



# Performance Mindset

Vision Pursue for:

**hfma**<sup>™</sup>  
greater heartland

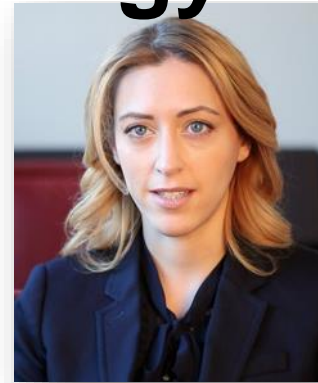
# Influences from Neuroscience & Psychology



**Dr. Jill Bolte Taylor**  
Harvard



**Dr. Jon Kabat-Zinn**  
U Mass



**Dr. Kelly McGonigal**  
Stanford



**Dr. Amishi Jha**  
Miami



**Dr. Susan David**  
Harvard



**Dr. Steven Maier**  
Colorado

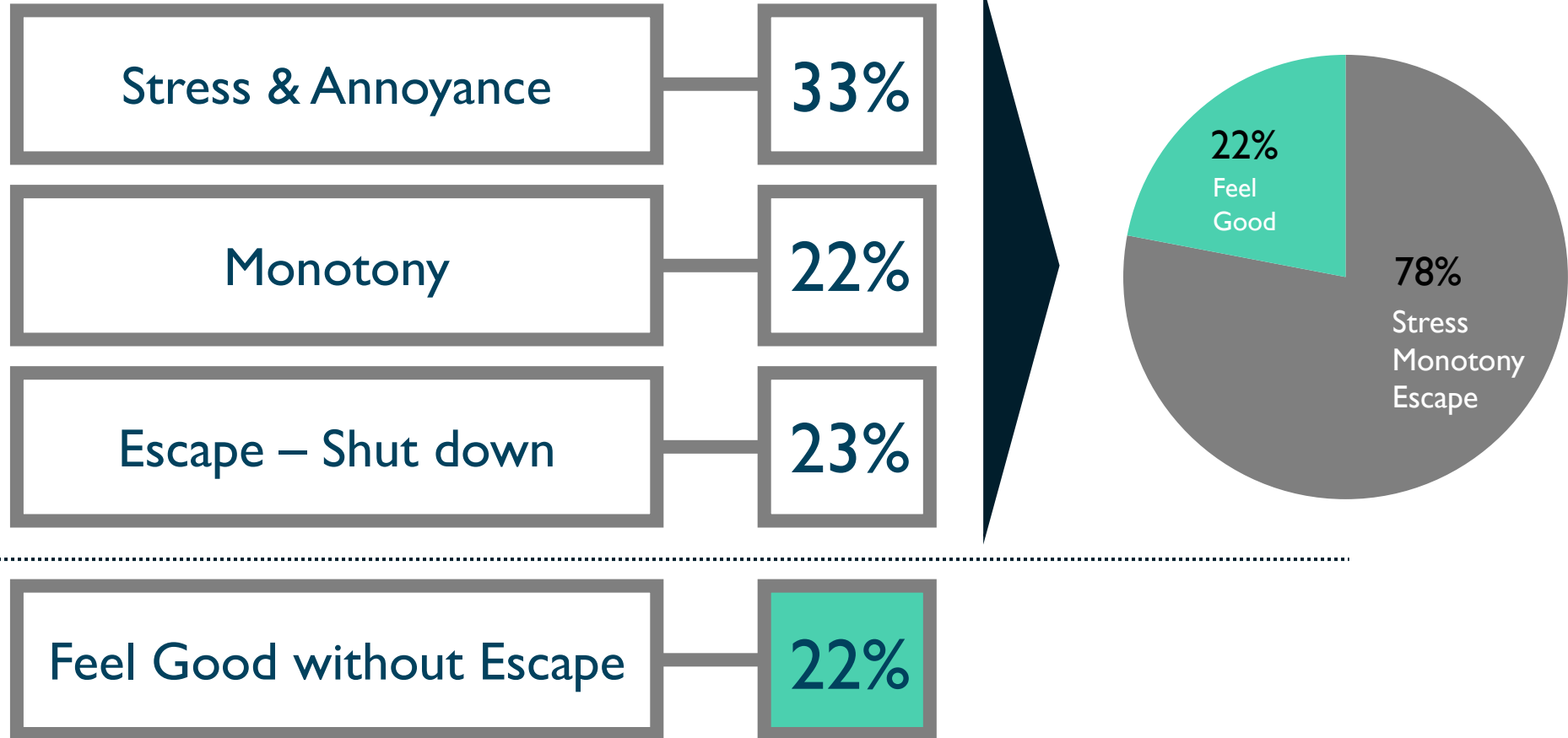


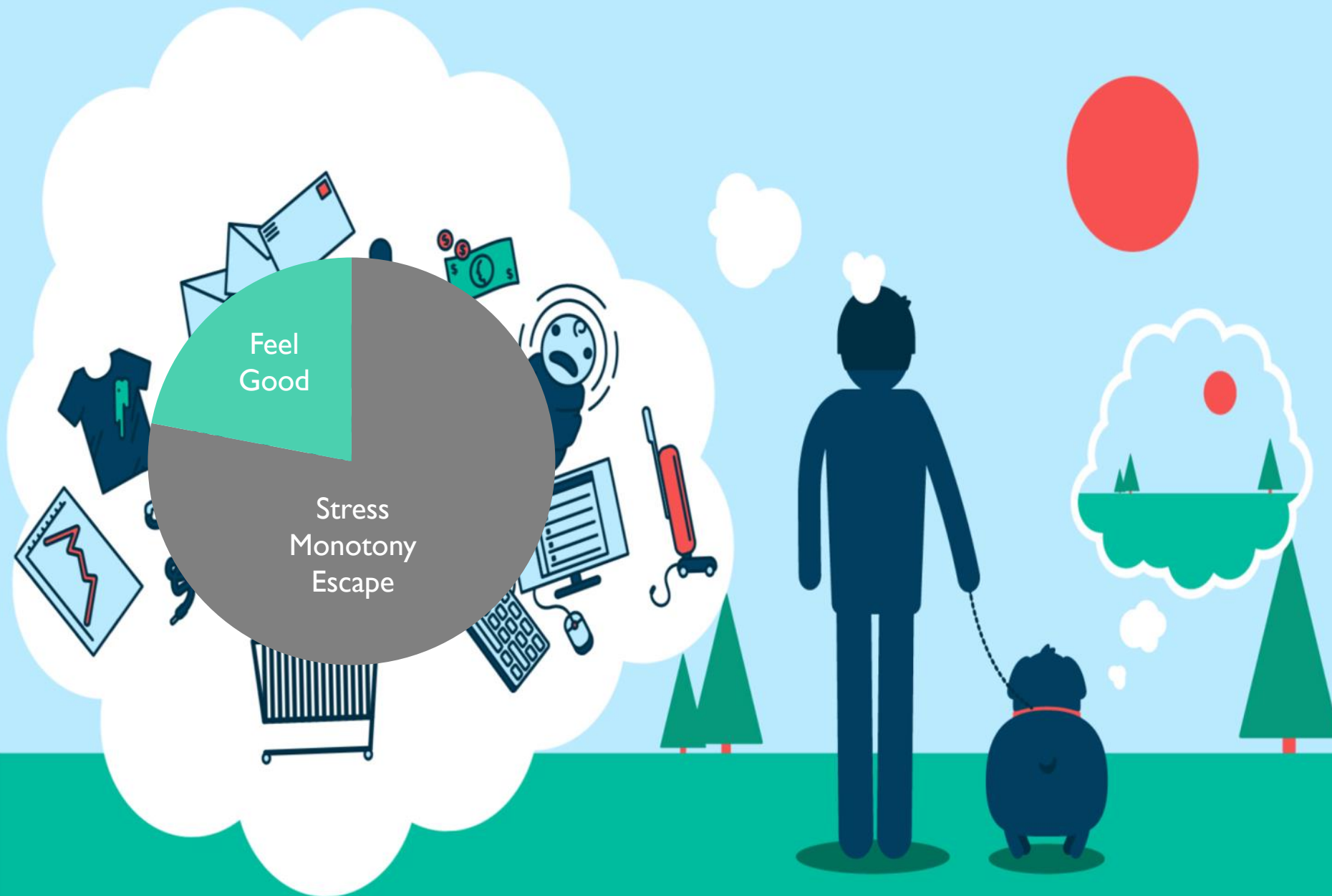
**Dr. Carol Dweck**  
Stanford




**Dr. Andrew Huberman**  
Stanford

# Life Experience Test





A woman with blonde hair, wearing a pink short-sleeved shirt and dark trousers, stands on a red circular stage. She is holding a small object in her hands and looking towards the right. The background is a large screen displaying a presentation with various diagrams and text. The stage is lit with blue and purple light. An audience is visible in the foreground, seated and facing the stage.

