Reset Your Mindset
Shut The Duck Up!
Part 1
Masterclass
Have you ever been camping? You set up camp out by the beautiful pond and you see the family of ducks go by your camper or your tent. And that evening you have a couple of beverages by the fire.....

....and then at 5:00 am and all you hear is, "Quack. Quack, quack, quack. Quack. Quack, quack, quack." And suddenly that beautiful lovely family of ducks is driving you nuts!

Incessant squawking, and you rip out of your tent - I'm a tenter - and you yell,

"Shut the duck up!"

And then all of a sudden I realize, "Gosh that's like the thoughts in my head." that incessant squawking of, "I'm not good enough. You're too fat. You're not worthy. You don't deserve success. Who do you think you are?"

Can anyone resonate with me? Does anyone else have those ducks?
Did you know...

- We have 48 conscious thoughts per minute. 70,000 conscious thoughts a day. Not the unconscious ones that work in the background saying, "Heart pump, eyes blink, lungs breathe" - not those, but the conscious thoughts.

- Now due to new research and science and technology of MRI scans, Psychology Today reports 70% of those thoughts are negative.

- Research shows that 87 to 95% of mental and physical illnesses are a direct result of toxic thinking.

Quack, Quack, Quack!

I've been coaching leaders, business owners and entrepreneurs for a long time now, and what I found as I coached them was, what was really holding them back was not a lack of money and it was not a lack of skills. It was ducks squawking in their head.

This is what some of those ducks look like. "You can't do that. You're not smart enough. You don't deserve success. You're not worthy or valuable. You're too fat. You're not strong enough. You'll never have what it takes." Or the big Macy's Day Parade duck - "You're not good enough." Quack, quack, quack, quack, quack.

That's one way a duck shows up, and that's the, "I am here" duck. But there's another duck that swims in the background, that only pops up when you're given a compliment. And it looks like this.

Someone says, "Oh, I love your dress," and in your head you're going, "Really? Do you see my ass in this? Have you seen my hair today? And I'm only wearing it because it's below the knee and I've got cellulite here. So thanks for the compliment. I feel a thousand times better now."

So you've got the standout duck if you're not good enough, and then you've got the compliment duck and you tell yourself in your head, "Oh, she's just saying that to be nice." But what's really sad is that we are living in an epidemic of toxic thoughts.
The Science

Until recently, we haven’t had the Owner’s Manual listing the mental processes that switch our brain to full power ... but we have it now. In the last 15 years new research has identified the mindset or mental attitude that enables higher order brain networks to function at optimum and can even stimulate the growth of new connections that expand your potential.

The process of reprogramming your brain for a happier, more intelligent, more successful life is called neuroplasticity and the good news is.....we are all Neuro-Plasticians...every single one of us! We have the power to re-wire and re-train our brain....essentially to SHUT THE DUCK UP!

It was previously thought our brains stopped growing, but now we know for sure, our brains (and thus who we are) changes every day as we experience new things (real or imagined). Simply put, the connections in our brains are continuously changing based on our thoughts and experiences as we respond to imagined ideas and real stimuli. In other words, aspects of who we are can change based on what we pay attention to, what we experience, and even what we think.

We can re-wire our brains for happiness and we can re-wire our brains for success, or we can re-wire our brains for just about anything in between, the implications are vast.

All perceived sensory information, and all conscious and unconscious thought (even in sleep), that is transferred to long term memory is encoded either as sensory information in neurons or as connections between neurons through synapses, creating neural networks. The synaptic connections (signals sent across the synaptic cleft with the help of glial cells) are constantly rewiring and changing the way we understand ourselves and our environment.
Becoming Duck Free!

STEP 1
HUNT DOWN YOUR DUCKS!
SPEND TIME TO IDENTIFY & CAPTURE EVERY NEGATIVE THOUGHT
WRITE DOWN WHAT “THE DUCK” SAYS TO YOU

Your frontal lobes inside your brain allows you to “observe” your thoughts...it’s this part of the brain that allows us to go duck hunting and capture every thought. Often our ducks hide in our unconscious mind, but as Dr. Caroline Leaf, a cognitive neuroscientist with a PhD in Communication Pathology points out, a dream, an experience or immediate situation you find yourself in will bring this “duck” or toxic thought to the forefront of our conscious mind. Here we have slightly less than 10 minutes to capture the duck and shut it up once and for all...or else it will move back into our unconscious mind, stronger than before to impact our behaviours through habits, attitudes and false beliefs.

Go Duck Hunting!

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Becoming Duck Free!

**ASK YOURSELF...**

1. **IS THE DUCK TELLING THE TRUTH?**

2. **CAN YOU FIND EVIDENCE TO PROVE IT WRONG?**

3. **WHAT HAPPENS, HOW DO YOU BEHAVE WHEN YOU BELIEVE THAT THOUGHT?**

4. **IF YOU BELIEVED THE THOUGHT WAS A LIE, HOW WOULD THAT CHANGE YOUR BEHAVIOUR?**

Look at what you wrote down and from a logical vs emotional perspective, question the validity of the statement...is it true? Do you have evidence to prove it wrong? If there is no evidence to disprove it, are you willing to take the first step to use it as a new scientific experiment and try, regardless of what the duck says? Scientists call this system the use of metacognition, meaning to think about and to question your thoughts.