

A Calm, Clear Mind

Introducing SHIFTS™

A Simple Tool To Unlock Transformational Inner Clarity





A simple but powerful inner tool to reduce stress,
calm your mind, increase your clarity and

lead your mind in a better direction.

Hi there,

Have you ever felt so overwhelmed that you just wanted to scream in frustration? Or had so much noise going on in your head that you couldn't think straight?

I definitely have.

And at one point in my life, that noise got to such a dangerous level that I ended up in a very dark place. But the gift of working my way out of that mental space was an understanding of just how valuable inner clarity and peace of mind is.

Not just in terms of how you feel but also in relation to the positive effects on your mood, your performance and your ability to squeeze the maximum enjoyment out of life and to bring out the very best version of yourself - and indeed others.



I've spent over 25 years helping people create exceptional success and have seen any times the incredible impact a calm and clear inner world has on any situation and any person's life.

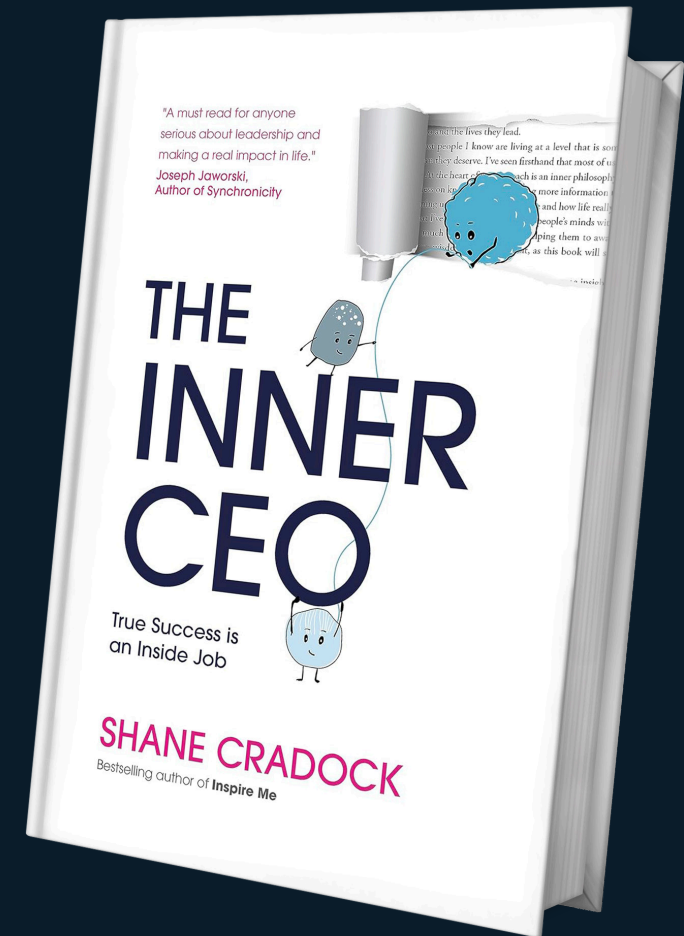
In this document I share with you a profound inner process to help increase your levels of clarity. One that can be used by anyone at any age. Business people use it daily. So too do sports people, students, educators, parents, chefs and writers.

The content here is mostly taken from my book *The Inner CEO*, which is a book for anyone Interested in creating a better version of themselves and positively impacting others. If **SHiFTS** works for you (and it should!), please share it with others in your world.

A calm, clear mind is possible for anyone, regardless of situation, personality or circumstance.

Wishing you the best,

Shane



The SnowGlobe Effect

There have been many times when my children have unexpectedly shown me something incredibly valuable.

But one particular time stands out.

Myself, Judy and our two kids, Jane and Sam, were out doing gentle browsing in some stores and we had ventured into one that seemed to sell everything.

At the time Jane was four years old and Sam was two. With small children in tow, this kind of store probably wasn't the wisest place to enter and myself and Judy were on high alert as to what our two monkeys picked up or touched.

Jane had curly blonde hair and blue eyes and she was stumbling around with great enthusiasm and focus. As I watched her move around the store, quietly doing my best to prevent her from breaking anything, she turned back to me at one point with a beaming smile of joy.

The source of that joy was something she held in her hand:

A snow globe.

As she shook the globe, all the glitter inside enveloped the tiny snowman in the centre. Her joy delighted me but in that moment something else happened. A profound insight hit me square between the eyes and rooted me to the spot.

Here it is:

Our minds are like snow globes.

They work best when they're calm, clear and settled. And that is our natural state.

This similarity is what I call **The SnowGlobe Effect™**



A Busy Mind Is Bad For Everything You Value

If you suggest to people that having a stressed mind is bad for you, most will agree. They understand that sustained stress over the long term is not good for you.