**Dr. Jill Taylor 1**





## Left

- Past & Future
- Me
- What's Wrong
- Thinks in language



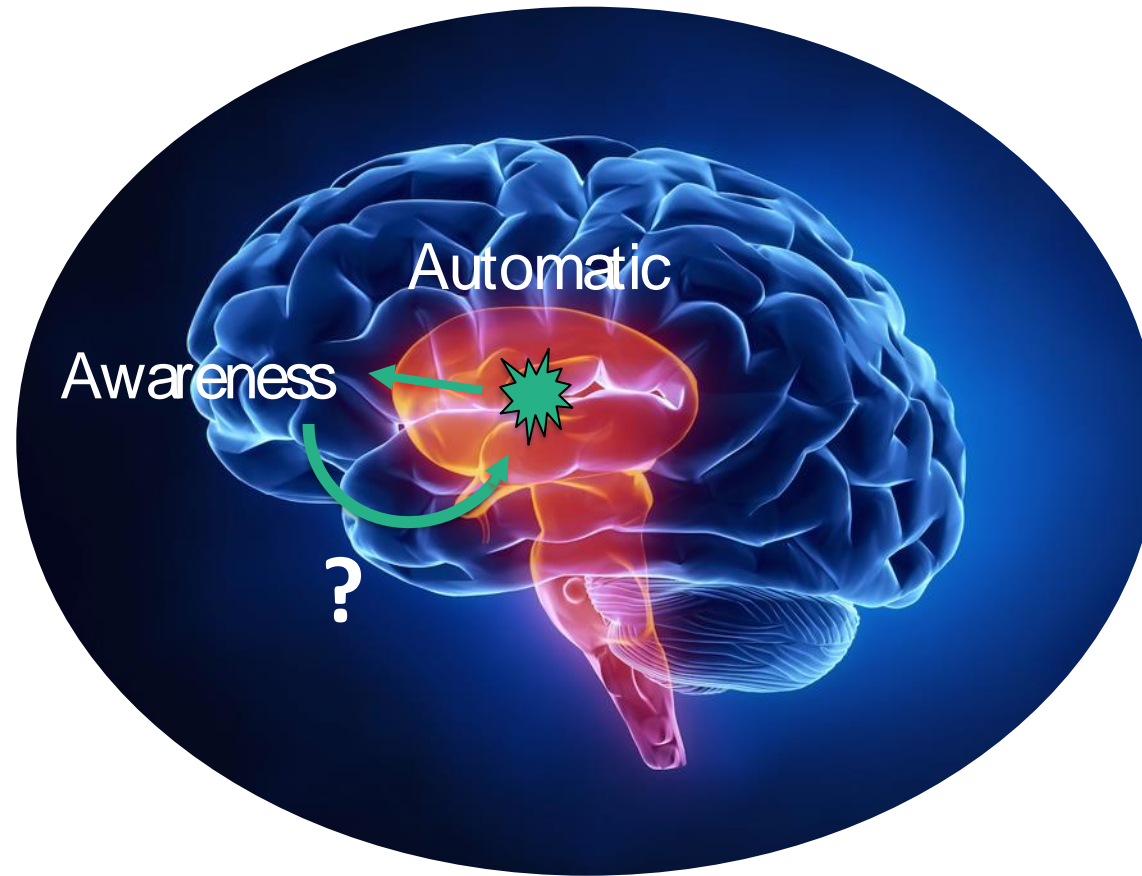
## Right

- Greater than Me
- It's All Good!
- Thinks in pictures

Limbic



# Stop Thinking





# Dopamine

# More Dopamine

Cold therapy

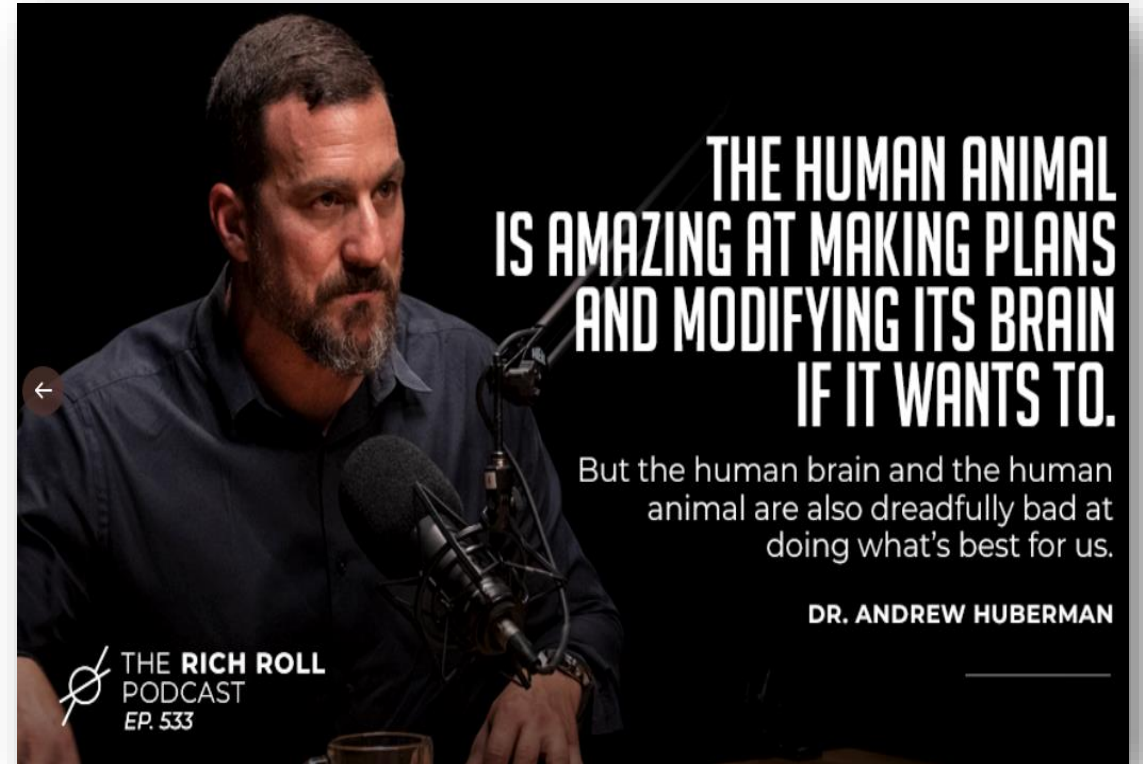
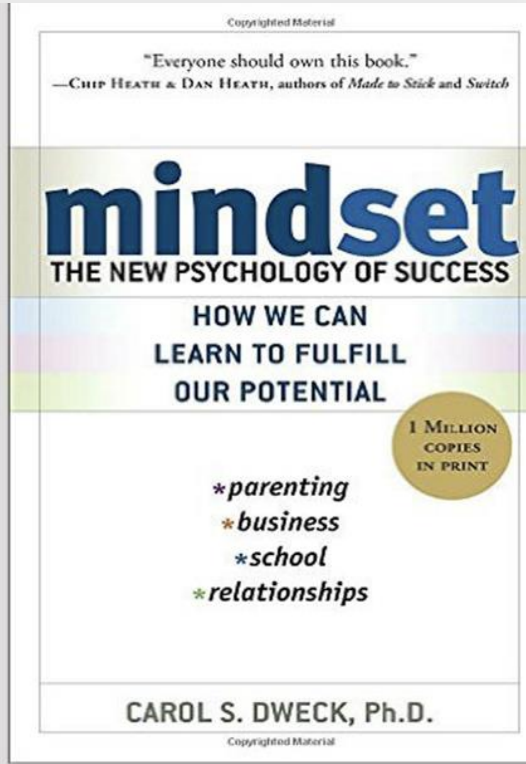
Morning light

