

# MindEasy

MindEasy is a breakthrough no-nonsense program which I developed during the course of my 30 year career as a registered psychologist. It is founded on the critical BIG BANG aspect of the workings of the Brain as outlined in my other work 'Dirty Tricks of the Brain'.

The MindEasy program will show you how to make the brain work *for* you - not against you as it is prone to do. Its step by step format will give you a unique perspective on personal and interpersonal issues and show you how to overcome these without medication or months of counselling.

MindEasy will demonstrate how you can get the best out of yourself without buying into fanciful notions promoted by new age approaches. New-age therapies promote positive prescriptions which tell you what you want to hear, but when subjected to a reality test these therapies will most likely fail you.

## Why is MindEasy unique?

The MindEasy program is totally honest, firmly grounded in reality and founded on scientific understanding of the brain. It will take you where no other program has. MindEasy will show you how to strip the brain back and disempower a very powerful and destructive inherent component that primes us to self-sabotage on personal, societal and global levels.

You might think "Sure, but other programs all claim the same thing (success and uniqueness) in one way or another."

You be the judge.

**This program will show you how to become your own brain mechanic, and demonstrate how other approaches - including mainstream psychology - are fundamentally wrong.**

**By unearthing the faulty foundations of these approaches (regarding the very concept of self - the 'you') we can show how their prescribed remedies are similarly flawed.**

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**During the last ten years of my tenure prior to taking formal leave from the psychology profession I became increasingly uncomfortable with being a member of a profession which I felt was thumbing its nose at one of the most important aspects of its own principles and tenets. I came to believe that the profession as a whole ignores what is known about brain function and basic principles of belief formation.**

**As a registered psychologist one is not permitted to offend people. The profession's code of ethics dictates that psychologists must respect people's cultures, religious beliefs and ethnic backgrounds. This code contradicts much of what is known about how the brain works. It allows people to remain ignorant, divided and dangerous. I reached a point where I couldn't subscribe to it any longer.**

**Whether you are from India, Japan, America or Iran; the universal common denominator is the human brain. Irrespective of culture or religion, the human brain is where it is all at. It is time for us to grow up and take the next evolutionary step. We can free ourselves from religious and cultural dictates**

that are not only past their use-by date but are nothing more than products of a brain which seduces us into thinking of them as absolute truths (see *Dirty Tricks of the Brain*).

At some stage – it may come too late – we may announce ‘I am from planet Earth,’ instead of asserting ‘I am from Germany or America or Russia or China or India or Iran’. Our brains have convinced us we are defined by particular land masses. These beliefs reinforce the cultural division of man. The same goes for religion. Thank you, John Lennon, for the song ‘Imagine’.

There is an increasing global awareness that we need to take better care of the planet. At the same time however, we steadfastly protect and indeed strengthen our nationalistic self-interest. Ask Indonesia, South America or China to stop chopping down their forests or over-fishing the oceans or threatening some endangered animal. They will likely tell you to mind your own business. We want to save the planet but we want to stay selfish.

Our disrespect for, and abuse of, this planet directly relates to the brain’s operations.

One physically apparent consequence of our self-sabotaging brains is the obesity epidemic. Let’s look at how our brains have created a multibillion dollar ‘fail-you weight-loss’ industry as a case in point.<sup>1</sup>

We want to lose weight but at the same time we hang on to the mind-set of ‘treats’ such as chocolates, McDonalds, KFC, birthday binges or holiday excesses. When we ask the brain to do two opposing things at once – in this case lose weight and enjoy treats, the brain will find it easier to head towards

self-abuse and self-sabotage. Obesity and weight loss are not issues of the stomach - *they are issues of the brain.*

The multibillion dollar weight loss industry designed to fail its client base is mirrored in the self-help mind industry. A multitude of self-help writers have invented a myriad of pseudo-scientific concepts dressed up as true science (Rhonda Byrne's *The Secret* is a great example). These seductive flights of fancy lure us in, get us to part with our money, and ultimately fail us.

(There is an entertaining sketch on 'The Secret' see <http://www.youtube.com/watch?v=YNO97wUIKuk>.)

There is money to be made fooling and failing people, but I have a conscience and am not into that.

