress.

On the other hand, helpful rules are flexible, realistic and adaptable. They allow you the greatest freedom while in the pursuit of your goals and objectives.



Personality, Personal Attributes and Standards

Everything we have outlined so far shapes [your personality](#) and the personal standards you choose to uphold.

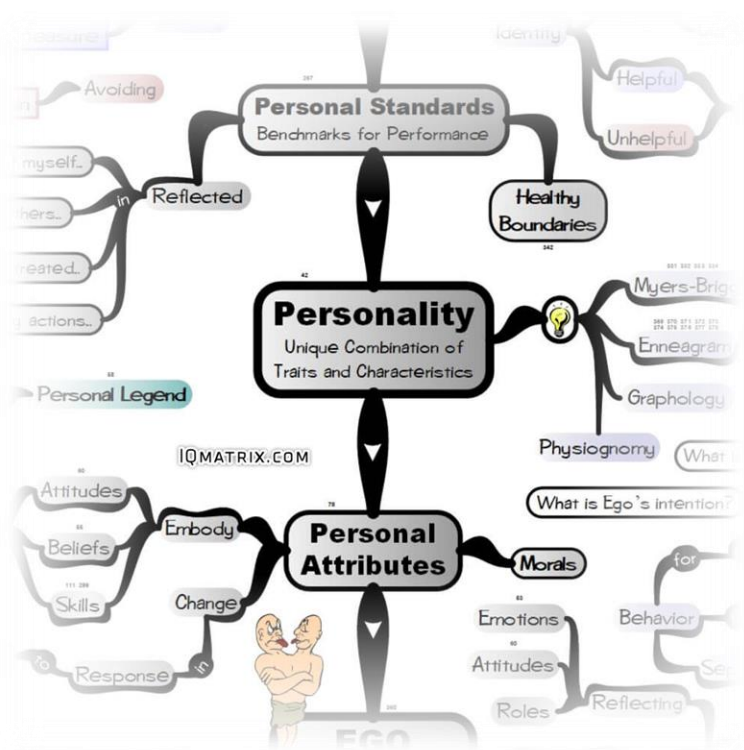
You are the person you are today because of the thoughts, references, ideas, opinions, self-concept, meta-programs, values, beliefs, convictions, rules, and the personal standards you have chosen to uphold.

All these factors shape your personality and the attributes that make up who you are today.

Your attributes embody your [attitudes](#), beliefs, and [skills](#) — all of which are a product of your upbringing. You are who you are today because of how you have been [influenced](#) by society over a lifetime.

And who you are directly impacts your [physiology](#), mental state, emotions, attitude, the [language](#) you use, the self-evaluations and decisions you make, the questions you ask yourself, the actions you take, and ultimately the [habits](#) you choose to indulge in.

A chain reaction of psychological events shapes your entire life and existence.



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Ego Consciousness

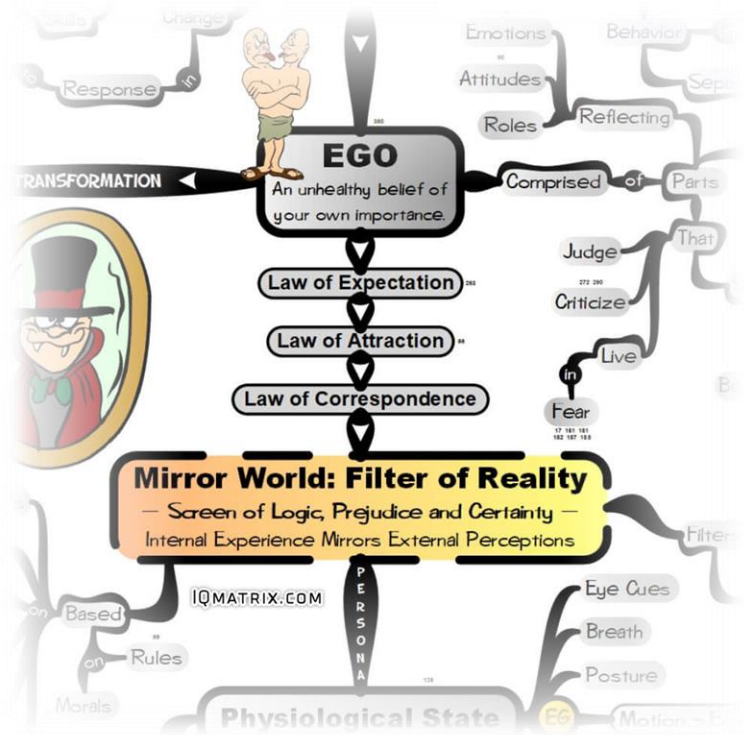
Your Ego Consciousness is basically the external manifestation of your **personality**. It is the persona you project out into the world each day. It's kind of like a mask you wear that hides your true self from the external world.

The Ego Consciousness is often used as a barrier that protects us from psychological harm. This includes protection from judgment, criticism, humiliation, rejection, embarrassment, and ridicule.

Your Ego Consciousness also has another function. It helps you fit in and connect with others by abiding by accepted social standards and norms.

The Ego Consciousness is made up of parts that reflect our **emotions**, **attitudes**, and **life roles**. These parts of our personality are often extremely judgmental and critical whenever we break from the norm. Why? Because they live in fear, **seek comfort** and consistency. They are ruled by inflexible **values** and **beliefs** that guide logic and action.

Even though these parts of ourselves seem to be working against us, they do have a positive intention. And that intention is to protect you from harm.



Physiological State

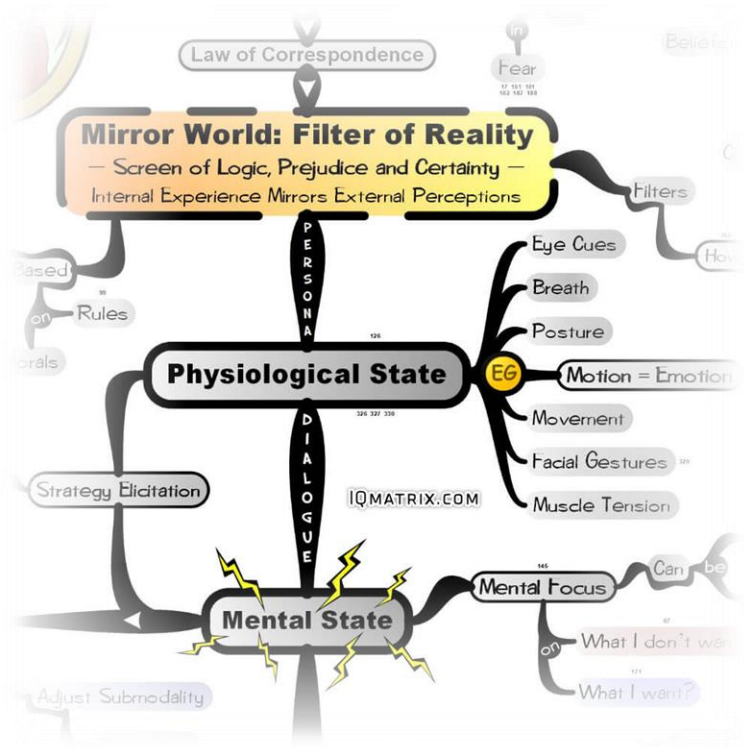
Everything we have gone through so far represents our inner psychological world. This inner world filters our experience of reality. In other words, what we see is just our perception and interpretation of reality, not actual reality.

Everything we will discuss from this point moving forward is heavily influenced by our inner world. So much so, that often our outer world mirrors the inner world we have created.

The first aspect of this outer world is our state. Our state can be physiological, **mental**, and **emotional**.

It's worth noting that a small shift in any of these areas has a dramatic impact on all other areas. For instance, how you utilize your body (physiology) directly impacts the emotions you experience, and, ultimately, the resources you have access to.

When we breathe deeply, move with purpose, smile with confidence, and stand tall, then psychologically we cannot help but feel good about ourselves. However, when we move sluggishly, when we frown, breathe in a shallow manner, and slouch, then psychologically we will feel miserable and helpless.



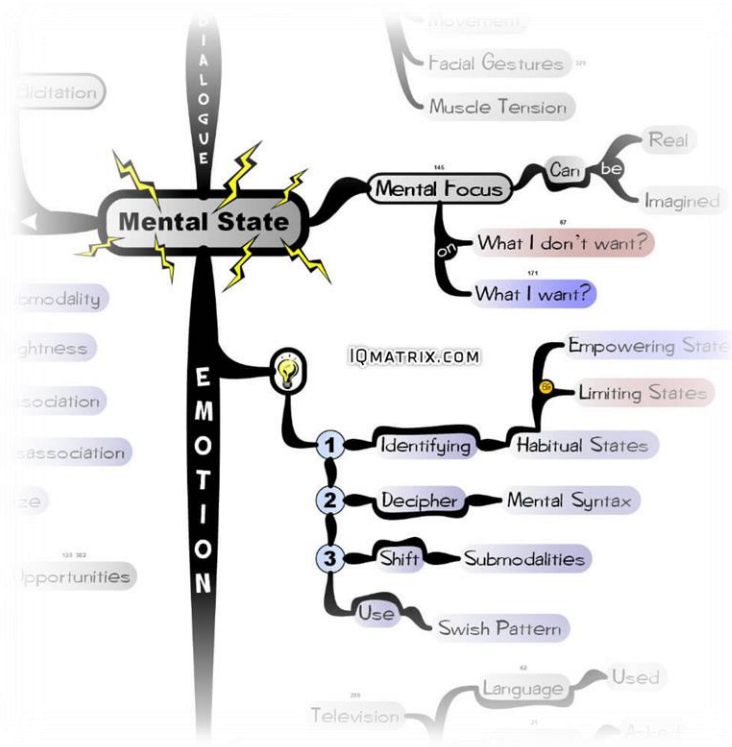
Mental State

What we focus on and how we tend to focus on things directly impacts the types of emotions we experience each day.

When we focus on the negatives, on all our problems, on all the people who have hurt us, on all the conflict that is going on in the world, and on all the things that we don't want in our lives – is it really then surprising that we end up feeling miserable?

What if you were to focus on all the positive things instead? What if you started focusing on all the opportunities that you've been blessed with? What if you started being more grateful for everything you currently have in your life instead of longing for the things that are out of reach? What if, instead of focusing on problems you focused on solutions? What if you challenged yourself to do and be better when facing adversity? How would all this make you feel? Would you feel any different? Somewhat better?

How you focus and where you focus your attention has a direct impact on your emotional state of mind. This, subsequently, influences how resourceful you are when facing difficulties in your life.



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Internal Representational Systems and Submodalities

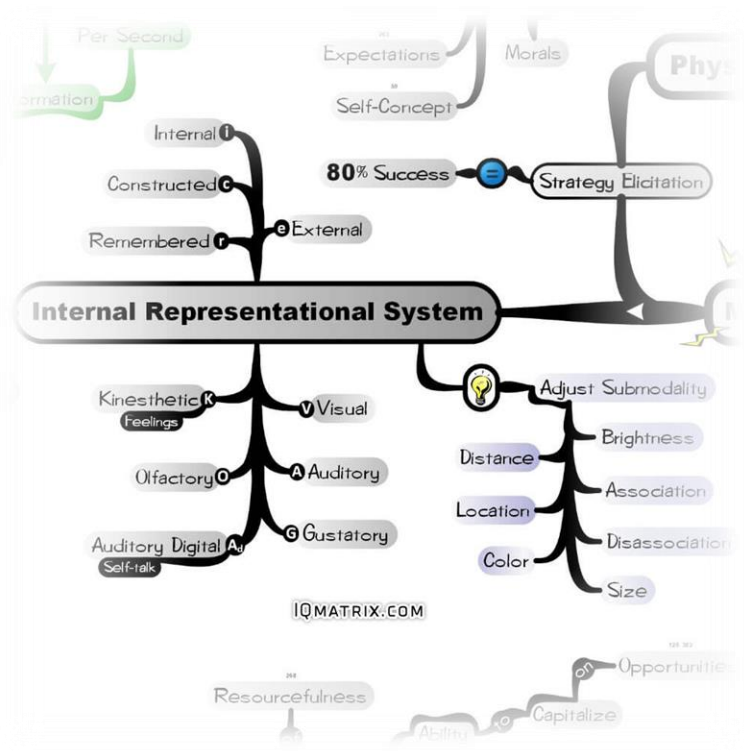
A Representational System is an NLP model that outlines how we process information through our senses.

These systems include visual (what see), auditory (what hear), kinaesthetic (tactile sensations), auditory digital (self-talk), olfactory (smell), and gustatory (taste).

Each of these systems directly impacts and influences our state of mind (mental state). This, in turn, affects how we perceive and interpret the events and circumstances of our lives.

Associated with each Representational System are a set of submodalities. These submodalities affect how we process information through our five senses. Examples of submodalities include distance, brightness, size, location, color, association, and dissociation.

The model stipulates that when we make small incremental adjustments to the way we represent and perceive information (through our five senses) that this has a direct impact on the emotions we end up experiencing.



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Emotional State

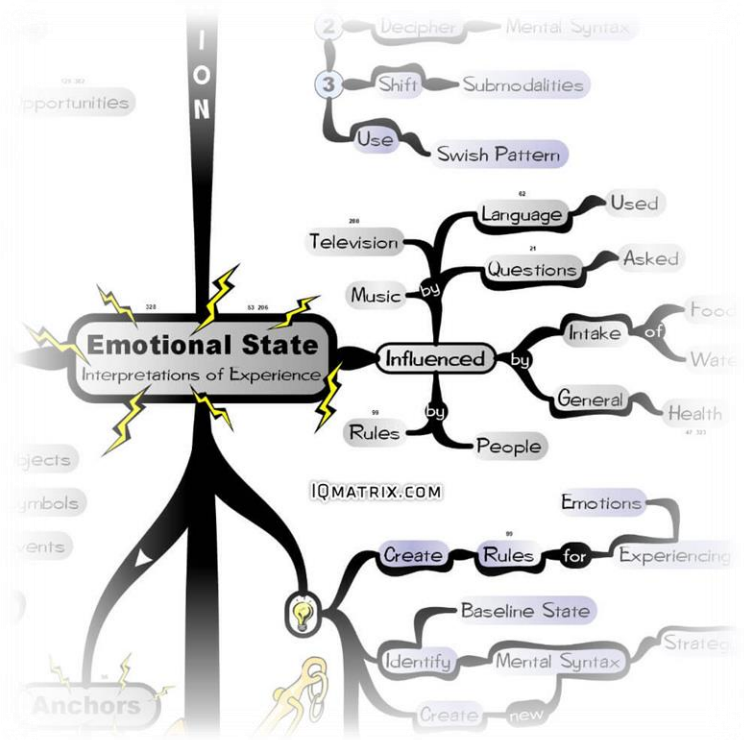
Your emotional state is nothing more but an external manifestation of the workings of your inner world.

The emotional state we experience is directly and somewhat indirectly influenced by everything we have discussed so far. Likewise, it's influenced by everything we are still yet to discuss as we move through the MasterMind Matrix.

The emotions you experience – at any given moment – are chosen by you, and only you. At times, you are choosing them consciously, while at other times this happens unconsciously.

Because you choose your emotions, you can, therefore, choose to experience a different set of emotions that work in your favor. This comes down to proactively taking charge of your emotions rather than reacting emotionally to the events and circumstances of your life.

Each emotion you experience, does, however, have a positive intention. It's very much like a compass that guides you down an optimal path. Your emotions are there to provide you with the insights you need to live your best life.



