A person with long hair

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Thought Maintenance

June 5, 2021

Well hello friends. I hope you guys had a SUPER amazing week!

Mine was so great. Super productive because I had a big business strategy session and mapped out the next 18 months and we’re really excited about the things to come.

Plus, it’s the early days of summer so that means we haven’t hit triple digits yet. The weather has still been a little rainy and cool, but the sun has peaked out for the last few days so…I think brighter days are ahead. Literally.

Before we dive into today’s episode, I wanted to share a few thoughts.

First, I just want to say a heartfelt thank you to my regular listeners and if you’re new here, I want to welcome you and thank you for giving us a listen. We’re growing and I appreciate each one of you.

And I wanted to ask…if you like the podcast, please give us a review on Apple, Stitcher or wherever you listen. That means a lot and it helps the algorithms to share us with more people. And that’s our mission! To help as many people as possible build a career and life they love. So please share with your friends or on social and if you do, please tag me so I can give you a shout out!

Also, I wanted to share a bit more about the upcoming Workshop we’re planning for June 12th. It’s called Train Your Brain. It’s going to be so great. It’s going to be a one-hour video conference via Zoom with a workbook. It’ll be recorded so if you can’t attend live, you’ll have the recording to view later. It’s going to be a great introduction to our approach. You can register by going to [www.thepurposefulcareer.com/trainyourbrain](http://www.thepurposefulcareer.com/trainyourbrain). I hope we see you there. And if you have a friend, you think would be interested, please share with them.

If you’re new to this podcast, you might be wondering what “training your brain” has to do with your career. That’s why today, I wanted to talk about Thought Maintenance. And the role it plays in your career.

So, let’s dive in.

So…train your brain…. thought maintenance. Not your typical career topics, I know.

But the truth is, there is NOTHING more critical to your success or your ability to continue to next level your career than learning how to master your mind.

Regular listeners of this podcast know that at The Purposeful Career, we use a cognitive based approach to helping people build self-confidence, drop the self-doubt, and learn how to create a career AND life they love. Our method uses the latest in neuroscience and a mash-up of cognitive and positive psychology.

It’s a kind of Jedi Mind Trick that can give you the clarity, motivation, and steely resolve to go after HUGE dreams and bring them to life.

How does it do this?

Well, what no one tells us Because everything we achieve (or don’t), every obstacle we overcome (or don’t), every success, every disappointment, every struggle, every relationship, EVERY SINGLE THING all comes back to how we’re thinking about that thing.

It’s not what happens to us that decides our ability to do the things we want to do or our ability to be happy or satisfied with our career or life.

It’s not about luck.

Or a good boss.

Or a HUGE salary

Or the perfect company culture.

Or getting the promotion.

Or liking your colleagues.

Though of course those things don’t hurt.

Those are just circumstances. And sure, we LIKE IT when they go in our favor.

It feels easier.

But as we all know, in our career and life, MANY THINGS WON’T.

And it’s WHAT YOU DO WITH THE THINGS THAT HAPPEN TO YOU that will ultimately determine not only your level of success. But your level of happiness or fulfillment with your life.

How we THINK about the things that happen to us ultimately determines whether we muster the courage to try.

Or the grit to keep going when it gets tough.

Or the clarity to KNOW when to be grateful for what you have OR when you’re ready for more.

When I first got exposed to this method, it was just a few years ago. I was a few decades into my career, and I just couldn’t believe the difference it made.

I couldn’t help but look back at my climb up the corporate ladder and imagine how different, better, less stressful it could have been had I KNOWN this approach at the beginning.

That’s why I do what I do. Because I want to make YOUR path easier.

So, what exactly IS thought maintenance?

Well, if you’re new to the podcast, I want you to go back and listen to Episode 1 where we talk about the five interrelated parts of any problem. That’s going to help you understand this approach in more detail.

But for my regular listeners, here’s what I’m talking about.

As we have discussed on this podcast, our thoughts about the things that happen to us ultimately determine whether we will succeed or fail. Whether we’ll bounce back from a disappointment or wallow in misery and despair.

But here’s the thing. Our brains work fast.

We have about 60,000 thoughts a day.