Physical  
Exertion

Abstain from pleasure

Mental skills





THE SCHOOL

of

GREATNESS

THE SCHOOL

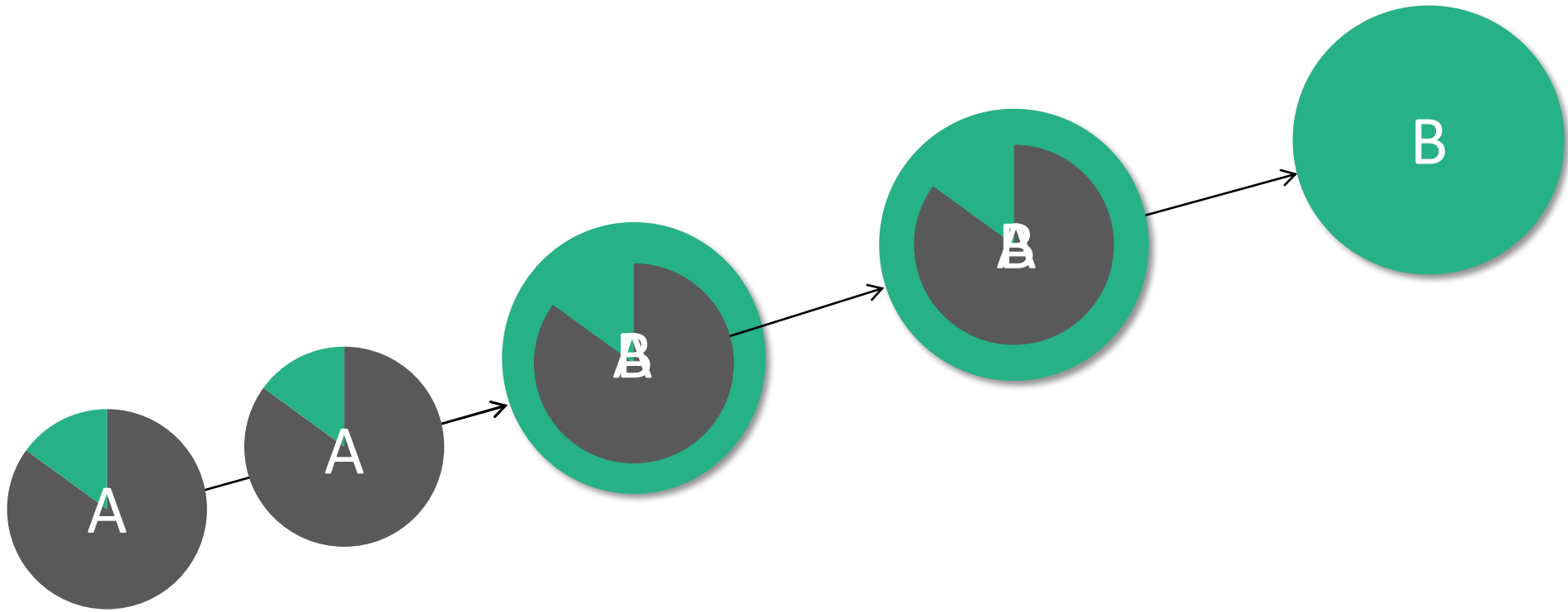
GREATNESS



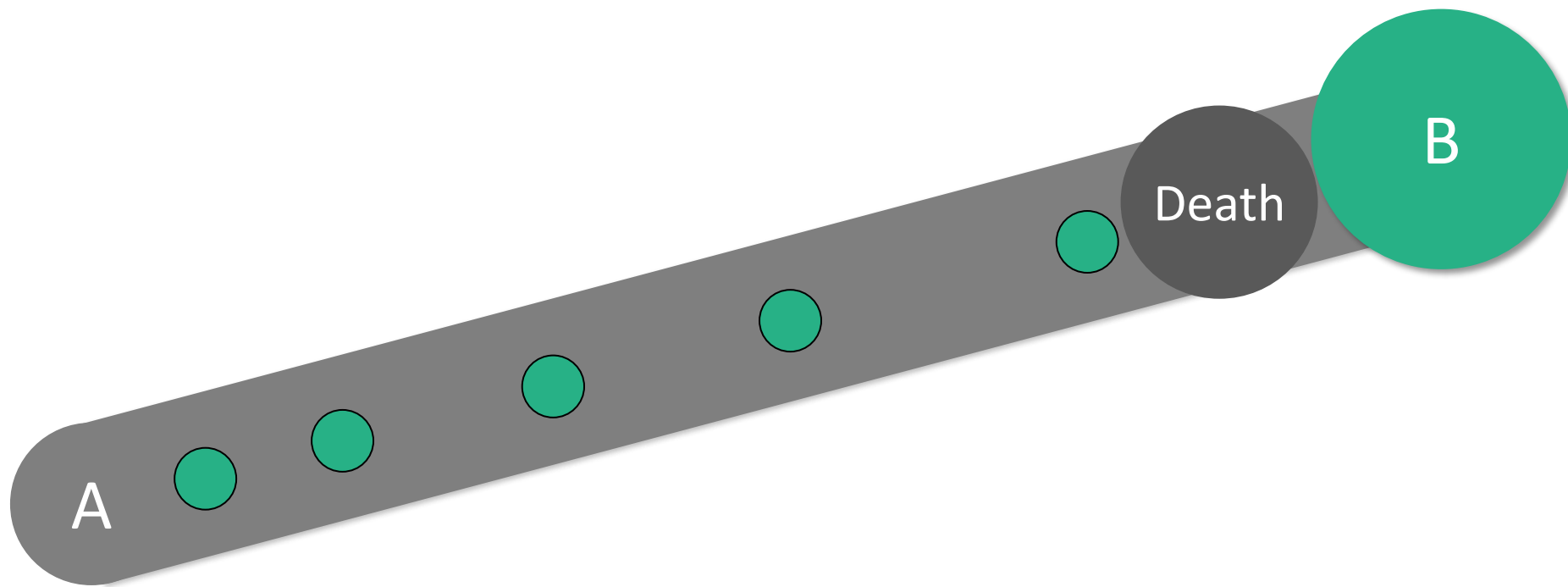
