



The Neuro Change Method™

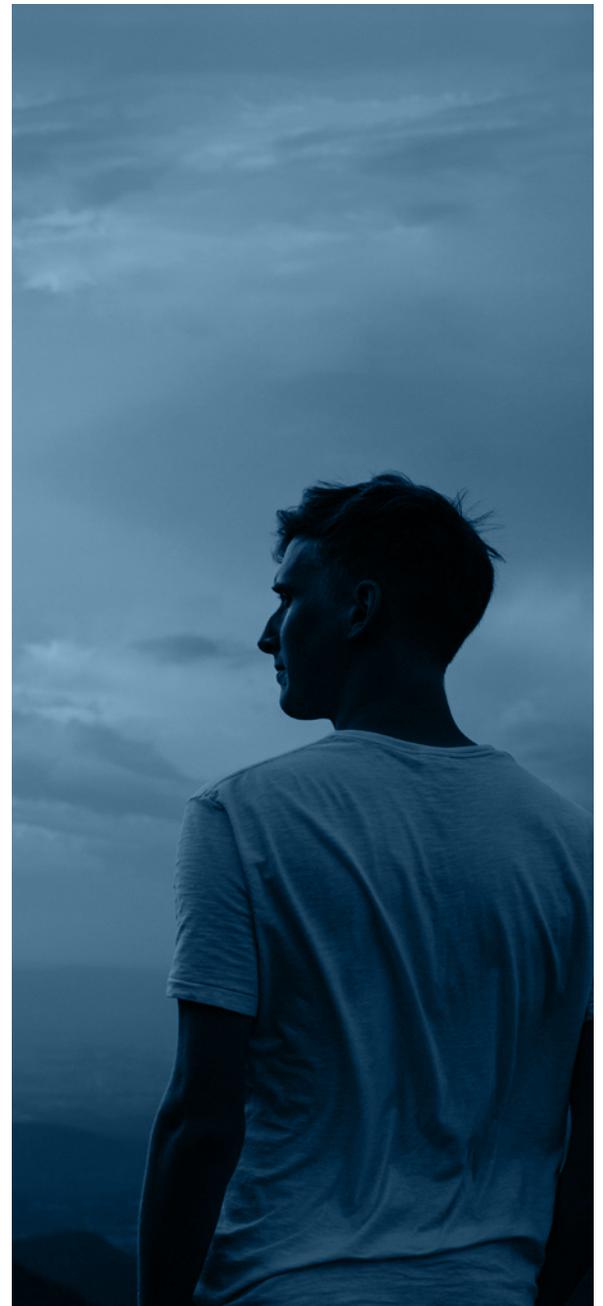
The Neuro Change Method is based on evidence from the field of cognitive science. It consists of four phases.

Phase 1: Consciousness

In Phase 1, you work on your purpose, values, and beliefs. It turns out that we view the world through goal-coloured glasses. What and who and where we want to be in the future (near or long term) shapes what we think, feel, and do in the present.

This is one way our conscious and unconscious minds work together for our good. Once your conscious mind has done the effortful work of deciding on beliefs and goals, the subconscious mind uses less effortful ways of making sure that these beliefs are adhered to and these goals are achieved.

It also means that we need to be careful what we wish for. Phase 1 is about doing the conscious, effortful work of deciding what we want from our lives. We search for purpose, and we discover ways of weeding out beliefs and goals that don't serve us.



Phase 2:

Mindset: Intro to the Consequences of Neuroplasticity

One of the consequences of discovering that the brain is changing all the time is that we must let go of limiting beliefs about ourselves.

There is no evidence that some people have more talent than others. The evidence suggests that we get good at the things that we decide to get good at. We put in the effort and the practice. Our brains change to accommodate that.

This means that we must change our attitudes towards learning. The research shows that you can improve at anything with enough persistence. You can be a math person, a healthy person, a patient person, or a successful person. Your mindset should reflect this.