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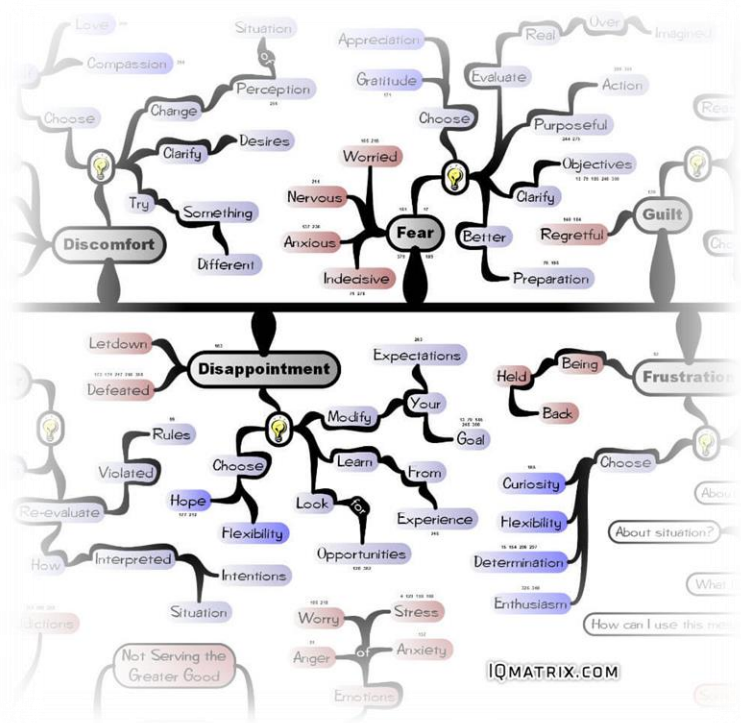
Emotional Mastery

Let's now take a moment to leap to another segment of the MasterMind Matrix chart. This segment helps explain the hidden meaning behind all our [emotional experiences](#).

Before the turn of the century, *Anthony Robbins* figured out that our emotions can be classified into 10 distinct categories. These categories include anger, discomfort, hurt, fear, frustration, disappointment, guilt, inadequacy, overwhelm, and loneliness.

These emotions are neither good nor bad. Likewise, they are neither helpful nor unhelpful, and neither productive nor unproductive. Our emotions are what we make of them and how we choose to utilize them.

For instance, let's look at the emotion of frustration. Frustration is an experience of being held back from something we want. For this reason, most people will find frustration to be quite debilitating. However, frustration can also be quite empowering as it informs us that what we're currently doing isn't working. This, subsequently, provides us with an opportunity to adapt our approach and adjust our course of action moving forward.



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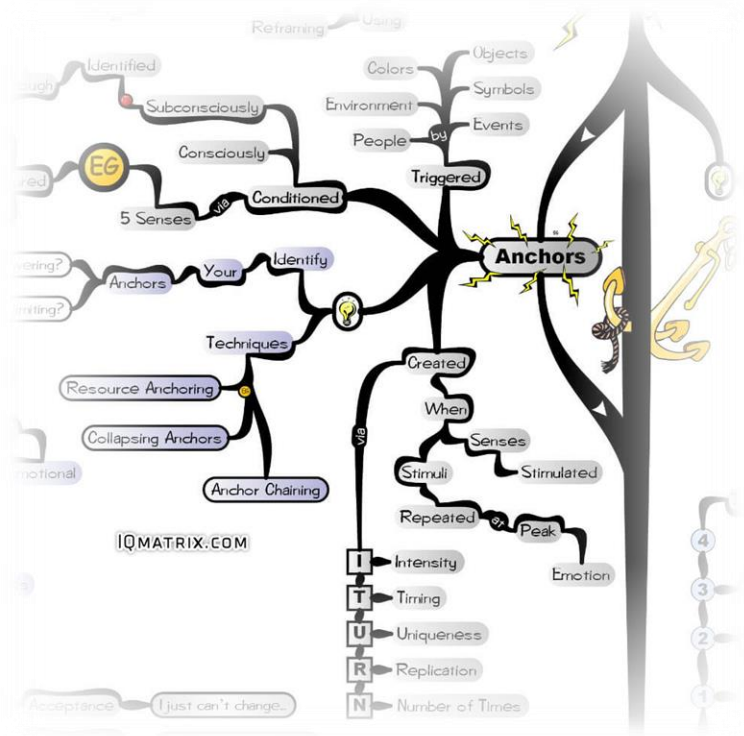
Emotional Anchoring

Have you ever unexpectedly felt a surge of positive energy rushing through your body? Or maybe, you've been surprisingly overcome with sadness for reasons you can't explain? These are examples of emotional anchors.

Anchors are captured feelings, emotions, and memories of events, places, people and things that have been conditioned into our nervous system over a lifetime. These anchors then manifest as emotional reflex responses to specific stimuli or events within your environment.

Anchors are often formed while we're experiencing peak emotional states. This typically happens when our senses become completely engrossed in unique events, things, people or situations triggered by our environment.

Conditioned anchors (i.e. emotions) are often triggered by words, actions, by the environment, by objects, symbols, events, sounds, smells, and colors. Moreover, they can occur at both a conscious and an unconscious level of awareness. If you experience emotional fluctuations throughout the day, then that's a sure sign an anchor has been set off.



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Attitude

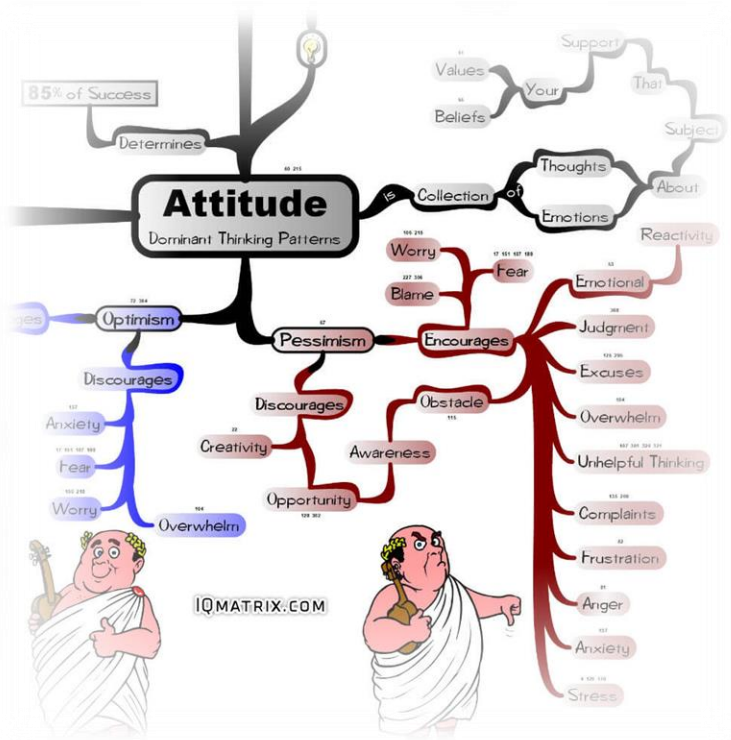
An **attitude** is a collection of **thoughts** and **emotions** that support your **beliefs**, and **values** about a particular subject.

An attitude is, essentially, an opinion you have about something that encompasses what you think, do, say, and feel.

Your attitudes are, of course, primarily shaped by your thoughts. Your thoughts are shaped by your environment, by your memories, and by the things you have chosen to focus on over a lifetime.

No matter what situation you find yourself in, you will always have certain thoughts about it. This will, subsequently, trigger an emotional response, which will then lead to a complementary behavior that reflects the thoughts and emotions you have about that particular situation.

To change your attitude, you need to start by changing how you think about things. And all this, of course, comes back to the **references** that form the foundations of your opinions and beliefs. Gathering new references changes your thoughts, which transforms your beliefs and ultimately your attitude.



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Positive Mental Attitude

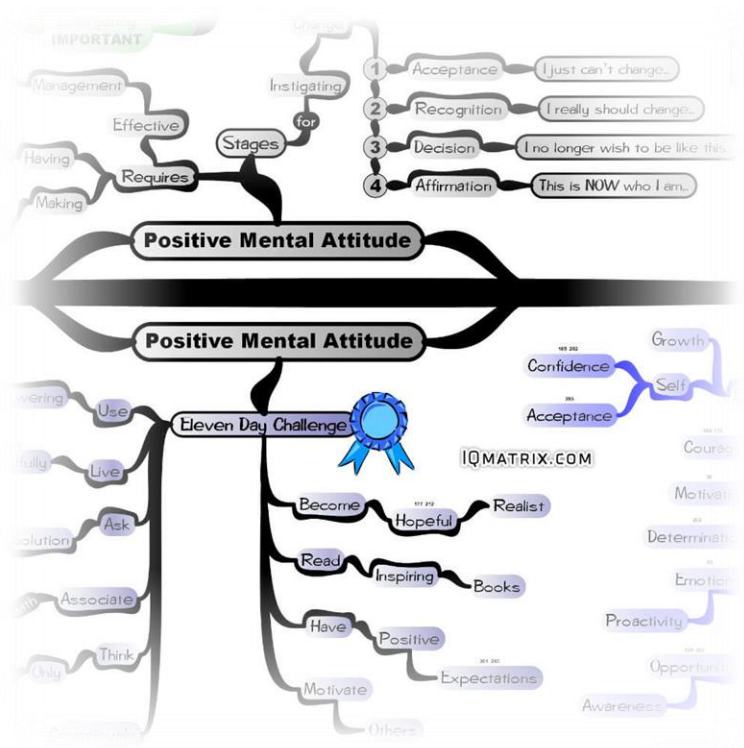
A **Positive Mental Attitude** (PMA) means that you have the ability to interpret and **reframe** your life experiences in a favorable and advantageous way.

People who have a PMA are optimistic, make self-to-self comparisons, use empowering **language**, cultivate present moment awareness, ask solution-focused **questions**, and typically associate with inspiring people.

People who have a PMA are often very **goal oriented** individuals who challenge themselves to proactively work through their problems.

It's, of course, difficult to cultivate a PMA while facing difficulties. However, it can certainly be done. First, you need to set a compelling vision for the future. Next, you must set high standards for achievement. You need to then chunk down your goals into manageable pieces and set flexible timeframes for their achievement.

The level of control you have over certain aspects of your goal is also crucial. When you feel in control you are more likely to patiently work through problems rather than complaining about them.



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Language Patterns

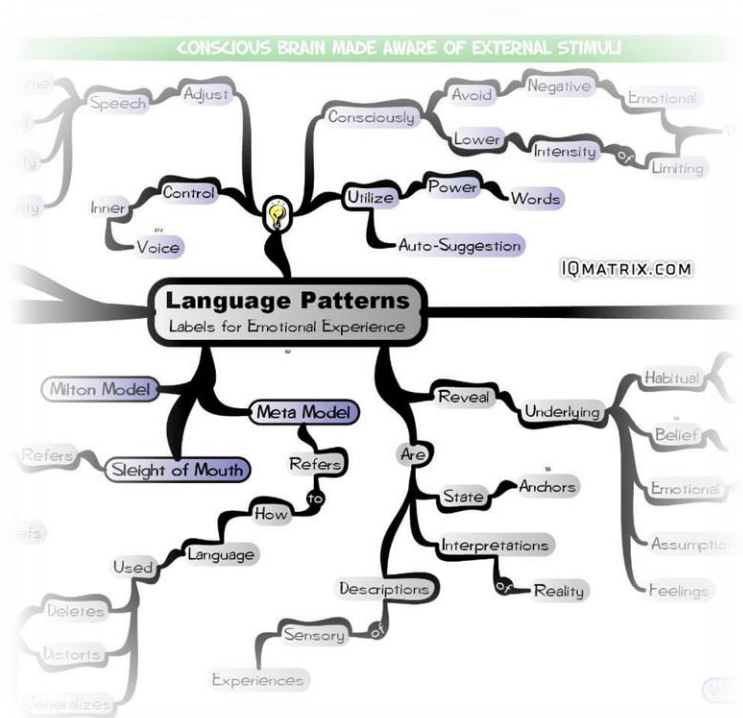
The **words** you use are nothing more than labels you give to your feelings, **emotions**, and moods. They are simply descriptions of your sensory experiences that help you gain a deeper understanding of your life and circumstances.

Your words are, however, nothing more than generalizations you make about reality. In other words, they don't describe reality "as it is", but rather describe your understanding of reality as you perceive it to be. Words, are, therefore, general interpretations you make about things.

You give your experiences "life" with the words you choose to use. Things, therefore, don't really have any meaning. Meaning is only ascribed to things when you assign a label to those things.

Given this, it could be said that words are very much assumption you make that distort your experience of reality. For instance, you will only experience a certain emotion because of the labels you have ascribed to certain words that you have chosen to use.

Yes, words are extremely powerful. They shape your character, **decisions**, behavior, emotions, and actions.



Questions

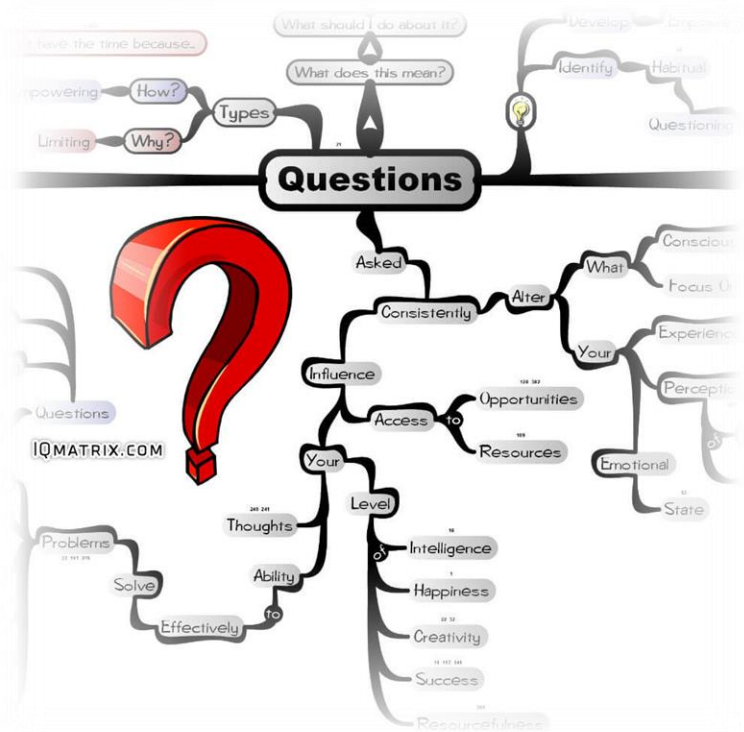
Questions are a source of answers, insights and the solutions we need to overcome life's toughest problems. However, questions also play another important role in how they help direct our focus and attention. So, in a way, questions are somewhat the lifeblood of our [thought patterns](#).

When we learn to ask the right kinds of questions in the right way, we begin to open doors to incredible and untapped opportunities.

The questions you ask each day are possibly the most powerful, [motivating](#) and equally de-motivating psychological factors influencing your behavior.

Consider for a moment that your entire thought process is built upon the habit of asking and answering repetitive questions. Yes, this is somewhat profound, but what exactly does it mean?

What it means is that where you are in your life right now is somewhat a direct reflection of the questions you have consistently and [habitually](#) asked yourself over a lifetime of thinking. If this makes you feel somewhat uncomfortable, then you can consciously choose to ask a different set of questions.



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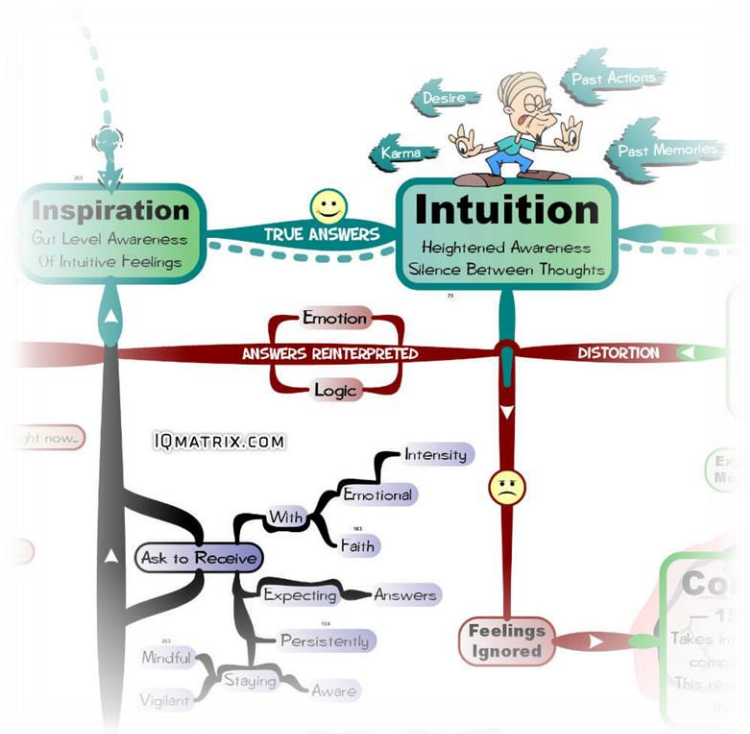
Intuition

Knowing how to ask effective [questions](#) can help us gather deeper insights, which can ultimately improve our ability to make [better decisions](#). However, at times, the answers we seek may be unclear and incomplete. During such moments we can learn to tune-in to our hunches or gut feeling for guidance.

