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RENEW™ IDENTITY LAB — Coming Soon

What if the greatest barrier to your growth isn't what you don't know—but the unconscious patterns shaping how you think, decide and lead?

The **RENEW™ IDENTITY LAB** is an immersive, brain-based experience designed to help leaders recognize the hidden stories, emotional triggers and automatic habits that can quietly limit their effectiveness.

Through powerful insights, guided reflection and practical exercises, you'll learn to interrupt the patterns that no longer serve you, expand how you see yourself and make more intentional choices about the leader—and person—you want to become.

You may never look at your brain, your identity or your potential in quite the same way again.

*The **RENEW™ IDENTITY LAB** is coming soon*
—hosted on the FUEL performance platform.

Breaking Free From Repetitive, Unwanted Thoughts

Learn How to Calm Your Body

Repetitive, Unwanted Thoughts

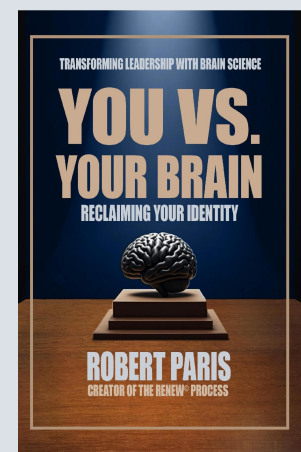
"Repetitive, Unwanted Thoughts (RUTs) are a universal phenomenon arising from the interplay between conscious and unconscious brains". This is a key principle of David Hansom's must-read book, *Calm Your Body, Heal Your Mind*. "Our thoughts are caused by threat physiology, and in turn, the thoughts become a source of threat we cannot escape. It is a tortuous loop".

The root cause of RUTs is your state of physiology, and the book teaches readers to "change the internal environment that gives rise to them". Hanscom advises against two common strategies to fight RUTs:

- "The harder we try to control our thoughts and behaviors, the more they control us".
- "When you attempt to focus on something positive, you'll end up thinking about it less. This is why positive affirmations fail so spectacularly. When you stand in front of a mirror saying, "I am confident and successful", your unconscious mind immediately begins cataloging all the ways you're not confident and successful".

Moreover, "the harder we fight our mental patterns, the more energy they consume..Your conscious mind, already facing an uphill battle, lacks the energy to compete. Attention automatically shifts to whatever appears most threatening or urgent. That is why RUTs worsen during periods of stress. It's not that you're becoming weaker or less capable - it's that your conscious mind is running on empty while your unconscious monitoring system operates on unlimited power".

What's the answer to this dilemma? The key is awareness. "When an unwanted thought arises, don't fight it or analyze it. Awareness creates the space you need to redirect the thought. Notice it for what it is and then direct your attention elsewhere. Additionally, we have the ability to choose our thoughts...When we learn to access our neocortex and make deliberate decisions by consistently directing our attention to



Leadership, Rewired

"You vs. Your Brain" represents a major advancement in leadership development, integrating cutting-edge neuroscience into practical application. It is essential reading for leaders seeking to make clearer, more effective decisions—especially in understanding how external forces can hijack the brain."

-Bill Prinzivalli, ex-CEO

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what we want, rather than to what we don't like, we can stimulate neuroplastic change in the direction of choice". Hanscom's advice is to "learn to work with your brain's operating system rather than against it. You require tools that harness the immense power of your unconscious mind while empowering your conscious awareness to play a more strategic role

Four Paths to Transcend RUTs - Paths 1 & 2

It is the brain's neuroplasticity that offers us hope. "The transformation process follows three steps: (1) awareness of current programming, (2) separation from reactive patterns, (3) deliberate reprogramming through new experiences". There are four paths to healing.



Path 1 - Separate from your thoughts

- **Avoid thought suppression** - "When you suppress a thought, your brain engages two competing systems: The "operating process" works overtime to push away unwanted thoughts, while the "monitoring process" continuously scans to check whether the forbidden thought has returned - keeping the unwanted content at the forefront of consciousness".
- **Expressive writing** - This involves writing your thoughts out on paper (15 minutes a day).
- **Active meditation** - "You cannot fix, repair, or outrun RUTs, but one option is to shift your focus away from them and activate more functional, enjoyable circuits".
- **Deep listening** - "listening in a way that allows you to visualize the other person's perspective and realize that the words they are saying to you have a different meaning to them than they do to you".

Path 2 - Calm your physiology

- **Humming and singing** - activates the seventh cranial nerve
- **Listening to music** - stimulates the eighth cranial nerve

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- **Breathing** - directly stimulates the vagus nerve
- **Anti-inflammatory strategies** - sleep, diet, exercise, and "fostering a safe relationship with your past"



Paths 3 & 4

Path 3 - Soften your ego

"The process of ego formation involves this sequence: thoughts lead to cognitive fusion, which leads to ego, which leads to mental rigidity. Ego is a mental construct you develop to define your place in the world. Since your ego is based on approval from others (and from yourself), there is no stable point; you are never good enough, and there is no end to the pursuit".



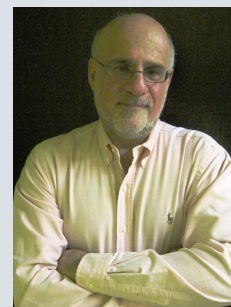
"Our lack of anchoring in reality compromises our ability to navigate it. Ego is a false identity based on external validation rather than authentic self-worth...In the sequence of healing, cultivating confidence in the face of raw, unpleasant emotions is a necessary step. As you build the skills to manage adversity, confidence enables you to connect intimately with every aspect of your life".

"We must create our own story about who we are and our place in the world to feel better about ourselves...We spend much of our energy cultivating an image of strength and resilience. Instead of allowing ourselves to be vulnerable, a trait that is central to meaningful relationships, we often present a "bulletproof" persona to the world and deepen our social isolation".

Path 4 - Rebuild your brain - This is about "opening up to possibilities and absorbing new information at

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face value, without bringing your ego into it at all".
Three strategies are:

- **Think of your life as an adventure** - Be an adventurer who "expects obstacles and finds excitement in challenges".
- **Altruism** - "Altruism - giving to someone while expecting nothing in return - is an effective pain reliever".
- **Play** - "Playing with other people stimulates the bonding hormone, oxytocin, which is powerfully anti-inflammatory".

In conclusion, Hanscom writes, "After spending so much time in the dark, you must look up and out to bring new data into the brain. Stop stirring the same old pot. Bring playfulness, altruism, curiosity, and gratitude into your life and treat them like learned skills. Remember, your brain will develop wherever you place attention".

To learn more about how awareness can help you overcome your survival state, see [Robert Paris'blog](#).



NEURO-LEADERSHIP



ONE CLIENT'S INSPIRING STORY

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