But if you suggest that the same thing applies to having a busy mind, most people will be confused. They just assume that a busy mind is part of living in today's fast-paced world. It's the price you must pay for success. But what if this assumption is flawed?

I find it fascinating that in today's world it's possible to sit for an entire day working at a computer and hardly move your body at all. Yet even though you do very little physically, you can end that day exhausted.

Think about that.

You may hardly move a muscle yet physically, the tanks are empty.



Why?

Because your mind is intrinsically connected to your body and, interestingly your thinking has a much more significant effect than most realise.

In the digital age, one of the enemies of clarity and high performance in any context is a busy mind. The busier your mind is the more your energy and mood will be affected in the long run. When your energy gets depleted your performance and clarity suffers.

It doesn't really matter if the thoughts are positive or negative (although negative thoughts will wear you out quicker). The point is that over time, a busy mind dramatically affects the quality of your thinking, your energy, your state and, by default, your results and performance. Over time you will find that your performance will drop because it will be inconsistent.

Once you become aware of the true power of **The SnowGlobe Effect™** a great question to ask yourself regularly is:

“How busy is my inner
'SnowGlobe' now?”

Just by asking the question you increase your awareness because now you are, in effect, paying attention to what you're paying attention with. And often, just by observing your inner activity you will find your mind calming down with no effort whatsoever.



SHiFTS

The Transformational Inner Clarity Tool

One of my services for clients is called The Inner Circle. It's a peer forum for like-minded leaders — a master- mind of sorts. The focus is on advancing the professional and personal lives of all people participating, with a particular emphasis on the mental game.

With one such group, I was reviewing 12 months of working together and we were discussing what had worked best for them in terms of their personal and professional lives. What I hadn't expected was the effect of one particular inner strategy. One by one, each person shared stories of how one particular technique had improved clarity in a wide variety of stressful situations, how they'd applied it in business to great effect but also how they'd applied it in their personal lives with massively positive results.

That inner tool is called SHiFTS and the technique is a mental or inner process. Each letter in SHiFTS stands for a sense. There are two for feeling:

- S** - See
- H** - Hear
- i** - internal feeling
- F** - external Feeling
- T** - Taste
- S** - Smell

SHiFTS - The SnowGlobe Effect In Action

The approach is to fully apply your attention to each sense in sequence for a few seconds, moving from each sense to the next. If you're used to having a busy mind, this will be much more challenging than it sounds at first. But with a little practice you will make big gains and experience not only calm, but expanding inner clarity. Here's an example of me doing it today:

1. S - See:

Consciously take your mind out of your thoughts by focusing your attention on what you can see around you. For example, as I'm writing this I'm in a coffee shop. I'm becoming aware of photos on the wall that previously I hadn't noticed. There are colour posters promoting products. I can see the floor tiles and also the light shining on the floor. Beside me, a worker is tidying up with a floor brush.

2. H - Hear:

Now, give your full attention to the sounds around you. As well as the floor brush, I can hear two women having a conversation beside me. I'm now aware of their tone and words. I can hear some cleaning going on in the background by the restaurant kitchen.

3. i - internal feeling:

I'm now focusing my full attention on how I feel — my mood/ state/energy. It feels good. My attention is now on my breath and I'm becoming fully aware of the feeling of my breathing in my lungs. (This is one of the most powerful parts of this exercise)

4. F - external Feeling:

Now my attention is moving to what I can feel externally. I'm aware of my fingers touching the keyboard. I can feel my feet on the ground; one of them is flat, the other arched up on my toes. I'm aware of the air against my face. It's warm.

5. T- Taste:

I'm now putting my full attention on what I can taste. There is the after taste of an apple, a light snack and also peppermint tea.

6. S - Smell:

I'm aware of all the smells around me. I can identify tea, coffee and now cleaning detergent that's being used by the worker wiping the floor. My aftershave is still holding on despite it being the end of the business day.

For me one 'SHiFtS cycle' is to run through something similar to the above twice. Depending on how much time I have, I may do the cycle over 1-2 minutes or I may really take my time with each sense over a longer time- frame. At the start, it's not that easy but with some practice, like everything it gets easier. Put simply, SHiFtS is an inner process that helps you bring inner clarity inside. Try it and see.

SHiFTS - The Benefits

If you consistently practice SHiFTS multiple times a day, you will experience three main benefits:

1. Inner Calm:

As you move your attention out of thinking and into each sense, you will start to feel more calm as the principle of the SnowGlobe kicks in. With that feeling comes more clarity and all of the benefits associated with that — peace of mind, better energy, improved quality of thinking, more creativity, better ideas.