Our [intuition](#) is a heightened level of awareness or understanding we have about something. It's a subtle gut feeling or hunch that reveals answers to questions asked.

This heightened sense of awareness could very possibly be tied to our [spiritual state](#) of being. However, a more logical explanation suggests that our intuition is tied to the [Reticular Activating System \(RAS\)](#) in the brain.

Your RAS is very much like a bridge between your [Conscious Brain](#) and [Inner Mind](#) (subconscious). It influences what you pay attention to and filter-out of your experience. Moreover, it brings to conscious awareness gut level feelings based on forgotten unconscious memories. Asking the right questions can, therefore, bring forth intuitive answers that come from the depths of your unconscious mind.



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Choices and Decisions

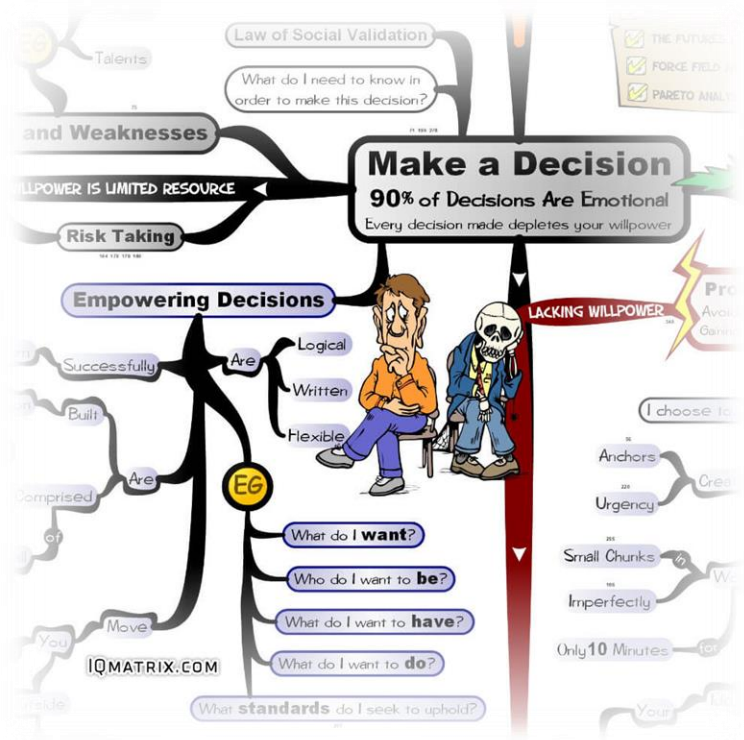
Decision-making is a cognitive process that helps you map out the consequences of your actions. And asking **questions** opens doors to a variety of choices and options that lead you through the decision-making process.

If the questions you ask are empowering, solution-focused and directed at what you want, then your decisions will likely move you forward. If, on the other hand, your questions are limiting and focused on problems and all the things you don't want, then your decisions are likely to be unhelpful and ineffective.

Anthony Robbins once said that, it's in the moments of decision that our destinies are shaped.

Consider the **Butterfly Effect** and the power that one single decision has over your entire life. Even something small and seemingly insignificant can profoundly and irrevocably impact our existence.

It's, therefore, not so much the big decisions that shape your life, but rather a culmination of small and seemingly insignificant decisions that make all the difference. Those are the decisions that are subtly and covertly building the layers of your existence.



Procrastination

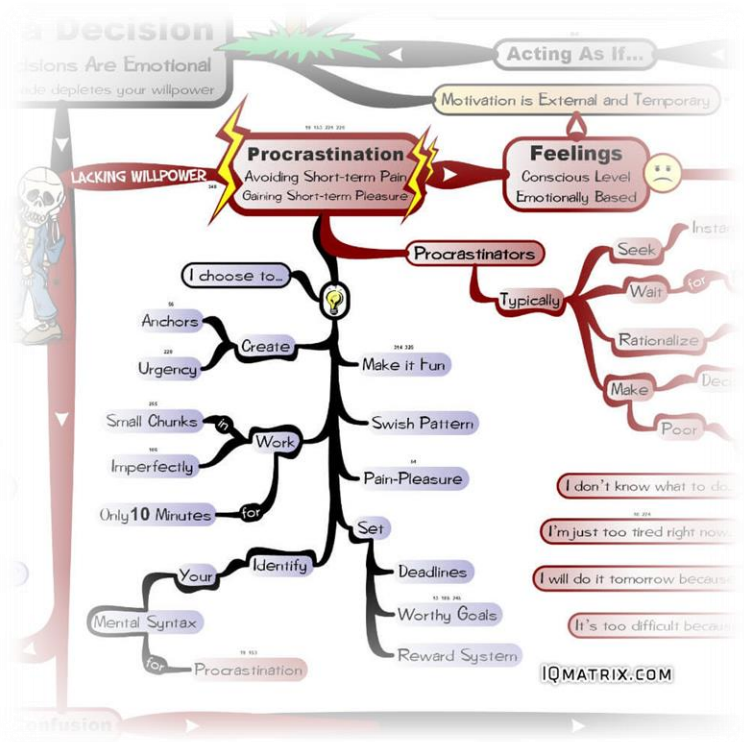
The **decisions** you make are built upon the foundations of **pain and pleasure**.

Procrastination often ensues when you choose to avoid short-term pain in preference of temporary pleasure. In such scenarios, you convince yourself that acting will be more painful than not acting. Subsequently, you choose to delay the pain and, instead, gain temporary relief somewhere else.

Procrastination can be described as the act of prioritizing less urgent and more pleasurable tasks over the more important stuff.

You procrastinate because you fear doing something, because of unreasonable **expectations**, because of a lack of focus, or because you simply haven't generated enough reasons to get the job done.

Procrastination is, however, something that we can all work through and overcome. Some suggestions include setting specific, measurable and realistic **goals**. Also, develop a reward system for achieving them. And if that doesn't work, then create severe penalties for procrastinating. But most importantly, start small and build momentum over time.



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Life Roles

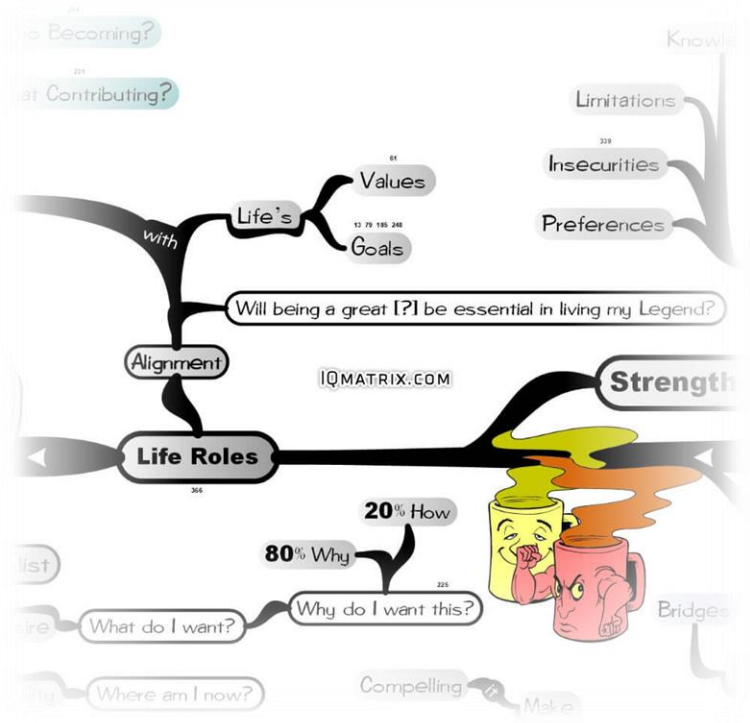
All the **decisions** we make are influenced by the roles we play. Furthermore, our roles are also intrinsically intertwined with our **strengths and weaknesses**.

Your life roles may include being a parent, coach, employee, boss, friend, colleague, son, daughter, mentor, accountant, lawyer, doctor, teacher, blogger, partner, student, and teammate, etc.

The roles you play and partake in each day provide insight into your commitments, responsibilities, as well as your priorities.

Given this, it's clear to see that the roles we play shape who we are and what we choose to do each day. More importantly, though, your life roles shape your **values, beliefs, standards, self-concept, and goals**. In fact, it could be said that your life roles provide insight into your **life's purpose**.

It's important, though, to point out that at times our roles may not be aligned with our core values or goals. When this happens, we tend to feel unfulfilled, dissatisfied and unhappy with certain aspects of our lives. In such instances, we must take time to question the value each role plays in our lives.



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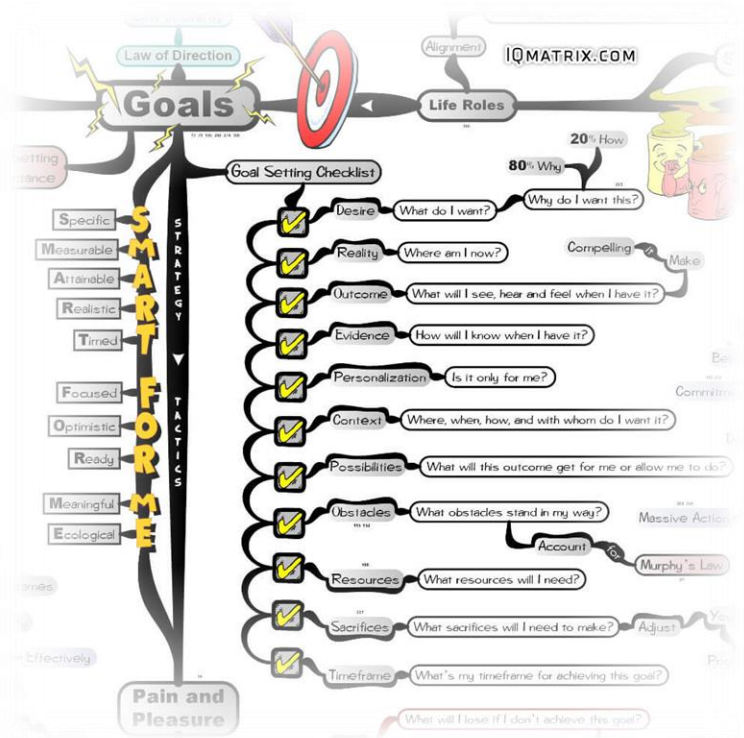
Goal Setting

Success in any field of endeavor requires us to aim for something specific and tangible – something that’s outside the confines of our **comfort zone**. These targets form the foundations of our goals and shape all our **decisions** and actions.

It’s important to mention that everything we have discussed thus far impacts your goals. In other words, the goals you choose to set and pursue are a direct outcropping of the person you have become over a lifetime of experience. This essentially means that if you were any different, then your goals would also be different.

The **process of setting a goal** is straightforward, but can be quite involving. We must first consider whether our goals are congruent with our **values**, **beliefs**, lifestyle, etc. We must determine whether they are ecological. We must also identify potential **obstacles** and the resources we have on hand to help us manage these challenges. Finally, goal setting also requires building a supportive environment that is aligned with the goals we seek to achieve.

Conflicts in any one of these areas will likely sabotage your progress as you work toward your goals.



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Personal Legend

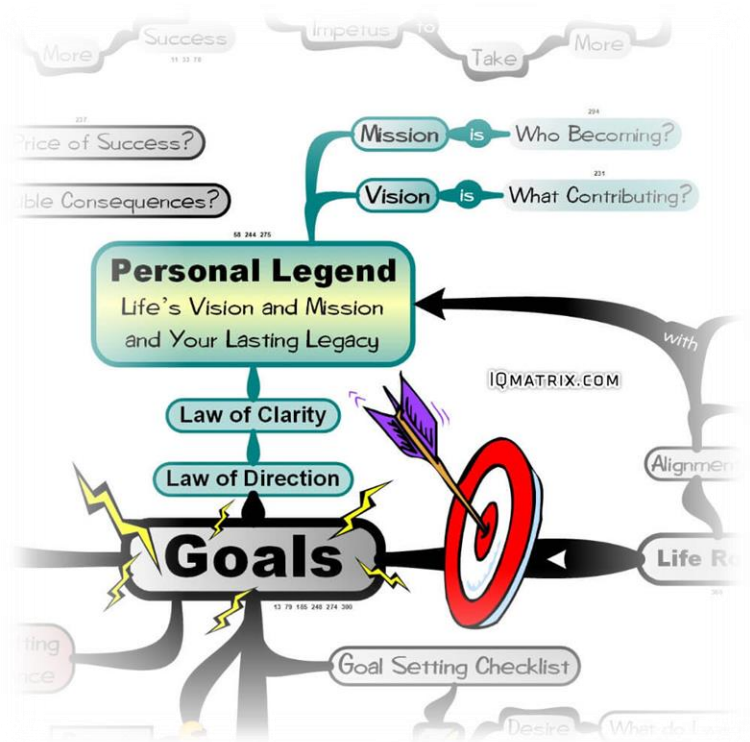
The idea of a [Personal Legend](#) was taken from *Paulo Coelho's* bestselling book *The Alchemist*. It has, however, been slightly modified to fit within the context of the MasterMind Matrix.

A Personal Legend is your life's spiritual purpose that encompasses your mission and vision. It's a spiritual calling that awakens a deep desire and passion to live with a sense of purpose for something greater than yourself.

A personal vision is your ultimate life's purpose. It's the contribution you make to the world, to society, to your community, to your industry and/or to your family.

A personal mission is a code of conduct you live by. It's essentially a set of standards you have for living your [life's roles](#). These standards are built upon your personal values, which help shape the kind of person you are striving to become.

The key to living a happy and fulfilling life is to ensure that your core [values](#), [beliefs](#), [self-concept](#), [decision](#), [behaviors](#), [actions](#), and [goals](#) are all aligned with your Personal Legend.



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Pain and Pleasure Principle

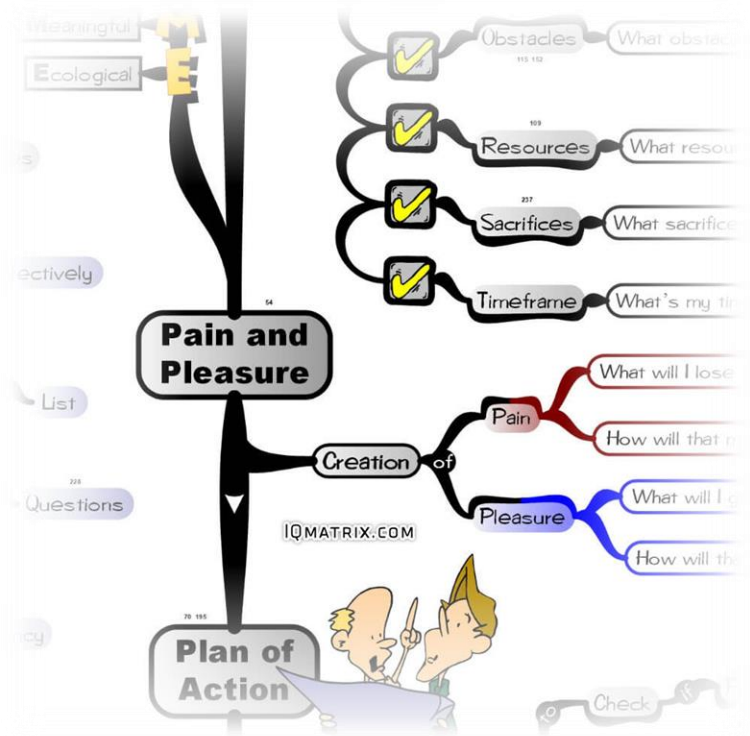
The [pain and pleasure](#) principle lies at the core of everything you do and of everything you are.

Your [beliefs](#), [values](#) and [psychological rules](#) are all built upon this principle. The [decisions](#) you make, the [actions](#) you take, and the [habits](#) you indulge in, are all based on this principle.