# How to Create Dopamine

- In pursuit of our goals and when we believe we're on the right path

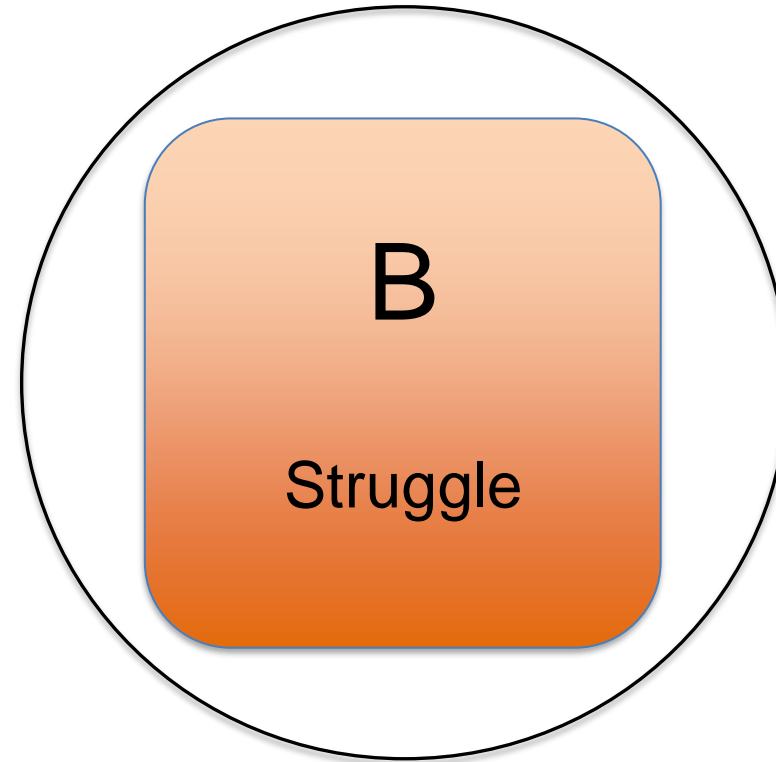








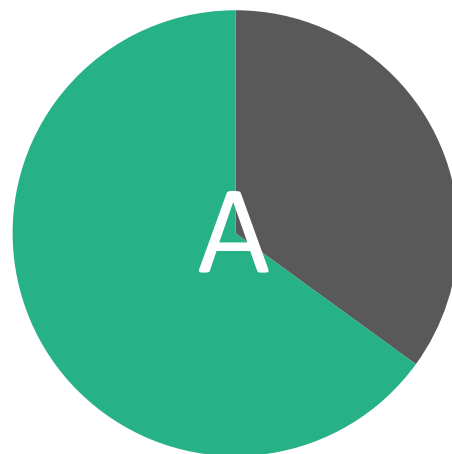