Phase 3: The Subconscious

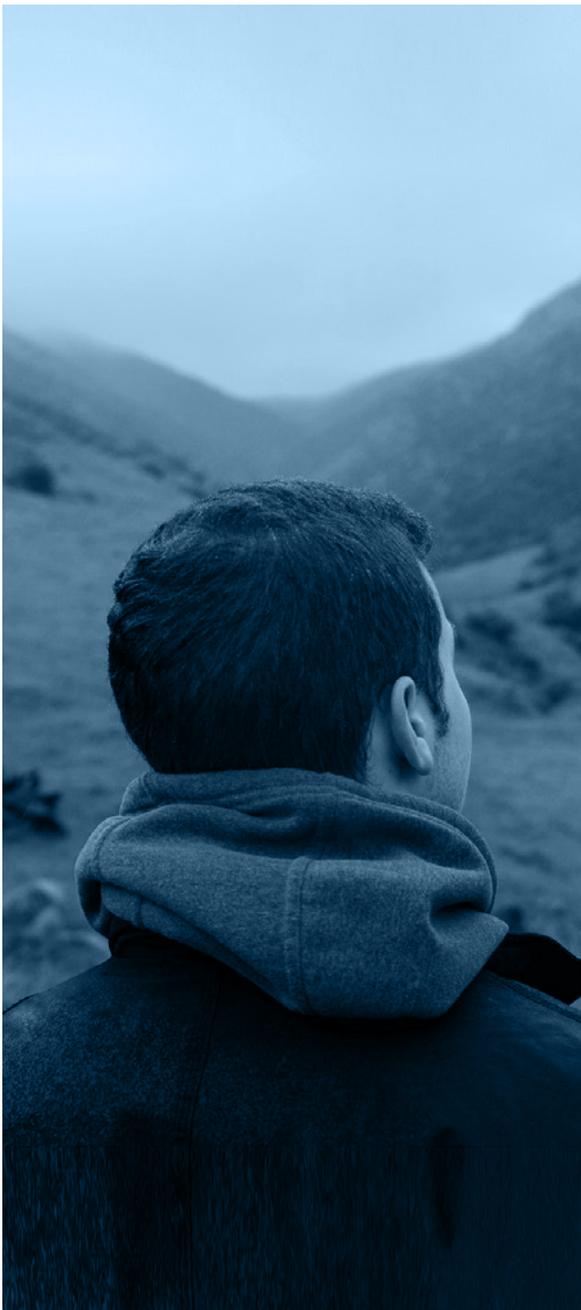
The successful implementation of Phases 1 and 2 is a prerequisite for Phase 3. Once you have determined your beliefs and goals and committed to change, you can enlist your subconscious mind.

In Phase 3, your subconscious mind gets to do what it does best: make things effortless. The subconscious mind is extremely efficient at taking a massive amount of information, synthesizing it, comparing it to your goals, and acting on it efficiently (and with minimal cognitive effort).

Think of learning how to drive a car. In the beginning, this process took a lot of cognitive effort. You had to focus on every action you took, and you worried about every time you saw another car coming in your direction or in the rear-view mirror. But after enough practice, this activity became effortless. Driving is probably second nature to you now—you don't even think about it. You might even have had the experience of driving home while thinking of something else and arriving home with no recollection of the drive.

Imagine you could replicate that process for all your goals. How different would your life be then? This is referred to as Automaticity. Automaticity is the ability to do things without occupying the mind with the low-level details required, allowing it to become an automatic response pattern.





Phase 4: The Brain

Now we know what we want, and we have enlisted the subconscious to make it happen. It's time to make these changes permanent.

In Phase 4, we investigate neuroplasticity and how the brain changes constantly to help us grow, flourish, and achieve our goals.

We learn why the other phases work—why not all practice gets us closer to mastery, why making mistakes helps us learn and succeed, how to practice reframing our emotional responses—and how to make these changes permanent.

You now have in your hands a change process, a multi-function set of tools based on sound and reliable research that will help you negotiate life better than you could have ever imagined. You can change, and you can make that change a permanent and powerful ally in pursuing your goals and ideal life. You owe it to yourself to stay focused on applying yourself to the processes taught in the Neuro Change Method; in doing so, you will have the promise of achievement beyond your wildest dreams.



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