In fact, every part of your psyche is influenced in some way by the pain and pleasure principle. You are, therefore, who you are today because of how you have interpreted and responded to pain and pleasure.

As a society we have been conditioned to seek out instant gratification; to take the easy road; to experience short-term pleasure and avoid short-term pain. This is where the habit of [procrastination](#) comes into play. We seek to avoid doing something that will bring us pain. As a result, we procrastinate and focus on something that brings us short-term relief or fleeting moments of pleasure.

If you desire to achieve your [goals](#), then you must learn to consciously control your responses to pain and pleasure. Use it the right way, and it will propel you forward. Otherwise, it will [sabotage](#) your progress



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Plan of Action

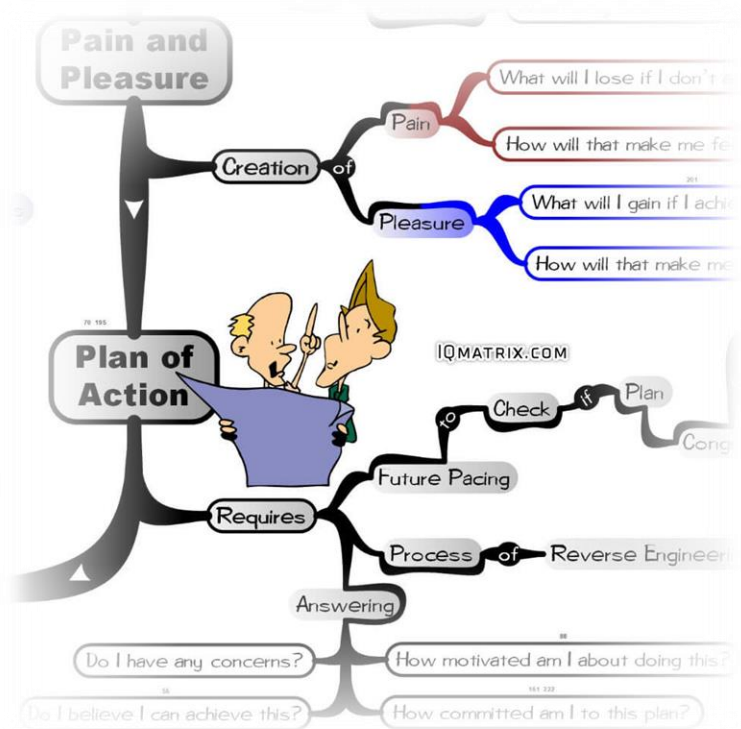
Once your **goals** have been set in stone it comes time to prepare a **plan of action** for achieving them.

Without a plan of action, your goals are only dreams of a better life. With a plan, your goals become real and tangible. They help you clarify exactly what needs to happen to bring that goal to fruition.

Planning provides you with control over your desired outcomes. Moreover, it gives you a sense of certainty and confidence that your goals can and will be achieved. And it's this confidence that propels you forward when **facing adversity**.

Building a plan of action typically begins with reverse engineering. Here you take a specific goal and work backward (step-by-step) to the present moment. While working backward, take into consideration the projects and tasks you completed and the obstacles you overcame. Also, consider the **decisions** you made that helped you overcome any setbacks you might have faced along the way.

Working through this exercise will help you draw up a comprehensive plan of action for achieving your goals and for overcoming potential setbacks.



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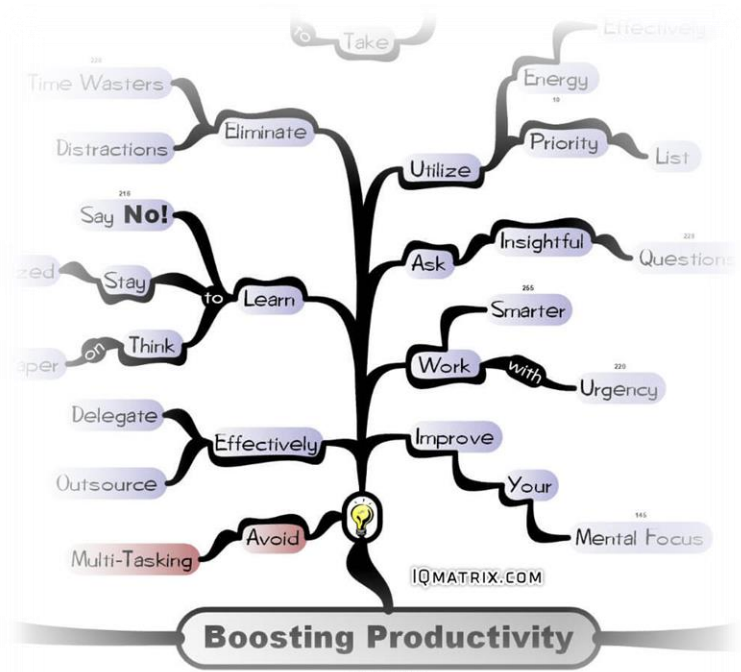
Boosting Productivity

Having laid out your [plan of action](#) for achieving your goal, you must now figure out how to best utilize your time to get stuff done.

Remember that [productivity](#) is never an accident. It's always the result of a commitment to excellence, intelligent planning and focused effort. Begin by replacing your excuses with effort, your laziness with determination, and your empty talk with inspired action that moves you forward today.

To begin taking control of your time, you must first figure out where exactly that time is going. When you know how you're utilizing your time, you can then make improvements to better manage that time moving forward.

Other productivity hacks include focusing on completing your highest priority activities before anything else. Using a timer to create a sense of urgency. Grouping similar tasks together, then timeboxing these tasks within fixed timeslots. Also, utilize checklists to help you systemize your workflow. Remember, to also take macro and micro-breaks throughout the day. You are, after all, only as productive as your brain allows you to be.



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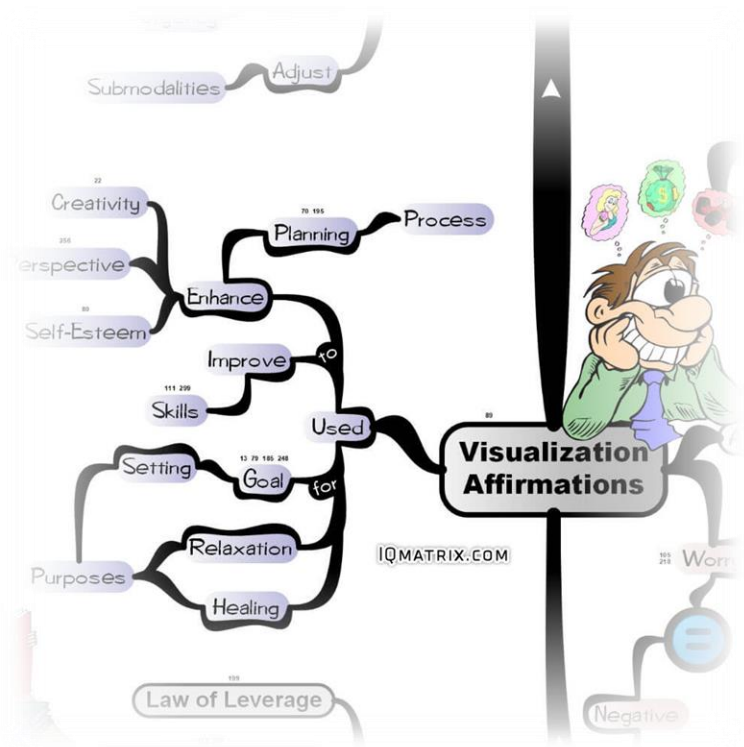
Visualization and Affirmations

Have you ever [tried visualizing a goal](#)? Or how about visualizing a desired future event? For a great many people, visualization is simply a process where we create our future in advance in our minds-eye. However, visualization is also so much more.

Visualization is an inner transformation that leads to the realization of outer results in the real world. It's very much a creative form of thinking and imagining where you consciously create and shape your life with purpose.

Brain studies have revealed that our thoughts produce the same mental instructions as actions. What this means is that how we mentally rehearse something in our minds (through the process of visualization) impacts many cognitive processes in the brain including motor control, attention perception, planning, and memory.

Visualization, of course, won't automatically manifest what you want in your life. However, it will stimulate the [Reticular Activating System](#) in the brain. This will, subsequently, help enhance your awareness of opportunities and any information associated with what you are recalling in your imagination.



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Staying Motivated

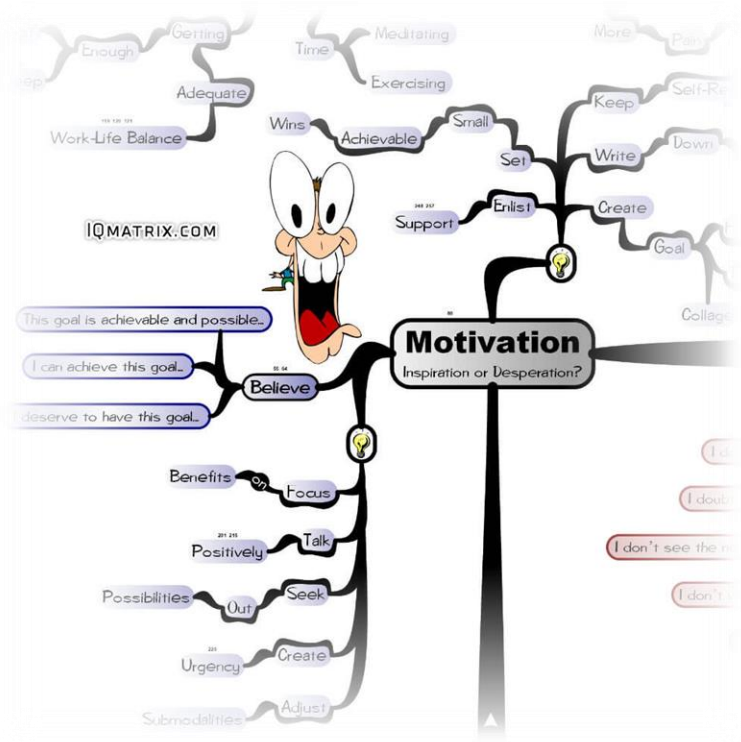
Have you ever wondered how some people seem to have all the [motivation](#) in the world, while others struggle to get out of bed in the morning?

Motivation essentially comes down to unlocking your "trigger points". These are the things that help spark proactive action toward a goal.

These "trigger points" are the fundamental keys that will help propel you toward the attainment of any objective. However, the challenge here is that these "trigger points" vary from person-to-person. What motivates you may not inspire action in another person. Likewise, what motivates them may not spark your motivation.

These "trigger points" come back to the [pain and pleasure](#) principle. How you respond, utilize and wield pain and pleasure will directly impact whether you act out of inspiration or desperation. You will either find the motivation you need to get stuff done or you'll find the excuses that will [sabotage](#) your progress.

Motivation essentially comes down to your WHY. It comes down to finding enough compelling reasons to do something and then sticking with it till it's done.



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The Path of Uncertainty

The moment you set your **goal**, lay down your **plan of action** and **decide** to push forward – that's the moment you step onto the Path of Uncertainty.

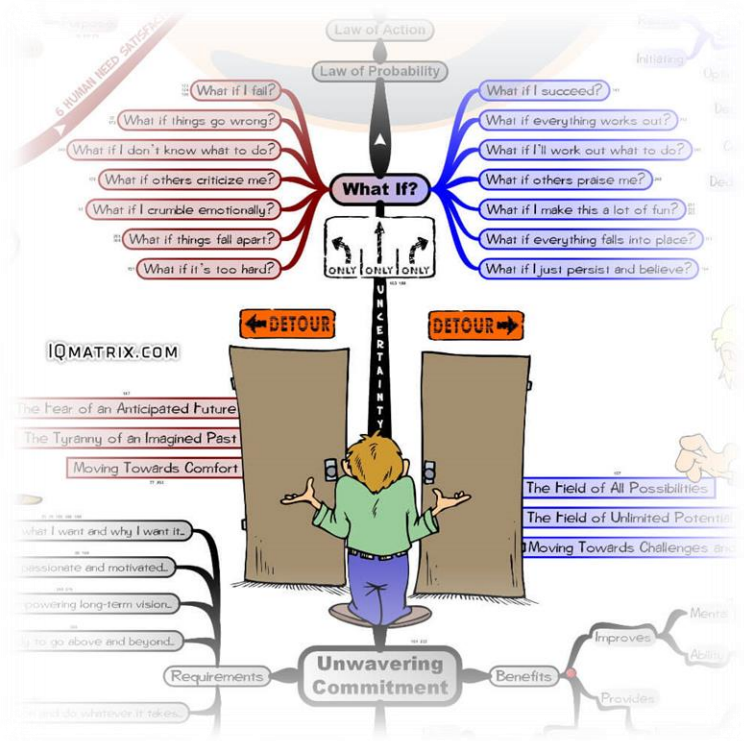
When you reach the Path of Uncertainty you have two choices – both of which are riddled with unknown variables. What's more, is that each path will guide you in a completely different direction.

As you come to these crossroads, there will be one major variable at play. And that variable relates back to the **questions** you choose to ask yourself.

The questions you ask here will either take you down the **path of freedom** and growth or **self-sabotage** and denial.

The choice, is, of course, yours to make. It's actually a choice you're making each day of your life. And it's this one choice that ultimately shapes your destiny.

Given this, you must be very selective with the questions you ask. When you consciously choose a different set of questions, that's when a shift happens. That's when you start moving in a brand-new direction.



Self-Sabotage Forces

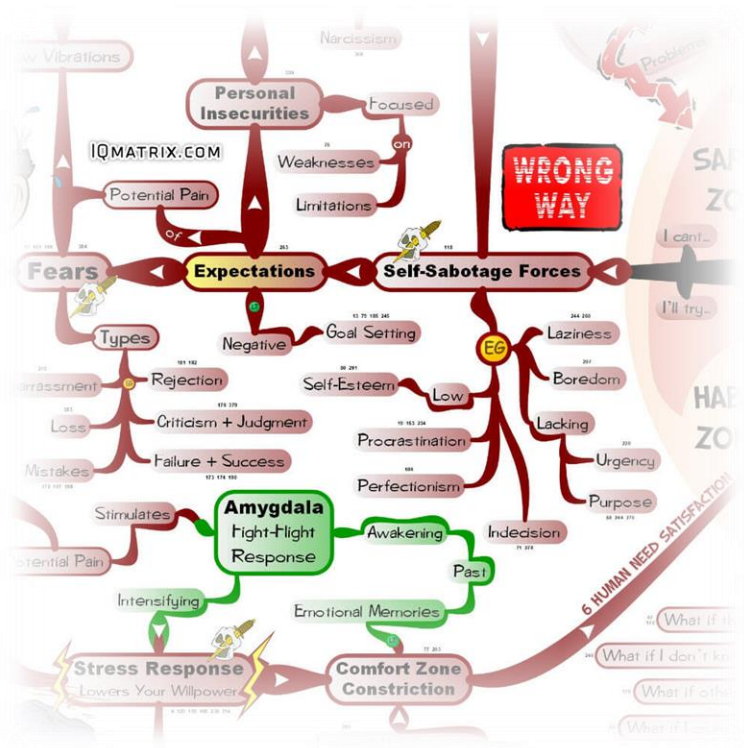
When you venture onto the [Path of Self-Destruction](#), you step into a vicious cycle of stress, anxiety, doubt, fear, and emotional upheaval.

Yes, you may very well have several incredibly motivating and inspiring [goals](#). However, unfortunately, your goals are unlikely to materialize, and it basically comes down to your inability to manage the [self-sabotaging forces](#) in your life.

It's also important to note that your [decision](#) to venture onto this path is not made at the crossroads along the [Path of Uncertainty](#). It's, instead made much earlier. In fact, what you do here is a direct outcropping of everything we've discussed thus far.

You will, therefore, never truly break-free from this path unless you first work through each individual area of the MasterMind Matrix – leading up to the Path of Uncertainty.

Finally, the more you indulge in these self-sabotaging forces, the higher the likelihood that your [comfort zone](#) will constrict – forcing you to seek security, to resist change, and to fall victim to your emotional tendencies and debilitating habitual patterns.



