



ZENWAVE

Zenlight (ZL) Technology

Informational guidance □2

Way to your dream

Achieving goals: tuning

How are you supposed to understand what your brain needs so that it could help you achieve goals?

If you have strategic objectives, then right now try to pay attention to all the urgent tasks that you need to solve in the nearest time, and reconsider the goals that you have set up.

Perhaps, you often have a feeling that you have a lot to do. You have a huge responsibility for business or work, family or significant others. You have to simultaneously do a few things. And you do not always achieve maximum results. Sometimes you can forget about some things, or you do not manage to do them or just cannot make them on time.

The right understanding of your goals will make your work and communication easier. Your life will become easier, happier, as your expectations and actions will be more agreed with each other.

Think about and write down to your notebook a couple of tasks that bother you RIGHT NOW.

This guideline covers the topic of achieving goals through corresponding brain tuning. You will release the necessary intellectual resources and get the

opportunity to focus on other things. And the bonus will be the ability to confidently transition to setting more complex goals.

Role of brain in achieving goals

The power of mind is huge. Numerous scientific research helps us to understand it.

WHEN A MATTER OF LIFE AND DEATH DEPENDS ON MIND

Doctor David Spiegel and his colleagues from Stanford University examined 86 women with advanced breast cancer with metastases. These women were divided into two groups. All the patients received a proper medical care, but one of the groups had also a psychotherapy – in hope that it will help them cope with the disease. The average lifespan in women who received psychological aid was 37 months after diagnosis, while in others – only 19. A lot of research in this field was carried out by doctor Fozy from University of California in Los Angeles. The participants of one of his trials were patients with malignant melanoma – an oncologic skin disease. With the half of patients there was conducted a 90-minute training, where they were painted in details about their disease, and then during 6 weeks they attended every week group classes. As a result, the members of this group showed fewer signs of depression and coped better with their disease than other patients. During 6 years 3 members of this group died, while in the other group there died 10 members.

Involving the brain in the process of goal achievement is extremely important. We are used to thinking that if you want to achieve something you should buckle up and do it. And if some thing is above your strength then you should give it up. Some still think that way. Although the number of people who believe that the power of thought can be materialized and cause real life changes is growing. Before focusing your attention on goals, let's look at the results of three experiments. They could seem not related with the achieving goals topic, but all of them demonstrate the power of thought. Until you are sure that your brain plays an important role in achieving goals, there is no point in talking about goals, as in this case you will be able to accomplish only a small part of what you are capable of.

PHYSICAL EXERCISES AND POWER OF IMAGINATION

The researchers Guang Yue and Kelly Cole proved that it is possible to strengthen the muscles just imagining that you exercise them. The participants of their experiment were divided into two groups. Members of one group did the physical exercises, while members of the other only imagined that they did them. There was a simple exercise for fingers. The trainings schedule was quite strict: 15 maximum contractions with 20-second pauses from Monday till Friday during 4 weeks. Those participants who just imagined doing exercises, simultaneously imagined that they heard a voice, which shouted to them: 'Do it! Do it! Do it!'. In the group that

trained for real, the strength of muscles increased by 20 percent, while in the group of members that imagined training, the muscle strength increased by 22 percent. Only 20 years ago such results would be considered impossible. Today we know: when the brain is given the command to contract the finger muscles, the neurons activate and the nerve tract strengthens, even if we do not physically perform this movement. And when it comes to real muscle contractions it will be stronger.

Just think about how it can help you in achieving goals. Since thoughts can have a powerful effect on the organism, even such small things like words that you say to yourself waking up in the morning become significant. For example, when you say 'I have so many things to do today' you can literally physically feel your shoulders dropping. Such words do not motivate you but keep you down. Make a decision to throw such phrases out of your life. It is not bad, but if you are concentrated on denial, this will not help you. It is better to say to yourself: 'I achieve progress in all the important things with joy'. You can teach the same your family members and team that you work with, and this will bring them benefits as it did to you.

HEALING FROM WHAT DOES NOT EXIST ANYMORE

Phantom pains cause a lot of trouble to people with amputated limbs. There is no arm or leg, but its neurological function is still preserved in the brain. In fact, the person believes that the limb is still in its place. Unfortunately, this means that pain remains as well. The outstanding scientist V.S. Ramachandran came up with a way to help these sufferers.