So, we’re not aware of most of ‘em.

And some of the thoughts we have will empower us. And some will hold us back.

But we don’t see any of this happening. Because when something happens, our brain instantly serves up a thought. That thought came from something that was stored in your brain in the past. The result of a prior experience or observation or whatever.

And when something similar happens, our brain will serve that up again.

Because it happens so instantaneously, we believe that thought is just THE TRUTH as it relates to whatever is going on. We’re not even AWARE that it IS a thought.

And that’s the crux of the issue and what Thought Maintenance is all about.

By using the method, we teach – which we’ll preview for you in the Workshop next week – you can become AWARE of those thoughts that are stored away.

You can examine them.

Get curious about them.

And importantly, then decide whether it’s something you want to keep thinking.

Because after all, that is where our BELIEFS come from. They come from thoughts we’ve had over and over and over again until it’s something we just BELIEVE is TRUE.

They don’t feel optional.

But they ARE.

When you learn this approach and do the regular work – or thought maintenance as I like to call it – you set yourself up for peak performance.

This is like the approaches elite athletes use. With the summer games upon us, think about the years and year, the hours, and days of training those athletes do.

Think of the high diver. Think of the mental focus. The self-belief. The ABSOLUTE CLARITY you would need to not only stand on your tippy toes on that 30’ high dive – or however tall they are.

You need a Jedi Mind Trick for that kind of thing.

Getting rid of the “I can’t” or “I nevers” or I’m not” or I’m scared” or whatever.

And replacing those limiting beliefs with “I can” “I will” I always.”

Thought maintenance is doing the work to clear out the non-helpful thoughts and replacing them with new, empowering ones.

Think about it.

We maintain our houses.

We maintain our cars.

We maintain our bodies. Our hair. Our teeth.

So why DON’T we maintain our brain?

Why do we just let all the negative, unhelpful thoughts build up in our mind over our lifetime?

Because no one teaches us the simple, yet profound truth that our thoughts are 100% completely optional.

And that our beliefs aren’t TRUE. They just come from the things we think over and over and over again.

Most of our beliefs have been inside us for a very VERY long time.

We maybe tried something at a younger age and failed.

So, we made that mean something about ourselves.

And then we stored that thought away.

So, when something similar happens down the road, our supercomputer brain will serve up that thought again. And if that thought doesn’t serve us, it’ll hold us back.

But because our brain moves so fast and most of us believe the thoughts, we think are just THE TRUTH, we basically leave our dreams for the future in the hands of a not very disciplined mind.

But you don’t have to.

We can train you how to live consciously.

We use a visual tool and a proven methodology that helps you separate the facts of your life or career from the thoughts your brain is serving up.

When you learn this approach, over time you become familiar with your patterns of thinking.

And then you can decide what thoughts or beliefs you want to keep and what you want to throw out.

This is something we call self coaching.

It’s a daily discipline of thought maintenance.

It’ll help you sort through the clutter that’s in your brain and determine what you want to keep and what you don’t.

The more maintenance you do, the BETTER you feel and the easier your attempts at trying new things become.

It’s fuel.

So, YOU can do EVERYTHING you dream of…and maybe a few things you CAN’T EVEN IMAGINE. Things that seem SO FAR from possible you don’t even allow yourself to think of them.

If this cognitive approach is good enough to help Olympic athletes grab the gold, it’s good enough to help you next level your career or your business or your life.

You can do ANYTHING you dream of and then some.

You just need to practice regular THOUGHT MAINTENANCE to ensure that brain of yours isn’t trying to pull a fast one.

When there are big things you want to go do, you need to be the one in charge of that brain of yours.

So, you’re like that Olympic high diver poised on the edge of the diving board on their tip toes ready to do the impossible series of twists and turns that lands them that gold medal.

I try not to have regrets. But the one I haven’t yet gotten over is that fact that I learned this discipline so late in my career.

But I’m SO happy to be able to share this with you.

Everyone says things are life changing.

Well, this one ACTUALLY is.

Join us for the workshop. Visit [www.thepurposefulcareer.com/trainyourbrain](http://www.thepurposefulcareer.com/trainyourbrain).

Until next time, make it a great week my friends.