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The Path of Self-Destruction: Phase #2

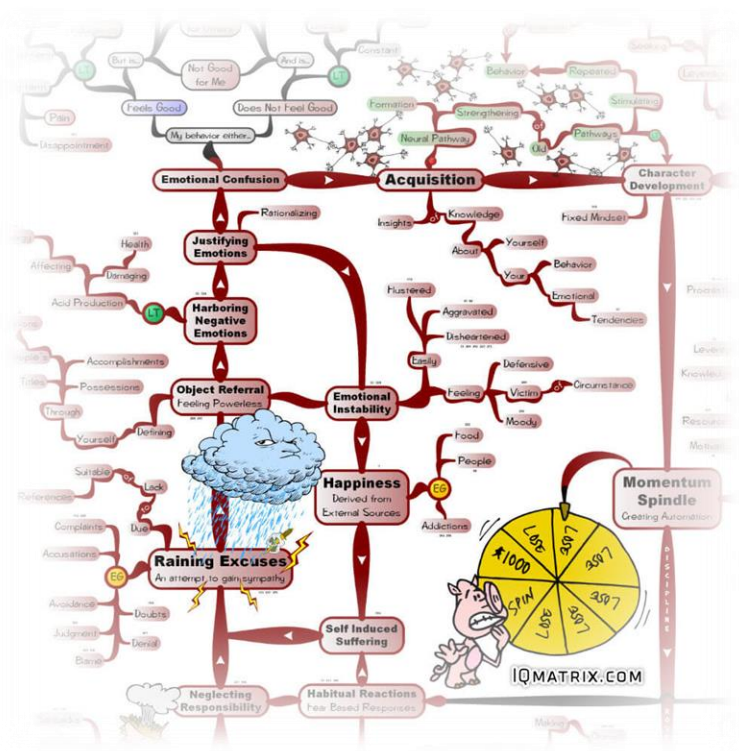
As you progress further along the Path of Self-Destruction you reach the next phase of your journey. This phase triggers a chain reaction of automatic responses that dig you deeper into the pits of despair.

First, in a fleeting attempt to lift your fragile spirits you start pointing the finger at everything and everyone but yourself. Nothing's your fault. And it's all *bad luck!*

You can't consciously accept your predicament, and so you begin piling on the excuses in a futile attempt to feel better. However, this only tends to intensify all the *negative emotions* festering inside your brain.

You, of course, attempt to justify these emotions by rationalizing your experiences. However, that just tends to lead to even more confusion. You soon become emotionally unstable, get defensive, and turn to addictions to ease your emotional suffering.

But all is not lost. This emotional rollercoaster ride has provided you with many valuable insights. These insights can help you to better understand how — time and again — you tend to *sabotage* yourself. All that's left is to learn from this experience and choose a different path the next time around.



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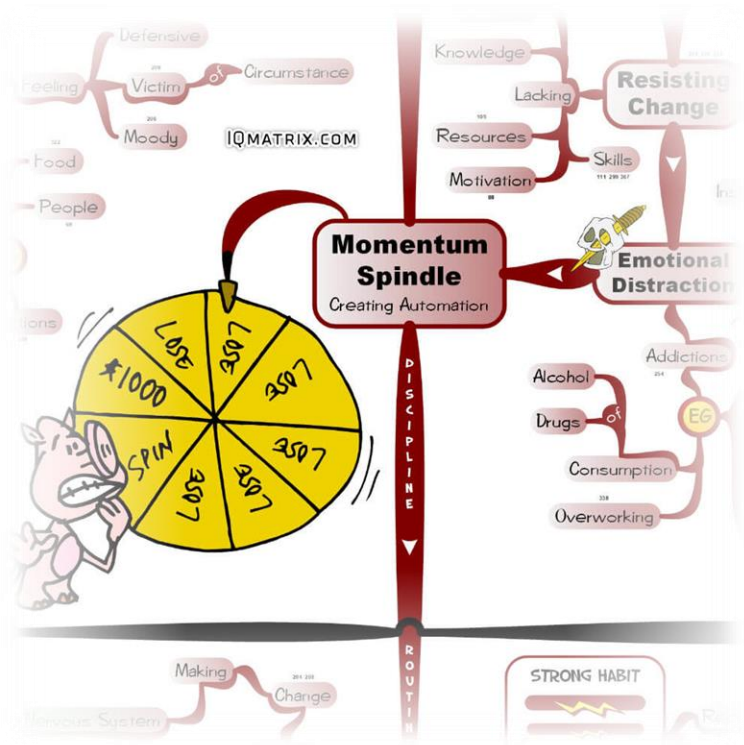
The Momentum Spindle

By this stage, the journey you've been on has turned into an unpredictable emotional rollercoaster ride. This ride has shaped your character and transformed the way you view yourself, view others, and the world around you. In fact, you are now starting to build some serious momentum in the wrong direction.

Momentum is created through repetition. When you repeat the same emotional patterns and behaviors over again they get deeply rooted in your psyche and subsequently become very difficult to break.

As you become more consciously aware of the consequences of your behaviors, a period of contemplation sets in. This is where you take a step back and realize that something needs to change. But, unfortunately, this period doesn't last. You are just too stuck in your limited patterns of thinking.

You subsequently, wait for the perfect moment to make changes. But that moment never comes, and procrastination ensues. You fail to move forward because of a lack of emotional leverage, knowledge, and resources. You then predictably create emotional distractions for yourself (e.g. tv, food). This at least gives you some semblance of control over your life.



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Habits and Rituals

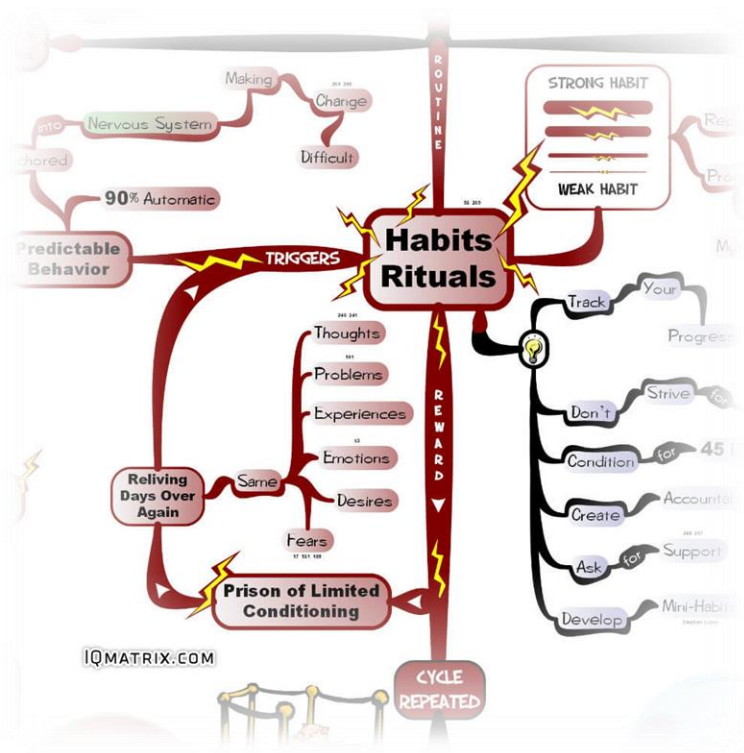
Habits are behaviors that we undertake automatically without much conscious thought or awareness. They are instinctive routines of behavior that are repeated and conditioned into our psyche over time.

Habits help simplify our lives by boxing things into manageable routines and putting them on auto-pilot. This reduces the mental clutter of having to think about everything we do before we do it.

You are how you are today because of all the habits and **patterns of thinking** you have invited into your life. For better or worse, these habits-of-mind are influencing every **decision** you make and action you take. They subsequently become either your Achilles Heel or your greatest source of strength.

Along the **Path of Self-Destruction**, you have formed new patterns of behavior while also strengthening old habits-of-mind. All this will now hinder your progress as you work toward your **goals**.

If you're not happy with how your life is right now, then it all stems back to your habitual patterns of behavior. Work on changing your habits, and you will progressively begin transforming your life.



The Path of Transformation

To maneuver yourself off the beaten **Path of Self-Destruction**, you need to first commit yourself to overcoming your limiting patterns of behavior.

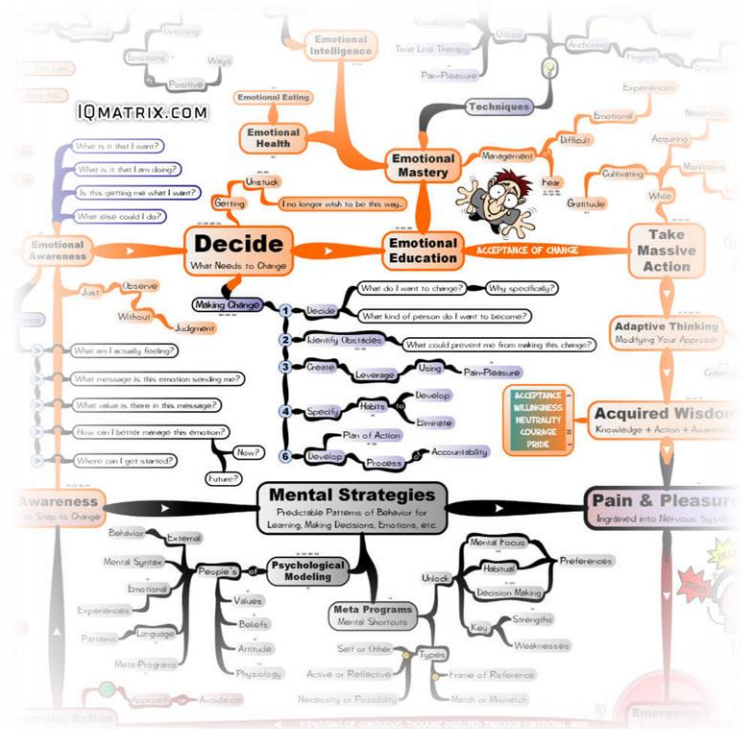
Change, of course, happens when we become consciously aware of these patterns. When you become fed-up living through the consequences of your behavior, that's when you'll instigate change.

To make any change stick, you must first train yourself to better manage your fears and **emotional responses**. All this comes back to developing your **emotional intelligence**.

As you become more emotionally intelligent, you will tend to make **better choices**. This will, likewise, help you transform your limiting **habits** and the patterns of behavior that have so far held you back in life.

Change typically happens the moment you decide to leave your past behind and build a better future.

Along the way you must, however, acquire relevant resources, support, **skills**, knowledge, and the **mental strategies** you will need to help you deal with the **challenges** you're likely to face along your journey.



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Empowerment Forces

Nothing will ever change unless you first commit to **changing things**. And that change always starts from within.

It begins with a commitment to cultivating key empowerment forces that will drive you forward toward the accomplishment of your **goals**.

These empowerment forces come in the form of **personal attributes** you'll need to cultivate to achieve the success you envision for your life.

These personal attributes will carry you forward through the difficulties you will inevitably face as you make progress along your journey.

These attributes are the foundational building blocks that will fundamentally guarantee your success in any field of endeavor. They are the building blocks that have built the fortunes of multi-millionaires and billionaires throughout time. And they can be the building blocks that carry you forward toward the attainment of your goals.

It will, of course, take significant work and effort on your part. But that's what it takes to be successful.



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The Path of Empowerment

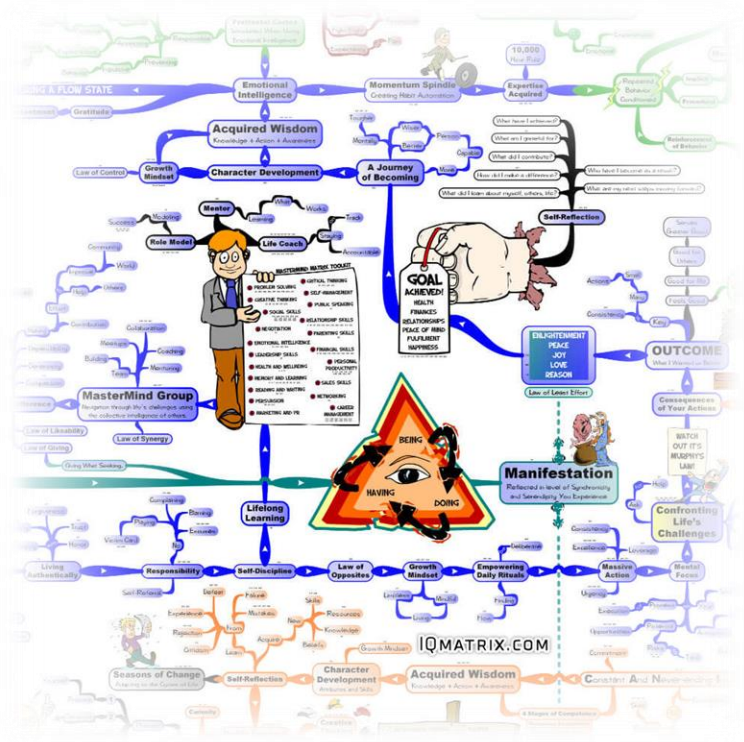
Once on the Path of Empowerment, an incredible force begins to shape your life. It propels you forward and helps you build the **momentum** you need to accomplish your **goals**.

However, working with this “force” requires that you abide by very specific rules and principles outlined within the MasterMind Matrix.

Break these rules, and you slow down your progress. Continue to ignore these rules, and you will inevitably **sabotage** your success. Indulge in this behavior for an extended period, and you will ultimately end up traversing the **Path of Self-Destruction**.

The key to success along this path is to keep things simple. Don't try and over-complicate matters. Stay focused and flexible, and take personal responsibility for all your **decisions** and actions. Moreover, build a stable support system that will help carry you forward through **turbulent times**.

Finally, don't focus on end outcomes. You must instead concentrate on the process of execution, and nothing else. Only in this way will you make progress and build momentum toward your goals.



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The MasterMind Matrix Toolkit

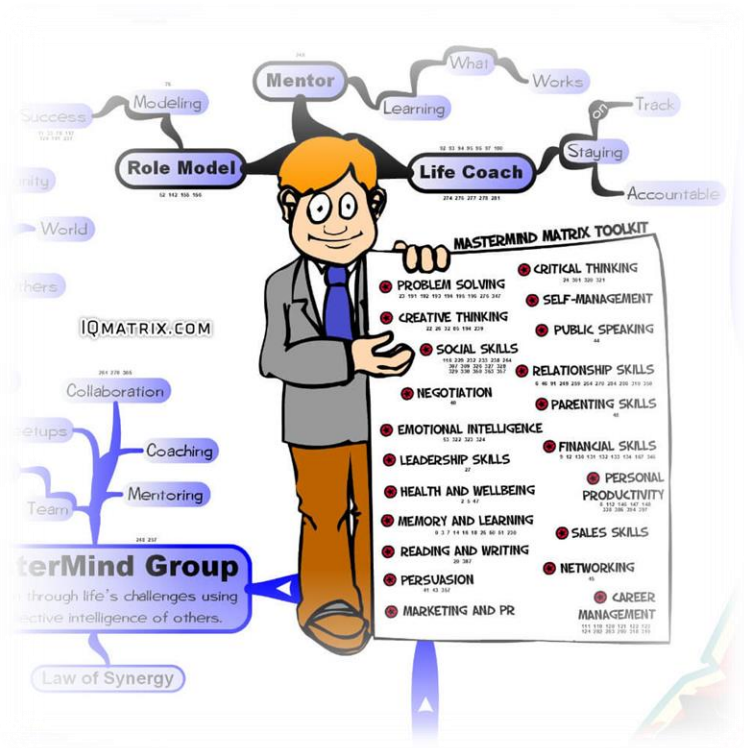
The MasterMind Matrix Toolkit walks you through a set of indispensable life skills that will inevitably support the accomplishment of your goals.

When you take the time to learn and master these skill areas you will find that life just becomes easier. Why? Because you naturally get better in key areas that help you gain the leverage you need to accomplish your goals.

Working on these skill areas will improve your chances of success – regardless of the goals you have chosen to pursue.

The more proficient you are in each of these skill areas, the more capable and confident you will feel when it comes to managing the vast array of problems that life will inevitably throw your way. Furthermore, the foundations of a well-balanced life are built upon a bedrock of a solid skill-set that helps reinforce the knowledge and experience you need to accomplish your goals.