So where have all these other approaches got it wrong?

The answer is simple. Invariably, they will treat you as a singular entity: Tom or Mary, young adult or adult: one self, one brain.

These approaches and psychologies then prescribe all manner of cures and strategies such as positive affirmation, deep breathing for anxiety, goal setting, visualising change, cognitive restructuring, the list goes on.

More specifically with weight loss programmes, an ever-growing (pardon the pun) army of weight loss experts prescribe all manner of diets and strategies: Tom - chew your food, do protein, leave the table when you are finished, go to the gym, etc.

What are the typical reported results and outcomes? **FAIL-FAIL-FAIL.**

**Is this what you really want? Are you prepared to waste good money on it? When these diets and fail-safe prescriptions don't work, who is often blamed? You, of course. You have just paid good money for a FAILED! Mind sticker.**

**Let's get real. Come on - snap out of it! Break free from this mindless cult mentality.**

**The simple reason why present day mind approaches have got it wrong is that we don't have just one brain, one mind, and thus 'one self – one you'. Our brain has evolved over millions of years. We have very old structures and younger more recent structures.**

**The older structures are jam packed with physiology and emotionality. That's why, for instance, it is hard for students to prepare well for exams when they are experiencing emotional upsets or trauma. The new brain, charged with performing all manner of well thought out executive functions and decision making, gets overwhelmed by the raw emotional and physiological neuro-chemical, eruptions of the primitive brain.**

**The primitive ancient brain developed when life on earth was at its embryonic raw harsh stage. It is structurally and developmentally similar to a child's brain. It is not really geared to consider the long term or distant consequences of one's actions (this is also why we continue to abuse this beautiful planet). It is the 'KILL FIRST ASK QUESTIONS LATER' brain.**

**The primitive brain is highly superstitious, easily caught up in mystical types of thinking and belief formation based on fear and ignorance. It is also hardwired**

to make us hang on to these beliefs (as we see with religion for instance), even in the face of overwhelming contradictory evidence.

Unfortunately it is also a highly addictive brain. It does not take much to get the old brain addicted to junk food or chemical substances. We only need to look at recent history to see the impact of the 'western world's' diet when it is introduced to subsistence races and other cultures.

If we are serious about taking out or destroying other cultures or countries, we don't need to use jet fighters and bombs. A daily parachute drop of McDonald's and KFC should do it.

We could even boost our personal wealth by parachuting in armies of health care professionals to set up a superstructure of medical clinics and hospitals specialising in heart by-pass operations and gastric band procedures. Think of the money we could pocket just from health premiums alone! We could drop in a Seals team of weight loss consultants and diet gurus. Sell them vitamins to supplement their inadequate diets. Infiltrate their television stations with a constant stream of infomercials featuring all manner of gym equipment and diet products that promise to help the average 200kg human to lose weight and develop a 6-pack in just 3 minutes a day. Keep an eye out for my recruitment forms. Bonus --- we can supplement all this with stocks of booze, cigarettes, psycho-pharmaceutical drugs plus all manner of illicit drugs. We have the technology. We have the systems in place! Let's do it!

Ok – enough of that. Let's get back to the addictive brain.

Once the addictive chemistry is ignited, processes very rapidly engage at the neural level. The brain re-hardwires itself and sets the addiction in stone. This is why we are prone to treat beliefs as set in stone, even when presented with well-established contradictory evidence (see *Why Beliefs Don't Die*, Lester, George W. 2002).<sup>2</sup>

In this book you will learn that our primitive brain works 24/7 and exerts a powerful ongoing influence on every aspect of our lives.

Approaches that fail to factor in this primitive brain are mostly doomed to fail. These approaches are invariably directed at the 'adult' (newer-younger) brain, appealing to the individual who is expected to think of the consequences of his or her actions, to show self-control, to follow through with goal directed behaviour and all other manner of responsible and healthy behaviour. Meanwhile the old brain is laughing away – thinking hahaha we shall see about that.