A patient places a mirror in front of the remaining limb to create the illusion that both limbs are in place. The brain behaves as if they are really intact, and the patient can spread it out, scratch it, stretch it. Currently, this method of getting rid of phantom pain has become generally accepted. However, not every patient is ready for such mirror therapy. The Australian scientist G.L. Mosley worked with such patients, preparing them for this form of therapy. Mosley believed that by strengthening the motor cortex of the amputated limb in the brain, you can begin to change it. He taught patients to imagine that they move their absent but aching limbs. At the same time, the necessary neural networks were activated. The patients were also shown the images of their hands, and they had to quickly and accurately determine which one was right, which one was left, in order to activate the motor cortex. They even imagined their hands in different positions for 15 minutes, 3 times a day. After 12 weeks of therapy, including mirror therapy when it became possible for these patients, the pain in one half of the patients disappeared and the in other half it decreased. In previous years, it was considered impossible for a person to get rid of phantom pain without the use of surgery, electricity, or medicine.

When the brain is programmed in the optimal way, a person can achieve amazing results. ***Think about what you could program your brain for and write it down to your notebook.***

CAT EYES

Colin Blakemore and Grant Cooper when working at the Cambridge laboratory of psychology carried out a few experiments with kittens, related to the ability of seeing favorable opportunities. The kittens were divided into two groups and put into different environments. One group of kittens was surrounded by horizontal stripes, while the others by vertical. As it appeared, it had a strong influence on kittens' visual apparatus. 'Horizontal' kittens lost the ability to see vertical subjects. For example, when there was put a chair in front of them, they were going right into the chair leg as if it was not there. 'Vertical' kittens preferred not to walk on the table surface, as they did not notice the edges and were walking right into the void space.

You can see only what you are programmed to see. If you do not want to miss favorable opportunities, you need to program yourself to see them.

Brain areas responsible for achieving goals

Our ability to achieve goals is closely related to the ability of critically estimate actions, both your own and of the surrounding people. These processes occur in the frontal lobe of the brain, more specifically – in that area, which is called prefrontal cortex. The latter plays a very important part both in the work of the goal setting mechanism and in the preparation of plans for their implementation. This process includes identification of cognitive skills, which you will need to implement your plan, coordination of these skills and their proper use.

Passing through the entire process of planning and implementing goals, the prefrontal cortex estimates the state of things. It estimates success or failure, comparing the result with your original intentions. Many experts on self-improvement methods argue that the word 'failure' should generally be avoided and there is actually no such notion in the world. This point of view has a right to exist, but your brain will still be insisting on 'conformity' or 'inconformity' of the result and the initial intentions. Focus on those lessons that you can learn from 'inappropriate' results, and just know that your brain unconsciously reacts to everything that happens to you and around you.

Setting goals

Pay your attention on things, that you should change now. Read the bothering problems that you have written down previously. Try to transform these problems into goals.

Classic goal setting usually means that the goals should be tangible, that is why you should avoid those that are related to change of feelings. This limitation, imposed from outside, is not inherent to the brain. This can have negative consequences. For example, when you come to the business meeting and feel that the situation gets out of hand, you program your mind that you must always handle the situation. And when this expectation is not satisfied, there appears an unconscious fear that disturbs the prefrontal cortex from thinking clearly.

This means, that you should sort out problems in your life, before you can start setting goals or count on a significant progress in their implementation. You should just start from something. For example, feel your power over those problems that you are solving at the moment. At most classic goal setting trainings they will tell you that the named goal is unreasonable. In fact, it does not meet five classic criteria (specificity, measurability, reachability, reality, and presence of specified deadlines). Presence of a specific structure in a goal is a good thing, but many offered models are not based on what we know about brain structure and functions and consider only a part of the general picture. You can have a goal that perfectly meets five named criteria and still not achieve it. But on the other hand you can have 'inappropriate' according to their structure goals and still implement them.

Answer a question: 'What should you do to make you feel the master of the situation in all the things that you are working on right now?' This will give you an opportunity to resolve your goal into components, so that you could keep on working.

Many people when answering this question note that they first of all need to make a list of all the current tasks and a separate list of all the questions that they need to work on every day. Very often some simple and at the first glance not very important thing will not let us be the master of the situation: someone needs to put in order his closet or sort out the mess in the garage, clean up desk and start preparing and taking food with him to work every day.

It is interesting to note, that in this list there is no mention of the desire to feel like the master of the situation. Often you are more concerned about 'non-working' issues, such as your wardrobe and order on the table. Our feelings do not always seem logical and rational to us. If intuition tells you that as a result of some actions you will feel better, then in most cases you need to do this.

Answer a question: 'How will you feel when the goals set above come true? What emotions and feelings will bring you the goal achievement?'

Reality or imagination

When you clearly know what you are focusing on, the next step is to understand how to get there. Mental rehearsal is very useful in this regard. The aim of any rehearsal is to become better at all costs. You can rehearse aspects of anything. Saxophonist, when practicing, can focus on the movements of the fingers, again and again practicing some excerpt, but along with this he does not even touch the instrument. His goal is to bring finger movements to automaticity so that when he has to play this excerpt, he does not have to think about fingering. The mental rehearsal practice with the help of Zenlight is described below.