2. An Easy Confidence:

Confidence to me is the absence of doubt. Another way of defining doubt is paying attention to inner interference like doubtful or stressful thinking. When you build presence by becoming more proficient in SHiFTS, you build the skill of stepping away from ‘interfering thoughts’ when you want to. This allows for a more natural, innate confidence to emerge.

3. Inner Control:

The third benefit is more subtle but perhaps more valuable in the long term. You are training your attention to do your bidding. It may seem strange to say it, but most people have little to no control over their attention and, by default, their minds. People will say ‘I can’t stop worrying’ or ‘I just think negatively, that’s me’ or ‘I can’t shut my mind off’.

The Challenge Is The Opportunity

In an increasingly noisy world, both inner and outer, we are being tested mentally like no generation before. That challenge present us with an incredible opportunity though. The chance to build inner skills that allow us to create better results in our lives and world, reduce stress, grow creativity and increase our peace of mind and levels of genuine happiness.

Top of the inner skills list is the ability to cultivate a calm, clear mind - regardless of circumstances or personality. The SnowGlobe Effect™ is built into us. Our minds work better when they are calm and clear.

In this sense, clarity really is power.

And will increasingly be in the years to come.

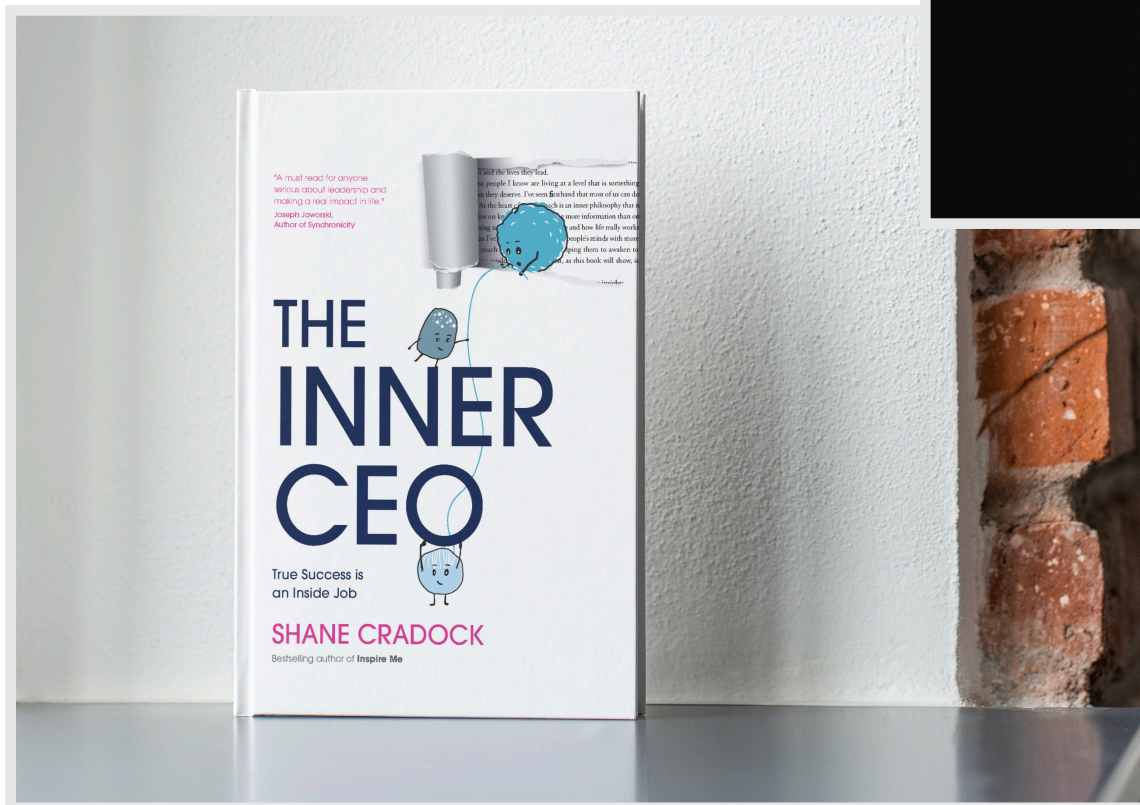
I hope you use this tool to your benefit and perhaps share it with others you think would benefit.

Shane



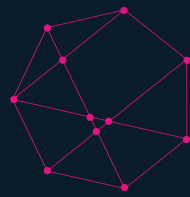
PS - If you scan this QR code,
it will take you to a short video of me explaining SHiFTS.

You have been reading content adapted from the book, *The Inner CEO*, by Shane Cradock



Shane is an internationally renowned advisor and coach. He has spent over 25 years helping CEOs, entrepreneurs, sports people, celebrities and others work, lead and live at a higher level.

For further information, go to www.shanecradock.com



SHANE CRADOCK

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