The old childlike brain also has a rudimentary concept of time, which explains why so many individuals report that they were doing so well – be it on a diet, giving up smoking, ceasing drug taking or alcohol consumption - only to find themselves reverting to their old behaviours some weeks or months down the track. The old brain doesn't give a damn whether you are doing well for days, weeks, months or years – if you are not doing it right at some stage the old brain will win.

Despite my 35 year career in mental health - or perhaps because of it - I believe all things are founded on brain chemistry and structure.

However I also believe Jeffrey Schwartz's theory presented in the book *Brain Lock*<sup>3</sup> that we don't have to be slaves to our chemistry. Similarly, we don't have to be slaves to our past.

I will stick with the weight theme, but it is important to appreciate that the same principles apply to all personal, problematic issues.

You are born as a gift of nature. Your brain is supposed to be properly and healthily hard wired. Your brain and body are comprised of a network of organs that have been fine-tuned by nature for survival. How many animals in the wild are overweight?

You did not bring yourself up. You were brought up by parents in a given society – a society bursting with junk food. Junk food is everywhere you go. It is like an illicit drug user turning up at a Disneyland where all the attractions feature illicit drugs. Party Time.

At some stage the healthy hardwiring gifted by nature succumbs to the onslaught of yummy fat and sugar laden food and child rearing practices designed to screw up our biology.

Your old brain is now pretty much addicted to junk food, and every time you have a chocolate cake or supersized KFC you add another drop of superglue to those connections. You want to lose weight but there's an awful lot of superglue on those unhealthy connections.

Each time you buy into a negative thought, feeling or sensation, you keep that connection alive within the brain. You make it more likely that the negative thought, feeling and/or sensation will rear its ugly head again.



**You cannot lose weight permanently while you think this battle is between you and food. This is not between you and food. In the same manner, this is not between you and booze, or drugs, or gambling, or any other addiction or fear or phobia. *This is between you and a powerful aspect of the brain that is now set on a course primed to screw up your life and work against you.***

**“I am an intelligent lady. I am a School Principal! I don’t understand why I continue to self-sabotage with food.” Duh! (recent client).**

**On one hand we have the old brain that is jam packed with physiology and emotionality that now has you addicted to junk food. On the other hand we have the newer more responsible adult brain that wants to engage in and achieve healthy, sensible and permanent weight loss. Which of the two brains do you think is the most powerful? The old brain, of course.**

**There is no way you or any diet guru or therapist can manufacture permanent results until you appreciate the working of the old brain and learn how to play it at its own game.**

**I was recently at a birthday party for a 4 year old boy. I am a father myself and I know how important it is to bring joy, fun, magic and happiness into the life of a child before reality hits in the adult years. At this party the table overflowed with sugar and fat laden ‘treats’ and artificially coloured drinks designed to lay down some nasty neural networks for the future. Not too different from your typical adult function where the food on offer makes you jump two dress sizes overnight.**

**Can you see where we are heading, both at the personal level as well as in our treatment of this planet?**

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**Another reason why I left the psychology profession is that I no longer wanted to be part of a profession whose whole focus is designed to treat the individual as the one with the problem or to label the individual as sick.**

**I believe that mental illness is, to a large extent, a myth. In this book I will show that if *MindEASY* was taught from a very early age we could eliminate much so-called mental illness.**

**Let's take one example of just how toxic our society is and how we excel at setting people up to fail.**

**Take a twenty year old guy who is about to go for his car licence, and must undertake all the required tests and probationary demands. Compare this to what we ask of a twenty year old guy who is about to get married or bring children into the world. One night this twenty year old is left alone with a crying baby while his girlfriend goes out with her friends for a break. He is trying to play X-box, but the baby's screaming pierces his ears. He can't cope, and yet we wonder why he smashes the baby on the wall to terminate the noise and stress.**

**Personal tragic cases like this confronted me on a regular basis when I started work as a psychologist in a forensic setting at the tender age of twenty-two.**

**I no longer wish to be part of a profession that is mindlessly geared to treat this individual as sick or 'criminal'. I cannot support a profession which ignores societal context and refuses to acknowledge the inconvenient truth of the way society is geared in one way or another to set people up to fail.**