You, of course, can't expect to master each skill area at once. With that in mind, prioritize what's most important and relevant, then work from there.



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The Manifestation Triangle

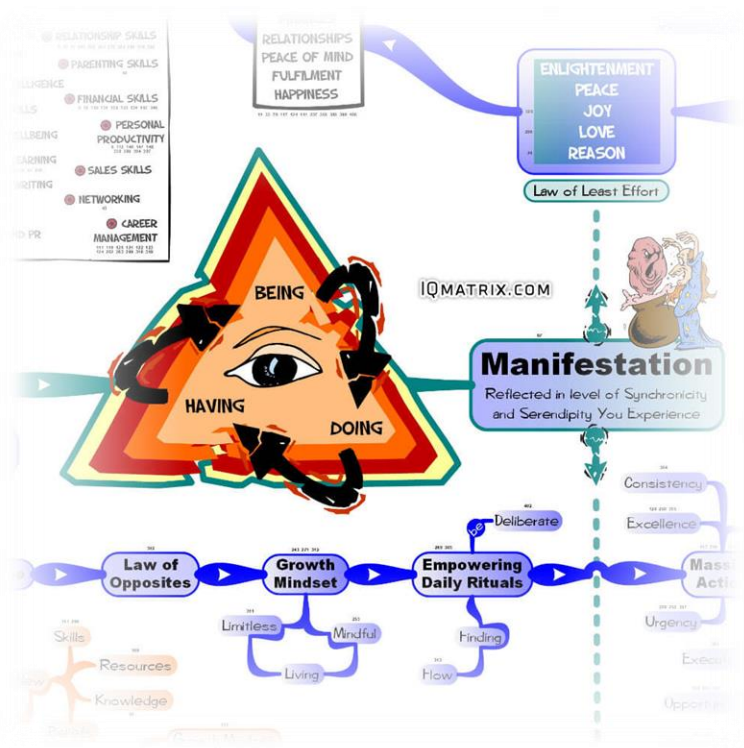
Most people spend a significant portion of their lives focused on pursuing material possessions. There is, however, a flaw here. And it's the main reason why people don't get what they want from life.

The flaw is that DOING doesn't lead to HAVING if we don't start with BEING. In other words, we must first become the person who does the things that helps accomplish our goals.

Yes, you can, certainly, win the lottery without "being financially savvy". But, then why is it that many lottery winners end up in worse financial position than before they won their millions? It's because you must first BE, then DO, then HAVE!

While pursuing a goal, the goal itself shouldn't be your primary objective. The real objective is the person you're working on becoming while in the pursuit of that goal. After all, it's only the person you become who understands how to achieve that goal.

Things will only manifest in your life when you spend time focusing on the person you need to become to achieve your goal. That's when serendipity and synchronicity kick in to bring your goal to life.



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Learning from Experience

No matter what happens, at the end of the day, everything becomes a **learning experience**. These experiences help us grow into the person we need to become to accomplish our **goals**.

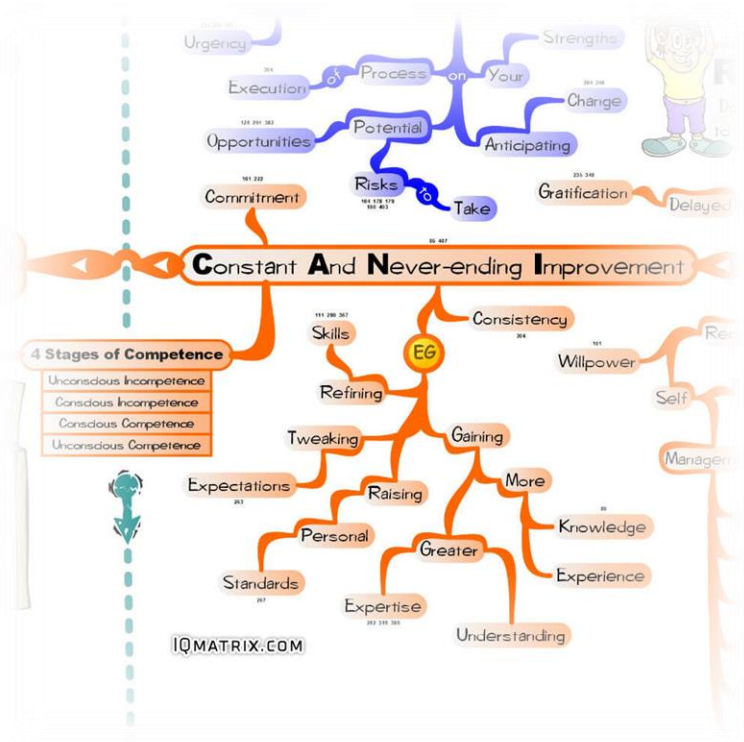
Only through learning, through **refining our skills**, and through tweaking our approach will we eventually figure out how all the pieces of our puzzle fit together.

We must learn from both our successes and failures, then use those learning experiences to improve how we think and work through our problems.

This, of course, all comes down to committing ourselves to CANI, which stands for Constant and Never-ending Improvement.

CANI is all about making small incremental daily improvements that get you closer to your goals and to the person you are seeking to become.

We are, after all the by-product of a culmination of experiences we have had over a lifetime. And it's the wisdom we gain from these experiences that help us make the most of the opportunities that come our way as we work toward our goals.



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Accelerated Lifelong Learning

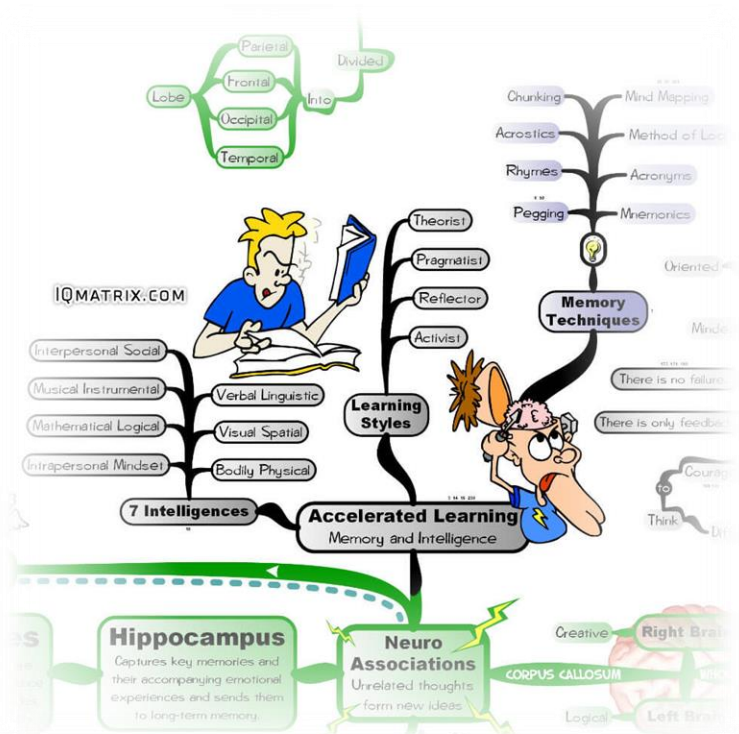
Here we transition to another segment of the MasterMind Matrix chart that explores memory and learning strategies for growth and development.

A commitment to CANI is certainly one of the defining factors that will give you the edge you need to achieve your goals. You can, however, enhance this process of development by utilizing proven accelerated learning techniques and principles.

These learning techniques are, however, not just for students. They are for anyone who makes a commitment to lifelong learning and development.

These days, you will need every edge you can get that could potentially give you an advantage in a competitive field. And applying accelerated learning principles will help you do just that.

By taking the time to learn how to learn, you will rapidly accelerate your understanding and the pace at which you absorb new information. This will lead to greater clarity and deeper insights that will help you build the momentum you need to achieve your goals.



Seasons of Change and Transformation

Things won't always work out as you had planned or expected. And that's okay. You're simply evolving and undergoing a process of [change and transformation](#).

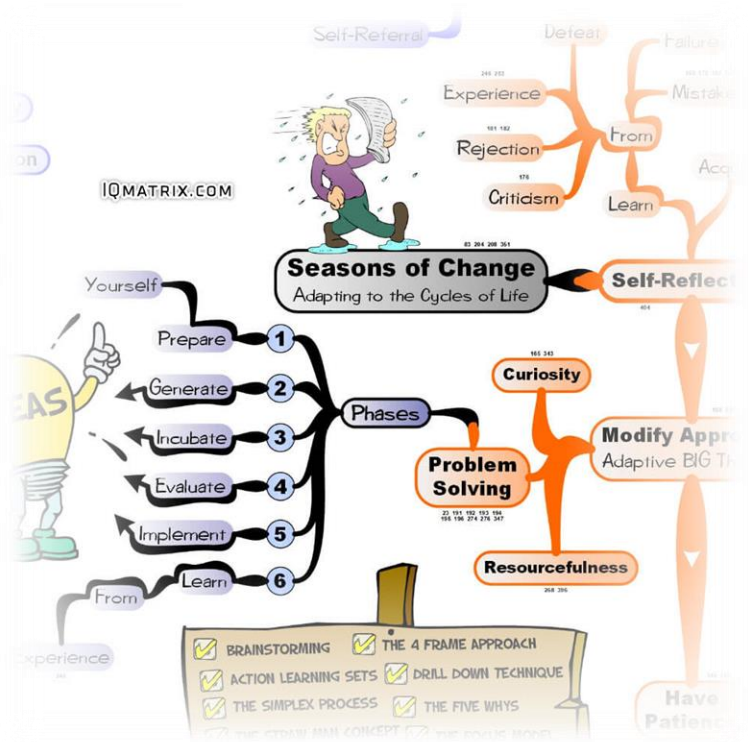
Our lives go through cycles (like the seasons) where we experience emotional peaks and valleys, successes and failures, stagnation and progress.

These periods of our lives are defined not by what happens to us, but rather by how we handle what happens to us. That's what makes all the difference.

What if everything in our lives was part of a transition? What if it was kind of like the seasons?

Summer, for instance, would become the season for celebration. A time to fully enjoy the fruits of your labor. Autumn, on the other hand, would be a time for making mistakes and for [dealing with difficulties](#) and the consequences of your actions.

We would then transition into the Winter season. This would be a time for [learning](#) from those mistakes and for planning your next steps. And then, of course, we have Spring, which would become a time for taking action and for making the most of your opportunities.



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Modifying Approach

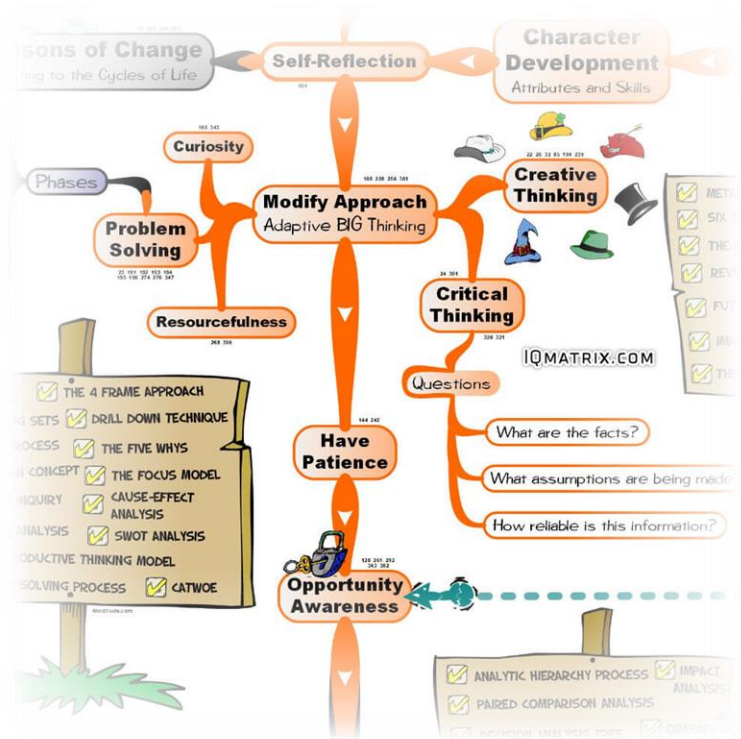
The moment you accept the fact that life is nothing more but a revolving **cycle of seasons**, is the moment you can start proactively working through these changes and modifying your approach.

The process of modification is always initiated with a **thought**. When you start asking better **questions** this challenges you to start thinking differently about what you're doing. And when a different set of thoughts occupy your mind, that's when you start gathering new insights and understandings that can carry you forward toward your **goals**.

Furthermore, with more clarity of mind, you are then better able to make key **decisions** that will help you take advantage of the multitude of opportunities that life throws your way.

Your thinking must, however, be flexible, adaptable and mouldable to the changing conditions of your life. You must learn to think critically, creatively, and develop an ability to effectively work through problems. In other words, **become resourceful**.

Only in this way will you put yourself in a position where you can make the most of your predicament.



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The Luck Factor

Luck is often viewed as a mysterious fortunate occurrence that blesses some but not others.

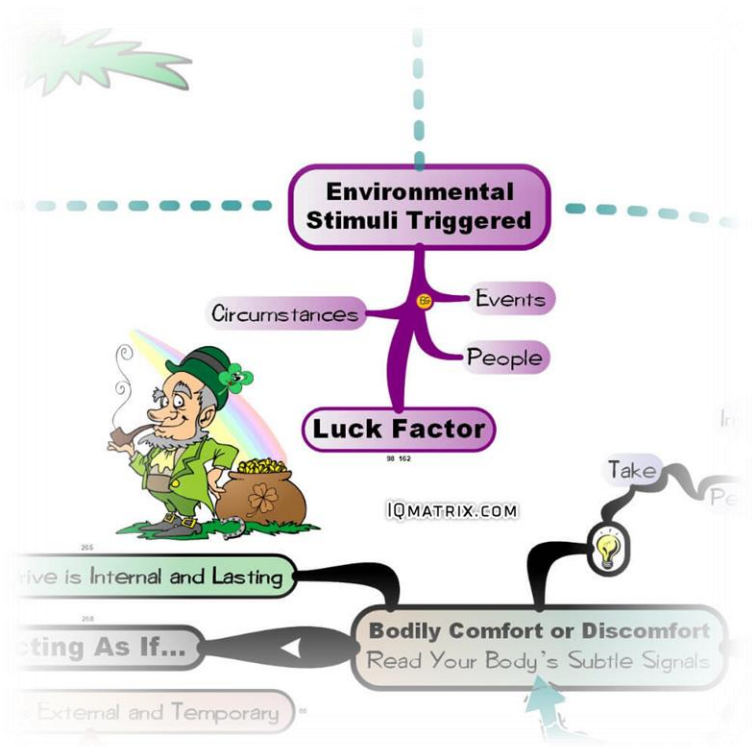
If we, however, dig a little deeper and look at the science of luck we soon come to the realization that having luck is not so much about chance but rather about choice.

Luck is all about choice. It's about choosing to do things a certain way, at a certain time, using an optimal approach that attracts the right people, events, opportunities, and information into your life.

Luck, is essentially, a by-product of habit.

Whether that habit pertains to how you think or behave, makes no difference. Lucky people attract luck because there is a successful integration between what they do and whom they've become over the years.

Luck, therefore, isn't a mystical and misunderstood element of life. It's rather a science that's built upon our thoughts, values, beliefs, habits, rituals, language patterns, the questions we ask, attitude, perspectives, traits, behaviors, actions and our resourcefulness.