# Results & Process

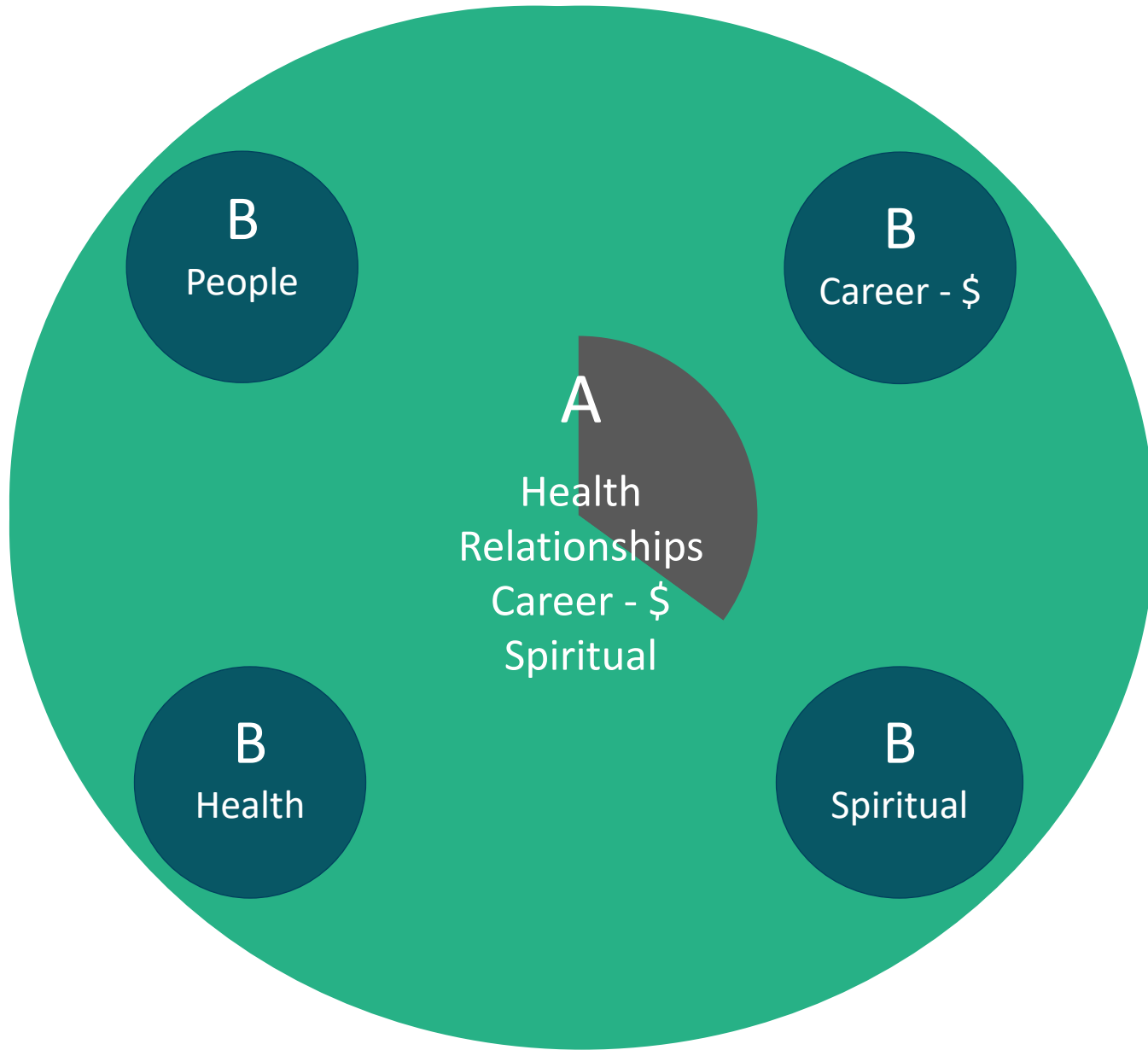






# Expanding A







# How to Create Dopamine

- In pursuit of our goals and when we believe we're on the right path
- Don't overly focus on the end goal