**Let's move on to a crux element in any discussion on psychology, psychological issues, indeed life - anxiety.**

**'Anxiety' is the core element underlying all so-called psychological issues. The mental health profession does a great disservice to the general population by treating or promoting anxiety as some sort of illness. A New Zealand Listener magazine article (Oct 22-28 2011) reported that 400,000 people - 10% of New Zealand's population! - are on medication for treatment of anxiety and depression. It is a crime against humanity.**

**What a sad state of affairs and what absolute rubbish. Shame on you, the mental health profession. Anxiety is not an illness and neither is life. Anxiety is a gift of nature and should be respected and viewed in awe. Anxiety is the engine of evolution. We have moved historically from the priest saving us from the grasp of the devil to the mental health profession (amassing great wealth for the pharmaceutical companies) saving us from anxiety or depression. Anxiety and so-called anxiety disorders are like everything else, a simple trick of the brain and quite easy to overcome when you learn how to stop buying into these tricks.**

**Is the mental health profession, indeed society in general, going to get its act together? Will it deviate from its current course of creating and supporting**

**systems which set people up to fail and keep them ignorant and dependant?**

**Don't bet on it.**

**For more about Anxiety – see Appendix 1.**

**We have been lead to believe that the brain is an incredibly complex and powerful organ. When something is described as complex we wrongly put ourselves at the mercy of field experts. By doing this we have provided fertile soil for parasitic new age approaches to take seed and flourish – and they have done so, faster than Jack's magic beanstalk!**

**The brain is powerful. But it's certainly not complex, not in its fundamental operations. In fact it is so simple to understand that it's almost laughable.**

**Its only complexity lies in its intricate structure and composition. Most of us do not need to be knowledgeable about the detailed workings of a car engine in order to drive well, or to regularly perform simple maintenance checks.**

**MindEasy will teach you how to become your own brain mechanic. It will teach you not to buy into the tricks of the brain or into the unhealthy toxic inherent aspects of society that convince us this is just the way things have to be. You will learn how to strip the brain back and rebuild it free of its inherent self-sabotaging bias.**

**MindEasy represents an exciting journey that will positively impact every aspect of your life.**

**I have a vision of people from all walks of life and historical conditioning experiencing a healthier understanding and appreciation of the working of the human brain. This would go some way towards eliminating much of the**

needless hurt, pain and destruction caused by our current perpetual state of ignorance.

By learning about the processes of the brain and the dirty tricks it plays, we may be able to enjoy a radically healthy change of outlook. The current focus on treating ‘unwell’ individuals would change to one of psychological education and prevention, applied at an individual and societal level.

I suspect a breakdown of the cost, effort and focus spent on psychological and physical wellbeing would reveal that 90% is directed towards ‘fixing’ the individual and 10% on preventive programs. This approach exemplifies the consumer-driven personal-profit nature of our society.

In a review article published in Science Translational Medicine March 28 (2012),<sup>4</sup> the investigators claim that ‘more than half of all cancer is preventable, and society has the knowledge to act on this information today’. They list the following reasons:

“Research focuses on treatment, not prevention. Treatments focus only on a single organ after diagnosis but behavioral changes reduce cancer and death rates from many chronic diseases ... Societal factors that affect health. Tobacco policy and government subsidies don’t do enough to discourage unhealthy behavior, and in some cases they make the unhealthy options more accessible, especially in low-income communities”.

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## **Aims of this program**

- 1) To show you that the brain is very powerful, but contrary to our beliefs about its complexity it operates dangerously simplistically. If the concepts in this programme were adapted for children under 10 years we would go a long way towards eliminating so called mental illness. The concept of mental illness is to a large extent nothing more than a myth designed to keep humans ignorant, dependent and/or medicated.**
- 2) To teach you how to become your own brain mechanic. You will learn how to overcome issues without the need for ongoing counselling or medication.**
- 3) To teach you how to get the best out of yourself without being deluded by unrealistic new age approaches.**
- 4) To explain why most mind approaches, including mainstream psychology, new age approaches and self help courses, have got it wrong.**
- 5) To help you appreciate the connection between the core, structural operations of the brain and our self-destructive, self-sabotaging actions and behaviours, including suicide, rage, relationship breakdowns, prejudice, war and the destruction of our beautiful planet.**

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