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The Conscious Brain

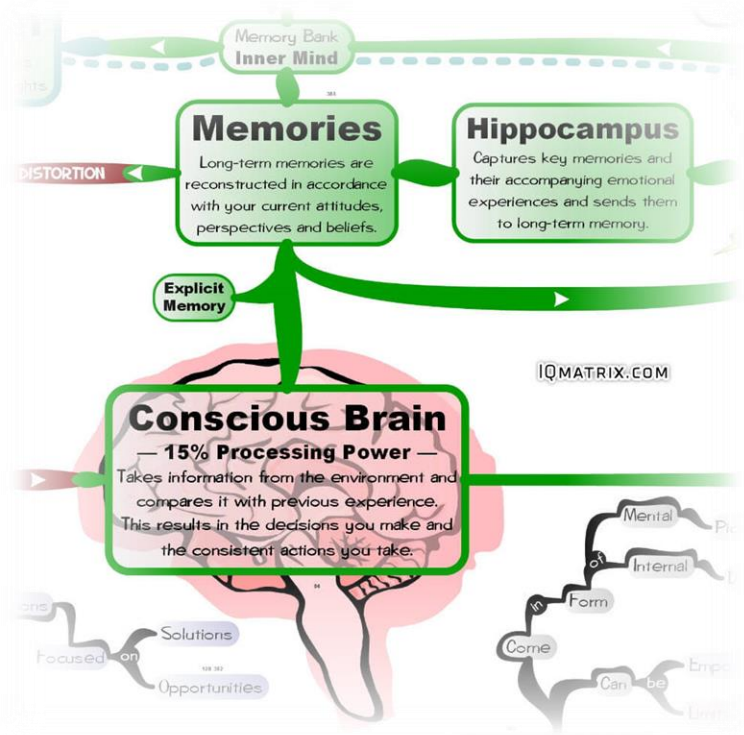
The Brain is at the center of the nervous system. Its role is to think, to make conscious decisions, and to create associations between your memories and present experiences. And it does all this through the utilization of the five human senses.

As information comes through your five senses, the brain interprets this data in a very specific way. How it interprets this data is heavily influenced by your beliefs, values, needs, self-concept, meta-programs, psychological rules, and other factors.

Each one of these factors merges together to create a "thought", which, of course, directly impacts your emotional and mental state-of-mind (perspective).

As your brain senses something familiar, it makes an interpretation based on its reservoir of memories. These memories are, of course, built upon your psychological make-up. In other words, they are personalized in a way that makes sense to you.

Your interpretations of reality are, therefore, just a version of reality that you have manufactured and modeled on the person you have become. And this person is a manifestation of a lifetime of experience.



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The Inner Mind

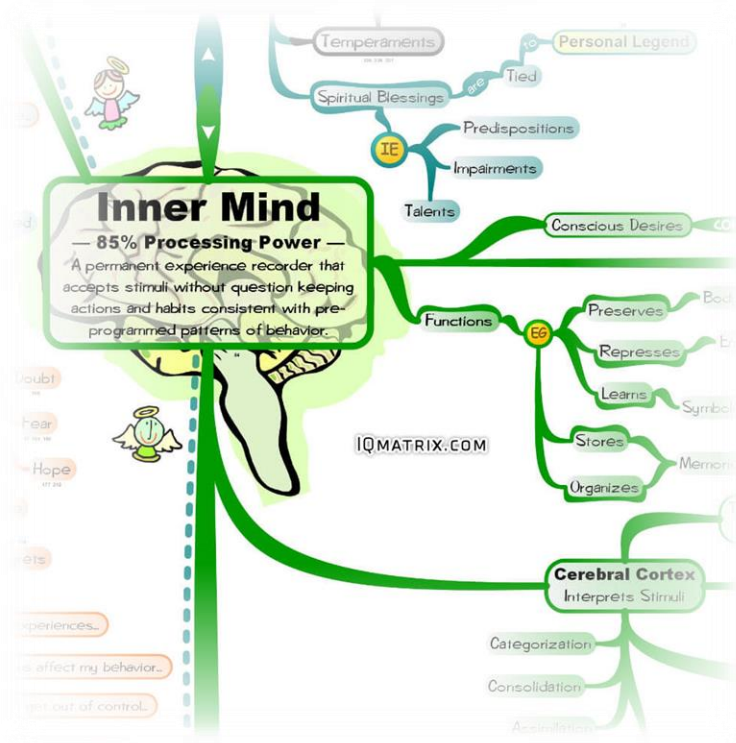
Your **Inner Mind** is the subconscious part of you that controls your autonomic responses, habitual behavior patterns, and biological functions. It's a permanent experience recorder for everything that comes through your five senses.

Whenever an event occurs in the external world, your Inner Mind keeps a running record of your **emotions**, reactions, and **habitual responses**. It then logs this data into its storage bank for future reference.

Its ultimate purpose is to ensure that your conscious **decisions**, behavior, and actions are consistent with your underlying pre-programmed patterns, i.e. your **thoughts, values, beliefs, needs, rules**, etc.

Your Inner Mind will always attempt to associate your current experience of reality with past conditioned responses and memories. Its objective, is, after all, to maintain consistency with pre-programmed patterns.

This is all well and good. That is until conflicts arise. When your conscious intentions (to achieve a **goal**) don't match pre-programmed patterns, that's when **self-sabotage** sets in. There is disharmony within, and your Inner Mind ultimately wins the battle.



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The Nervous System

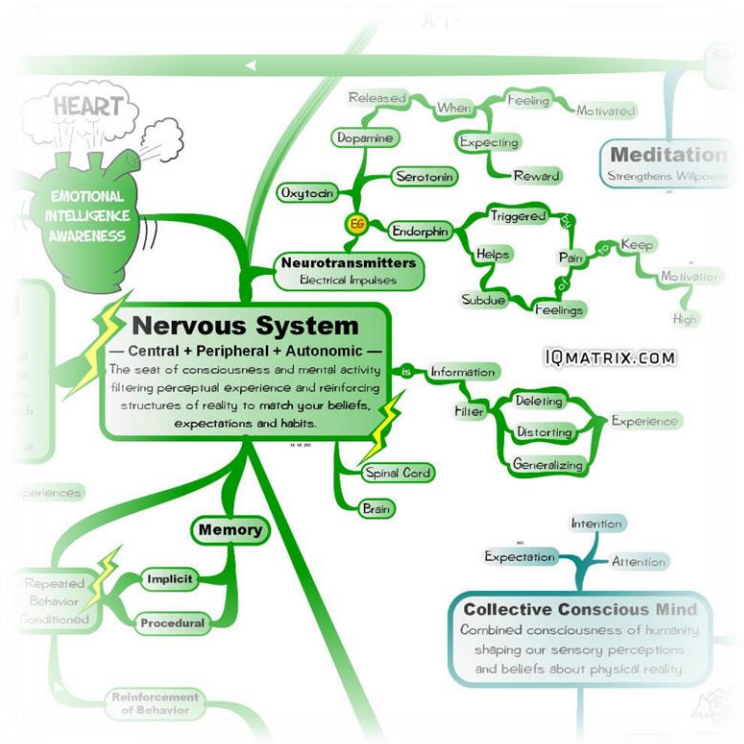
The Nervous System is the central hub of consciousness and mental activity. Its job is to sort all information filtering through your five senses.

One of its primary functions is to delete, distort, and generalize your experience of reality. In other words, it filters what you *perceive* to reinforce structures of reality that match existing *beliefs*, *values*, *expectations*, and *paradigms*. This is, essentially, how you make sense of the world around you.

The nervous system also has a direct influence on the Emotional Mind (limbic system). This is the central hub of all your emotional experiences.

When the limbic system is stimulated, it triggers the pituitary gland, which controls hormonal fluctuations in your body. You then feel these effects as one of many *emotions* that circulate through your body.

It's important to note that any emotion you experience is only your interpretations of your reality — not actual reality. It's based on conditioned responses that have been ingrained into your psyche through your nervous system over time. How you respond is as unique as the emotion you experience.



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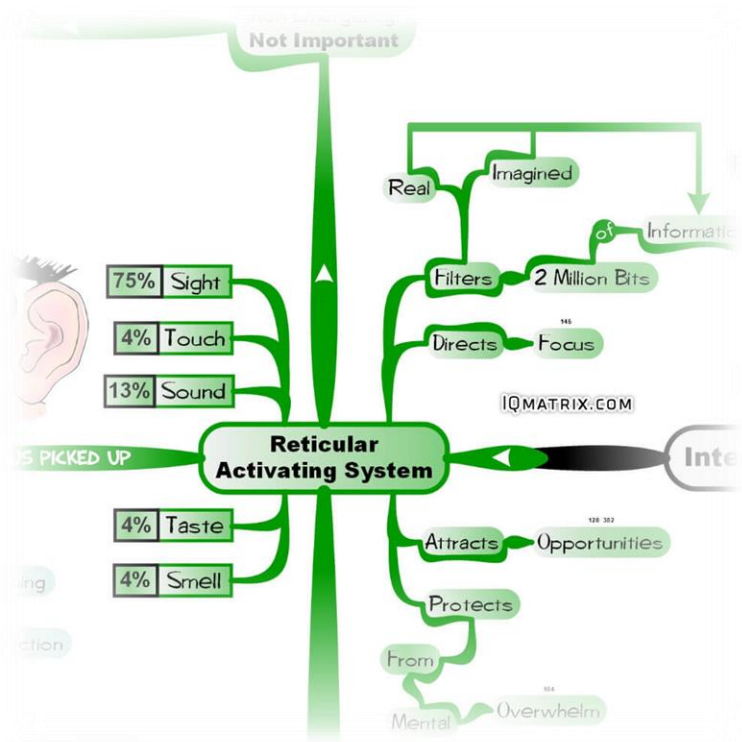
The Reticular Activation System

The Reticular Activation System (RAS) was first introduced by *Anthony Robbins* before the turn of the century. The RAS, however, shouldn't be confused with the part of the brain known as the Reticular Activating System, which is a place where your *thoughts*, internal feelings, and *outside influences* converge. They are, however, related.

The RAS is a filter that's applied to the staggering amount of data that gets picked up by your five senses. This filter works 24/7. It is, in fact, the only thing keeping you from being overwhelmed by the 2 billion bits of information passing through your sensory organs each second.

The RAS essentially "decides for you" exactly what you will consciously give your attention to at any given moment. It then filters out the remaining data and transfers it over to the *Inner Mind*. It's somewhat of a *reference collector* that directs your focus and shapes your *beliefs*.

When you set a *goal*, you communicate to your RAS that anything associated with that goal is important to you. Your RAS then goes to work bringing to your attention anything associated with that goal.



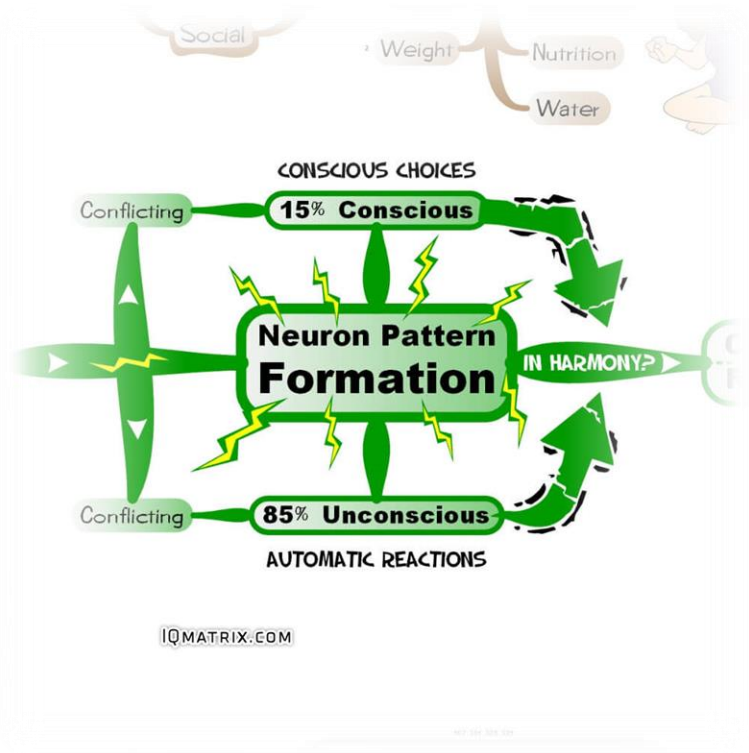
Neuron Pattern Formation

All habits-of-mind and patterns of behavior develop over time as neuron networks are strengthened (through repetition) and hardwired into your **brain**.

Neural scientists postulate that around 85% of our behavior occurs at an unconscious level of awareness. This is behavior conditioned into our psyche that's a direct result of repetitively going through the same motions and **thinking patterns**.

Neuron pattern formation is vital to our survival as it allows us to operate on auto-pilot. Without the need to think about everything we are doing, we can focus on things that require conscious thought and awareness. The drawback is that sometimes these conditioned patterns don't serve or support the **goals** we are striving to achieve.

When your desire to change your behavior conflicts with your patterns of conditioning, that's when **self-sabotage** sets in. In other words, how you have chosen to frame your reality conflicts with how you've been programmed. And this is precisely why it's so difficult to break old **habits** and patterns of behavior that have built the foundations of your **personality**.



The Human Body Connection

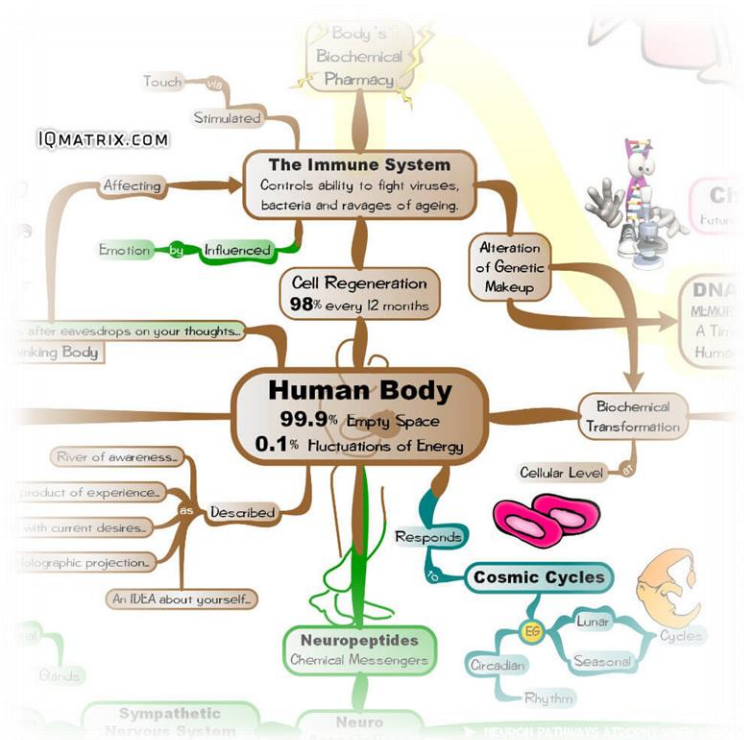
The human body is a metabolic product of your experience. It's an expression of ideas, feelings, emotions and thoughts – a reservoir of captured memories that you have had about yourself over a lifetime.

Each day, as you think and emotionalize your experience of reality, you subsequently create and recreate your body on a cellular level.

Did you know that a significant proportion of your body regenerates itself over a period of 12 months? And over the span of 7 to 10 years, every cell of your body either dies or gets renewed.

The human body is built upon 500 billion cells that are made up of **matter** containing molecules and atoms. These atoms are thought to be fluctuations of energy, information, and intelligence. Moreover, they move at a light speed within what appears to be 99.9% empty space (dark energy and dark matter).

Every cell within your body mirrors your **emotions** and dominant **thinking patterns**. This leads to changes at a cellular level, which subsequently has a direct impact on your health and well-being.



Sleep and Energy Cycles

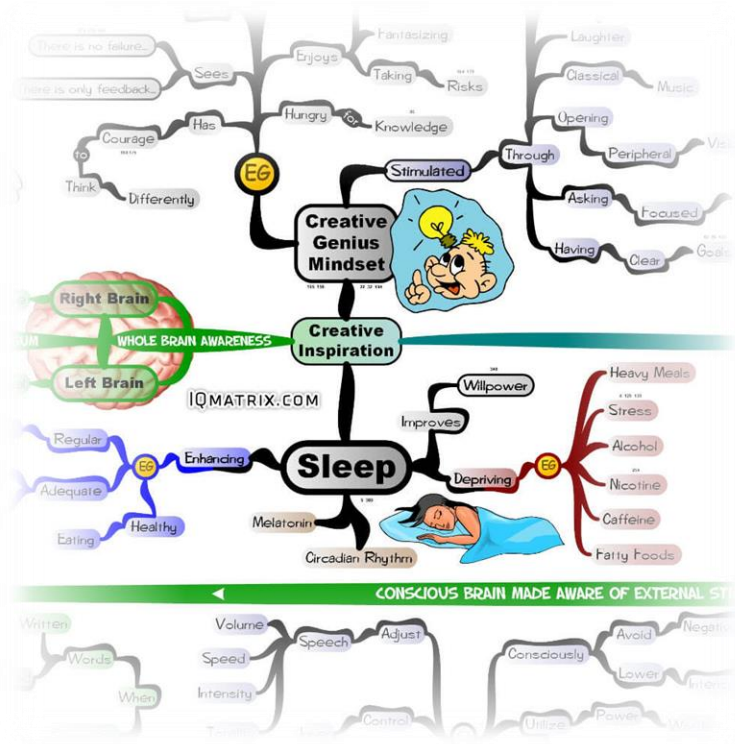
Getting good quality sleep and maintaining high levels of energy are key ingredients to an active, healthy, **productive**, and successful life.

