

Trends and Evidence

'In the middle of difficulty, lies opportunity' - Einstein

If you focus on what you want, you create it. And if you focus on what you don't want, you create that. Wherever you put your attention, that is what you produce. What is going on internally produces the external behaviour out there.¹ HD Thoreau, 19th century writer, once wrote that most people 'lead lives of quiet desperation' – fast-forward from Thoreau's 10th century to our 21st century and ask yourself just how different we are in our business and personal lives?²

Rosabeth Moss Kanter, Harvard Business School notes that 'confidence brings the resilience to bounce back from defeat to victory – in business, in sports, in professions, in politics, or in life'.³ Graham Hoult thinks life coaching succeeds because of the addition of a 'personal aspect ... it is a holistic approach to encouraging peak performance in individual lives which holds that effectiveness in a [career] depends upon the whole person'.⁴ It is part of a noticeable trend that people desire to be in control of their lives.

When you are uninspired by the daily grind, find an expert to change your direction.⁵ Life coaching and counselling are very much interrelated concepts, says Dr Kerry Hempenstall, who teaches counselling in RMIT University's department of psychology.⁶ Film directors, industry heads, even Hilary Clinton employ a life coach - the common thing they are looking for is how to be happy.

Richard Wiesman of University of Hertfordshire in the UK notes that successful people turn bad luck to good luck – lucky people employ various psychological techniques to cope with, and often even thrive upon, the ill fortune that comes their way.⁷ A Harvard Study which began in the 1940s under Dr Christopher Peterson found that pessimists made a mess of their lives.⁸ They were more likely to endure family break-ups, failure in school, loneliness and estrangement from other people.

'There is nothing either good or bad, but thinking makes it so'
– William Shakespeare

The good news according to clinical psychologist Dr David Morawetz is that it is possible to learn to be happier: 'Happiness is something that creeps up on you as a by-product of other things...it

¹ 'No place for 'never' if you want to be in the swim', *Sydney Morning Herald*, 12/07/2003, Pam Kershaw

² 'Coached eggs', *Sydney Morning Herald*, 29/02/2000, Pam Kershaw

³ 'Confidence Tricks', *The Australian Financial Review*, Mike Hanley, 14/10/2005

⁴ 'Life is what you make it', *The Age*, 9/10/99, Lisa Kearns

⁵ 'Dare to develop', *Sydney Morning Herald*, 15/05/2002, Kelly Baker

⁶ 'How I became a life coach', *Sun Herald*, 05/05/02, Melinda Houston

⁷ 'Confidence Tricks', *The Australian Financial Review*, Mike Hanley, 14/10/2005

⁸ 'I want to be happy, too', *The Sunday Age*, Jane Freeman, 04/06/1994

is not what happens in our life that determines the way we feel but the way we think about it.⁹ What you focus on internally is what you manifest externally.

The bad news

Today there are 1.2 million Australians on antidepressants, one in 50 is taking valium and has been doing so for more than 6 months, and nearly 2 percent of kids under the age of 17 are on Ritalin ('kiddie speed').¹⁰ So, before alcohol, cigarettes and illicit drugs are even factored in, we have nearly 2.5 million Australians on mind-altering drugs.¹¹ Inclusive of those drugs, the figures suggest that almost one out of every three Australians is at least slightly stoned right now.¹²

Amanda Gordon, president of the Australian Psychological Society says that 'the drugs mask a lonely drama as individuals are asked to deal with their fears and anxieties in the privacy of their own minds'.¹³ Drugs enable you to stop feeling for a while – the problem is you don't develop any skills for handling difficult situations so the next time things go badly you naturally assume you need to go back on medication.¹⁴

The even better news

It has long been suspected that your head could help your health. In the 5th century, Hippocrates, considered the father of Western medicine, summed up his philosophy when he said: 'the human being can only be understood as a whole'.¹⁵ Now the scientists agree. Mind-body medicine is now a respected area of research, with growing evidence to suggest that the way we think has a real impact on health.¹⁶

There is very clear evidence that depression can contribute to heart disease. It is a major risk factor, and there is strong evidence that anger and hostility are risk factors, too.¹⁷ The message from all of this is that when it comes to staying healthy, cleaning up your head is almost as important as cleaning out your arteries. It is not that we have not been urged to de-stress and think positive before – what is new is that there is strong scientific basis for doing it now,¹⁸ and Thinqe offers a profound method for doing it.