Relating to the  
most difficult parts





# Good Part Examples



- Working out
- Results pressure
- Triggers/Stressors





# How to Attach Dopamine

1. I'm on the right path.
2. Don't overly focus on the end goal.
3. This is the good part.





ercise

llenging part





The Belgian physicist Ilya Prigogine, was awarded the Nobel Prize for his theory of which he calls “dissipative structures,” part of which contends that friction is a fundamental property of nature and nothing grows without it – not mountains, not pearls, not people. It is precisely this quality of fragility, he says, the capacity for being shaken up, that is paradoxically the key to growth. Any structure – weather at the molecular, chemical, physical, social, or psychological level – that is insulated from disturbance is also protected from change and growth. It becomes stagnant. Any vision – or any thing – that is true to life, to the imperatives of creation and evolution, will not be unshakable. We must therefore be willing to get shaken up, to submit ourselves to the dark blossomings of chaos, in order to reap the blessings of growth.

– Gregg Levoy

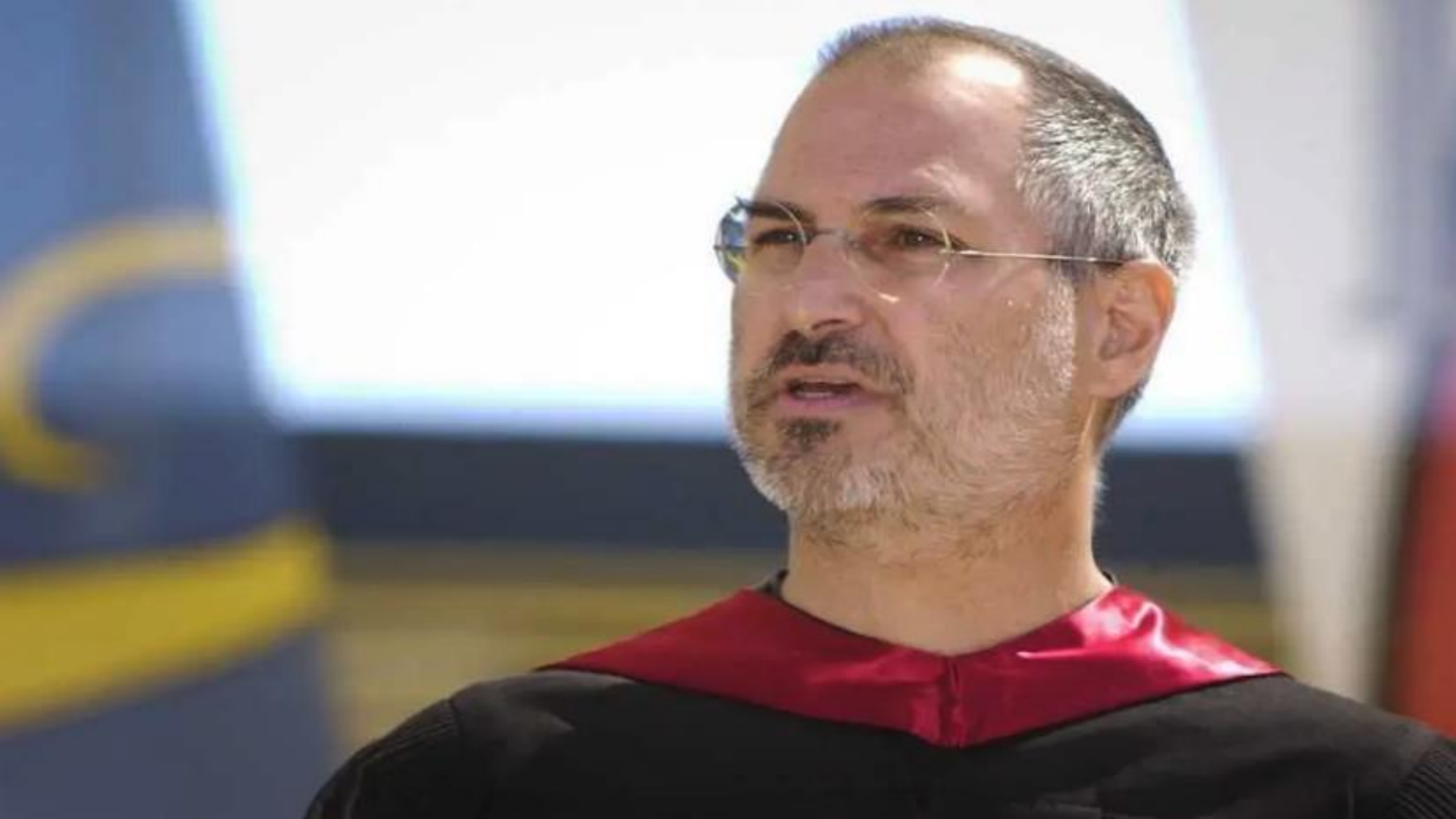
# TED Now

**Trust** – The bigger picture, your team, your process, etc. – NJ

# STOCKDALE PARADOX







# TED Now

**Trust** – The bigger picture, your team, your process, etc. –  
NJ

**Embrace** – Emotions and situations - SEE

# Play Nervous

Confidence

10  
9  
8  
7  
6  
5  
4  
3  
2  
1

Anxiety

10  
9  
8  
7  
6  
5  
4  
3  
2  
1







10 9  
♦ ♦

HELLMUTH

100%

4 10 3 6 K  
♥ ♣ ♠ ♠ ♣

POT

4,400

8 7  
♦ ♥

SEXTON

0%

CHECK

UNIVERSAL  
HD



EMBRACE  
THE SUCK



# THE STOCKDALE PARADOX

“You must never confuse faith that you will prevail in the end — which you can never afford to lose — with the discipline to confront the most brutal facts of your current reality, whatever they might be.”