When you get **quality sleep**, this will not only boost your energy, but will also enhance your willpower. And with more willpower at your disposal, you will tend not to suffer from **decision-fatigue**, which often prevents people from working at their full potential.

Getting quality sleep begins with addressing your environment. Your environment helps to encourage better sleep when it's properly ventilated, has minimal noise and light sources, and is set to a comfortable temperature. Food also plays an important factor when it comes to improving or hindering your sleep.

Managing your **energy levels** throughout the day is also an important ingredient for long-term success. You will typically deplete your energy by making poor nutritional choices, by ignoring exercise, and by indulging in **negative thoughts** and **limiting emotions**.

When you get quality sleep and learn how to effectively manage your energy levels, that's when brain fog dissipates and mental clarity sets in.



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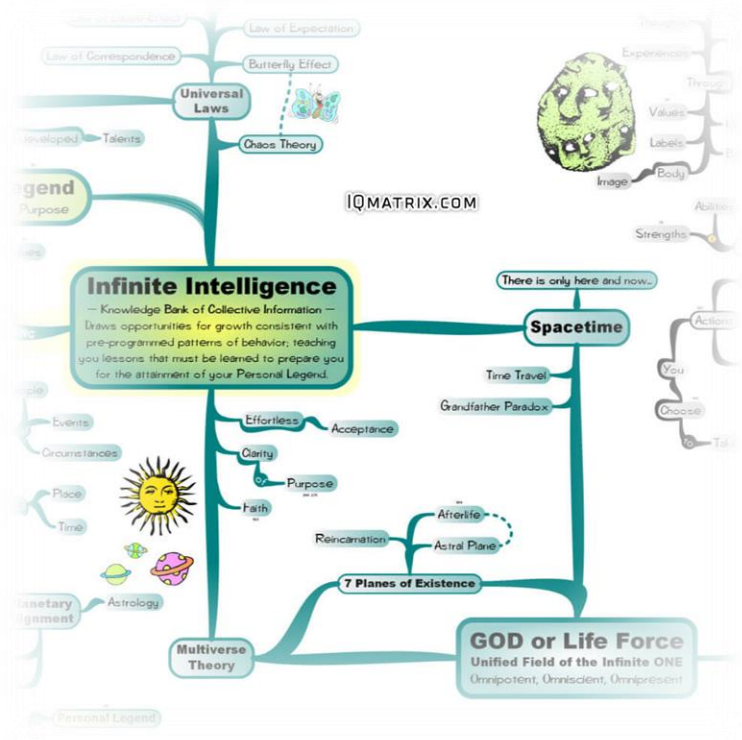
The Unseen Reality

Here we get into the realm of the unseen reality. This is a topic that's difficult to write about as there is very little scientific evidence to back it up. But I'll do my best to briefly describe how it's intertwined into the fabric of the MasterMind Matrix chart.

There is this unified field of energy that connects all of us at a subatomic level. Some call this unified field God, while others call it a Life Force or Infinite Intelligence.

This Infinite Intelligence is a knowledge bank of collective ideas, insights, and information that has coalesced and morphed over eons. It draws to each person opportunities and learning experiences that mirror pre-programmed mental patterns and behaviors that help them fulfill their [Personal Legend](#).

As you go about your day, you're naturally exposed to people, events, things, and circumstances that are brought forth into your life via this collective source of intelligence. These things are in your life to help you grow into the person you need to be to fulfill your Personal Legend. We do, however, often lose our way. Poor conditioning and mental programming does tend to lead many people astray.



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The Spirit and Soul

Even though this topic isn't backed by a significant amount of scientific evidence, I have nevertheless included it here.

My objective with developing the MasterMind Matrix was to create a visual tool that provided us with an all-encompassing representation of interconnecting fragments that make up the physical, psychological, and metaphysical worlds. Only in this way could we even begin to fathom the true nature of our reality and of the universe we live in.

Yes, we have a body. But we are much more than just a physical body. We are also an energetic being that is connected to everything on a [sub-atomic level](#).

Because we're all connected, we can, therefore, — on some level — influence the nature of our reality. This is, where we enter the world of extrasensory perception, which takes place on the [spiritual plane](#).

Each of us has a Soul. This Soul is a mirror replica of the physical body. It exists within time and space. We also have a Spirit. This is our true state-of-being. Your Spirit is all-knowing and eternal. It exists beyond space and time.



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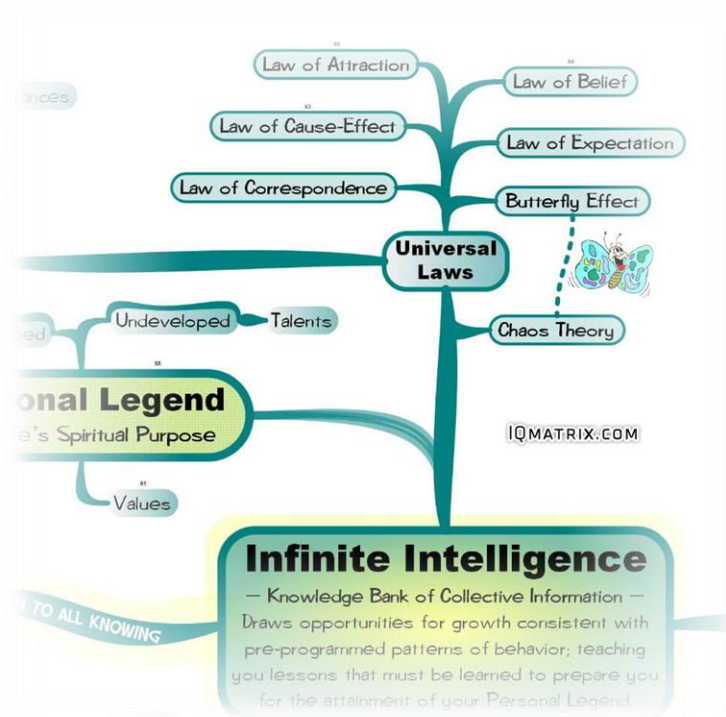
Universal Laws

All life within the universe is built upon foundational principles and laws that govern our existence. For instance, you're probably already familiar with the laws of physics, even if you never studied them at school. There is, however, another set of laws. These laws are far less understood, but equally as influential in the way they govern our existence and influence our **perceptions** of reality.

There is a wide array of universal and psychological laws intertwined into the fabric of the MasterMind Matrix. These laws not only govern how we think, what we perceive, but also the **outcomes** we **experience** as we go about our lives.

Many of the universal laws you will find within the MasterMind Matrix have ties to the metaphysical world. This is a field of study that uses broad concepts to help define reality and our understanding of it. It's very much a branch of philosophy that's concerned with the nature of existence that goes beyond human sense perception.

Even though right now, there is no solid evidence that supports the existence of these laws, it would be foolish to try and work against them.



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First Life Coaching Session

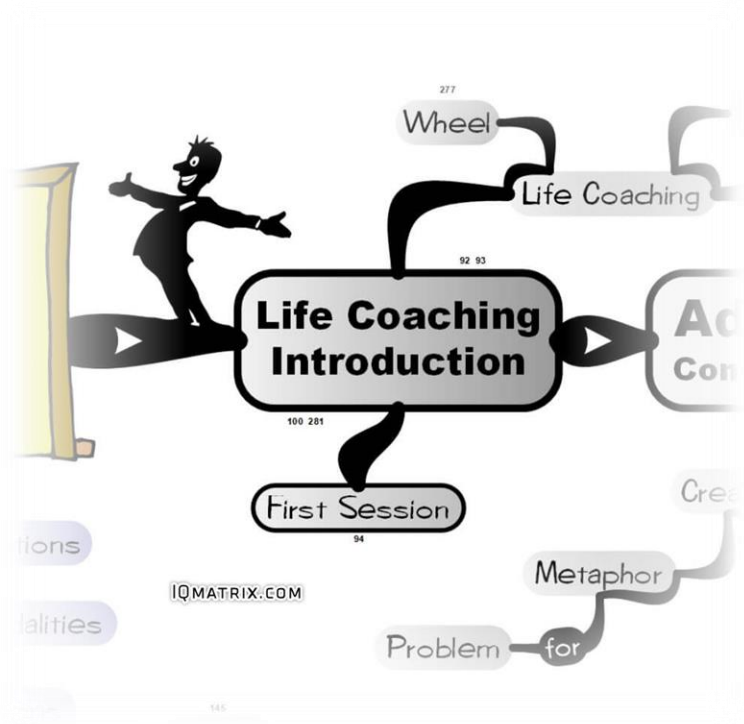
This is where it all begins. It's the official start of the MasterMind Matrix chart. I have, however, left it until the very end as it only applies to life coaches who use the chart for coaching purposes.

The MasterMind Matrix chart is built upon the foundational principles of life coaching. This is why the first few segments of the chart outline a life coaching framework you can use that progressively leads to a deeper and more thorough exploration of the MasterMind Matrix.

This framework provides a life coach with all the information they need to help guide their client through various segments of the MasterMind Matrix.

The [first life coaching session](#) provides a client an introduction to life coaching including its purpose and the roles that the coach and client play. This introductory session builds the foundations and sets the expectations for future coaching sessions.

And as far as the coach is concerned, they need to address coaching barriers and ensure that they establish strong levels of rapport with their client to help them gain maximum value from each session.



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Addressing Client Concerns

A client will choose to hire a life coach for many different reasons. All these reasons essentially boil down to a **concern** they have about an aspect of their life.

A client could, for instance, seek guidance to overcome a **problem**, to achieve a **goal** or to improve an area of their life. All these concerns are fuelled by the need for growth and self-improvement.

With that in mind, it makes sense that one of the first objectives of life coaching is to obtain a client's story. Only in this way can we gain a deeper understanding of their concerns. This will, subsequently, provide us with the information we need to help guide them in the right direction through effective questioning techniques.

Coaching is all about empowering your client. It's about helping them tap into their reservoir of **inner-strengths** and internal resources that can carry them forward toward their goals. It's about helping your client work through their own problems — but, not by providing them with answers. Rather by presenting them with questions that help them find the right answers for themselves.



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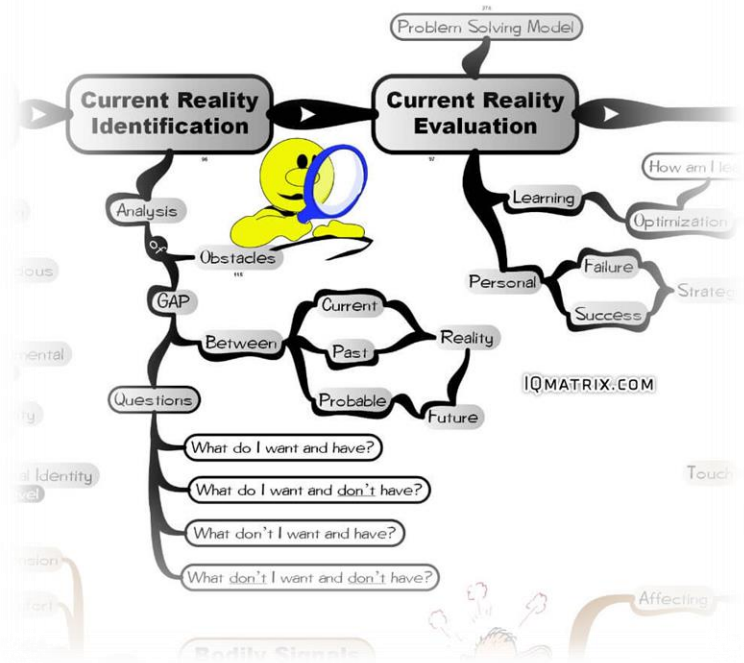
Identifying and Evaluating Reality

To progress forward into the depths of the MasterMind Matrix, a life coach must get an understanding of their client's current reality. More specifically, they must gather insights about the GAP between their **current reality** and the desired reality they want to create.

When a life coach understands a client's story and the journey they've taken to get to this particular stage of their life, they are then better able to isolate key areas of the MasterMind Matrix for further exploration and analysis.

Yes, your client might come to you with what seems like an isolated concern. However, what you will typically find is that nothing is ever isolated. Everything is connected to the whole. And that "whole" is the MasterMind Matrix.

Your client has this concern, and more importantly, they are where they are in their life right now because of all the **choices** they've made that led them to this moment. To truly help your client, you now need to delve into the depths of MasterMind Matrix and figure out where exactly things are going wrong. Use it as a framework to guide you client down an optimal path.



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Concluding Thoughts

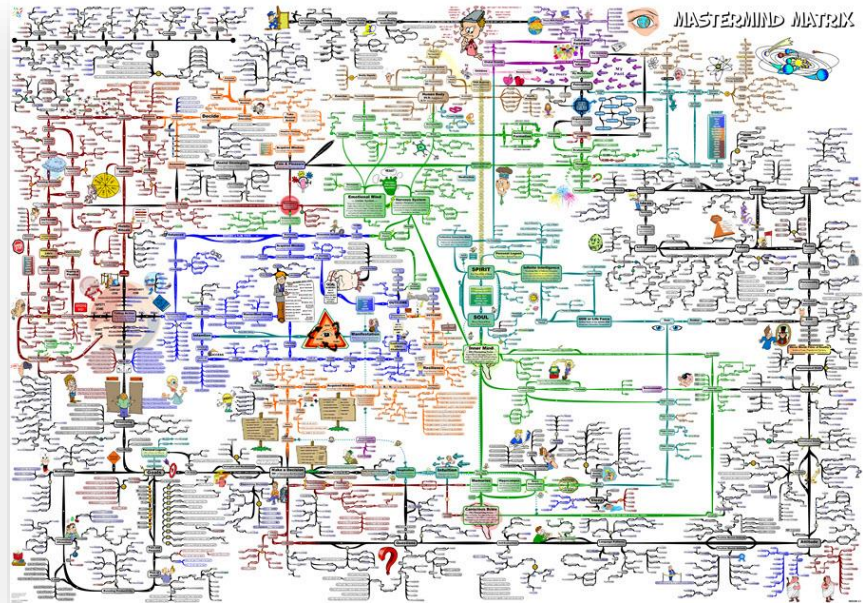
Along this journey through the MasterMind Matrix, we've no doubt covered a lot of ground.

I wanted to provide you with enough information about each section to whet your appetite, but not so much that it would become too overwhelming and complicated. I, therefore, tried to keep things as short and simple as possible to give you a good overview of the different components that make up the chart.

There's, of course, so much more that could've been written. I kind of feel as though I've only just skimmed the surface. There are, in fact, so many more layers that we could potentially explore.

If you would like to explore this chart in further detail then I would recommend reading a 30,000+ word article I posted on the [IQ Matrix Blog](#). This article is based on Version 3.0 of the MasterMind Matrix; however, it still very much applies to Version 4.1.

This article not only breaks down various topics in more detail, but also includes videos and article links that go into more depth and detail.



MasterMind Matrix Version 4.1

About the Author

Adam Sicinski is a qualified life coach, mind mapper, and doodler. In 2008, he founded IQ Matrix.

IQ Matrix is a visual thinking company specializing in the production of mind maps and visual thinking aids designed to provide us with a shortcut for learning, for personal growth and development.

Over many years Adam researched and explored a wide variety of areas including cognitive psychology, neuro-linguistic programming and other related approaches. This information was used to piece together the [MasterMind Matrix](#) chart.

This chart helps explain why we do what we do. In fact, every one of the hundreds of mind maps Adam has produced over the years is fully integrated into this chart.

Read more about IQ Matrix [here](#).