The National Heart Foundation put depression and isolation on the same risk level as smoking, high blood pressure, raised blood cholesterol, and physical inactivity – a powerful recognition of the influence of mind over

⁹ 'I want to be happy, too', *The Sunday Age*, Jane Freeman, 04/06/1994

¹⁰ 'The New Sobriety', *The Financial Review*, 27/05/2005, Julie Macken

¹¹ 'The New Sobriety', *The Financial Review*, 27/05/2005, Julie Macken

¹² 'The New Sobriety', *The Financial Review*, 27/05/2005, Julie Macken

¹³ 'The New Sobriety', *The Financial Review*, 27/05/2005, Julie Macken

¹⁴ 'The New Sobriety', *The Financial Review*, 27/05/2005, Julie Macken

¹⁵ 'A question of proof', *The Age*, 29/03/2004, Roslyn Guy

¹⁶ 'Mind over Medicine', *Sun Herald*, 07/04/2002, Paula Goodyer

¹⁷ Sarah Edelman of the health psychology unit at the University of Technology, Sydney, in 'Mind over Medicine', *Sun Herald*, 07/04/2002, Paula Goodyer

¹⁸ 'Mind over Medicine', *Sun Herald*, 07/04/2002, Paula Goodyer

body.¹⁹ There is no commercial incentive to live well, yet if a drug had the same effect as these life style changes, you would be considered negligent if you did not use it.²⁰ US researcher Dean Ornish showed how lifestyle changes reversed heart disease in the Journal of the American Medical Association in 1998.²¹ He observes that we are so caught up with the physical factors that we've been slow to see how the psychological, social and spiritual can have an influence and that if there was this amount of evidence for a drug, it would be governmentally subsidised.²² Dr Jonas Salk, developer of the Polio-vaccine, expressed back in the 1950s that 'the mind in addition to medicine has powers to turn the immune system around'.²³ Thinqe™ now offers a methodology for tapping into the powers of the mind in a very profound way.

Dr Craig Hassed, Department of General Practice at Monash University refers to a study of long-term HIV infection that showed that the rate of progression to AIDS was twice as fast for men with significantly higher levels of stress and social isolation with similar results for MS sufferers. Dr Hassed has no doubt that the mind is a potent instrument in healing – what you think, and your emotions, can have a powerful effect on your immune system. If you're getting angry and tense all the time it can suppress immunity.²⁴ Dr Cedric Fernandez notes that to be a whole person, one has to be physically, emotionally, mentally and spiritually in balance and we should work constantly on each of those levels.²⁵

Thinqe™ offers some of the best life coaching and health coaching in the industry. Through the use of NLP, Hypnotherapy and Time Line Therapy, we provide solutions to our clients which allow them to tap into the potential of their minds in order to control their emotions, focus their energies and go for their goals. We work closely with the pre-eminent health coach in Australia who has 20 years experience as a nutritionist, and extensive insight into the areas of NLP, Hypnotherapy, and Time Line Therapy. We are confident that we can absolutely assist you in moving from where you are to where you want to in your life.

¹⁹ 'The head can rule the heart', *The Age*, 22/03/2003, Peter Ellingsen

²⁰ Professor Mark Cohen, RMIT, in 'The head can rule the heart', *The Age*, 22/03/2003, Peter Ellingsen

²¹ 'The head can rule the heart', *The Age*, 22/03/2003, Peter Ellingsen

²² 'The head can rule the heart', *The Age*, 22/03/2003, Peter Ellingsen

²³ 'The head can rule the heart', *The Age*, 22/03/2003, Peter Ellingsen

²⁴ 'A question of proof', *The Age*, 29/03/2004, Roslyn Guy

²⁵ 'Shaping the whole person', *Illawarra Mercury*, 16/07/1998, Gay Mackie