— Adm. James Stockdale



# TED Now

**Trust** – The bigger picture, your team, your process, etc. – NJ

**Embrace** – Emotions and situations - SEE

**Do** – Do what you can – Do your best – Do your job - CTC

# “Execute”





# “Endure”



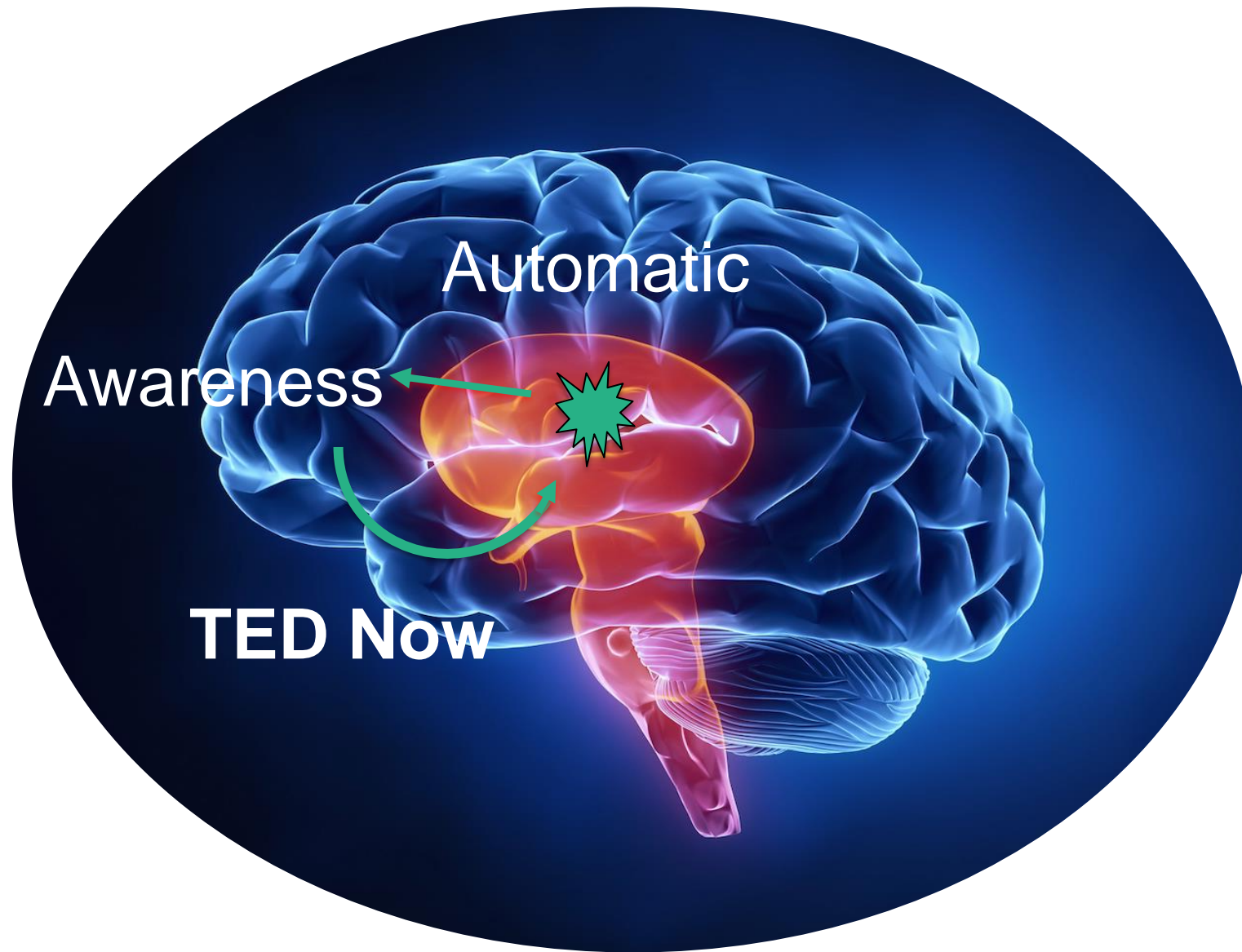
# TED Now

**Trust** – The bigger picture, your team, your process, etc. – NJ

**Embrace** – Emotions and situations - SEE

**Do** – Do what you can – Do your best – Do your job – CTC

**NOW** – Bring purpose to the present moment (Just This)





Q & A

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