To achieve the desired, it is very useful to split the goal into smaller ones and achieve them one by one. However, this is not always an easy task. For example, let's consider a simple goal - to take lunch with healthy food to work every day. What parts can it be split into? Probably think about what products you need to prepare it; buy the necessary products; cook the food; get up 10 minutes earlier than usual; pack the food in a container (which you must remember to wash every evening), and eat it at lunch.

At each of these stages there is a danger of tripping up and you need to be all eyes. It is necessary to solve these problems strategically and mentally. For example, if the brain is currently programmed to wake up at a specific time, then you need to reprogram it so that it wakes up 10 minutes earlier. Then you have to program it so that it does not make want to lie in bed, but immediately get up, rush to the kitchen and prepare food. Even one goal stage consists of several parts, and on each of them you can potentially trip up.

That is why, it is better to focus on one component of one goal per day, so that within a month all these actions become a habit. So it will actively and purposefully strengthen the corresponding synapses of the brain.

DEEPEN THE RUT

If you often drive along a dirt road, there forms a rut. Similarly, the connections between synapses can be compared to a rut. A deeper rut in this case means an increase in synapses strength.

When you want to achieve your goal, you may need many useful things, including:

- positive association;
- good habits;
- right decisions;
- effective strategy.

Many of these components will be programmed to serve you to a greater extent, if you consciously strengthen the brain pathways. **Strengthening of the pathways can be relatively easy.**

- **Think about what you want to achieve. For example, it can be manifested in you going to the fridge and preferring fruits to chocolate.**

- **Think about how you will achieve the goal. For example, if you want to have flat belly, imagine, that you wake up in the morning and do 50 squats while brushing your teeth.**

- **Actively work on the next goal component, but meanwhile consider the general picture. For example, you can take on a boring project with motivation that it will help you make your career.**

- **Train every day with Zenlight.**

THE GREAT SECRET OF NEUROBIOLOGIST

A huge number of discoveries in the world of neurobiology have not yet reached you. Now we will consider one of the secrets, bearing in mind the use of it as a tool in achieving goals (it has many other applications). This entails priming (tuning).

Priming activates neural circuits and sets us up for a specific reaction. In practical terms, if you tell yourself that you're a little lost when it comes to controlling your life and all the things you have to do, you accordingly **adjust** your brain. The fact that you identify yourself in this way already creates the corresponding neural circuits. There is known an experience where people who were reading documents set themselves up for the idea that they were professors or secretaries. And this led to the fact that they performed the task faster (the secretary is associated with speed) or more precisely (the professor is associated with accuracy and correctness).

Whether you achieve goals depends on several factors. If globally, then the main thing is the presence of strategy and abilities. However, most people do not understand how easily their abilities can be corrected. 10 years ago it was believed that it depends on your abilities whether you can do something or not. Abilities can be developed and cultivated through practice and training. Only recently the idea of considering the influence that consciousness has on abilities has become generally accepted. However, many people still find this idea strange and **alien**. If you understand the scientific background, it becomes clear why it is so important to look at what your brain is doing.

The possibilities of priming application to achieve goals are limited only by the limits of your imagination. First, try to imagine what type or what kind of real person would achieve the best results in this situation. Many entrepreneurs say they have role models that they model behavior after. The specifics may be different. Some ask themselves: 'What would Richard Branson do in this situation?', while others try to understand the value system of a person who they take after, by reading a lot about him, and then they project his philosophy into their lives.

There are some very simple priming methods: anything that activates your neural networks will be of use. To understand which methods are the most effective in your case – experiment. It may be possible that you just need to think about some person and how he behaves; read about him; watch a movie or a TV show about some people or things that essentially overlap with your goals. The more methods of activation of neural circuits you use the better.

For example, you set a goal - to do business, while being healthy, leading a balanced lifestyle and maintaining good physical shape.

Try to complete the following task.

- **find three role models for yourself, that is people who are successful in business and maintain health, balance between work and personal life, and are in good physical shape.**

- **watch at least one documentary about a person of this type.**

- **read at least one book about a person of this type.**

- **download into an audio about this topic to listen to it during 5 minutes a day.**

- **talk to a person that as you think follows the same path but is one stage ahead of you.**

- **do the Zenlight training in the morning every day.**

This will help you properly activate the neural circuits, which will help you achieve your goal.

Motivation

People often complain that lack of motivation prevents them from achieving their goals. And this is not just an excuse (although this is often the case), but the evidence of insufficient awareness. Self-motivation is the patrimony of the prefrontal lobe of the brain. So first you need to mobilize this part of the brain. Remember that the prefrontal cortex consumes a lot of energy and needs frequent breaks.

Motivation can be defined as: something that initiates, directs and supports a behavior aimed at goal achievement. When you begin to move toward the goal, even if making small steps, hope rises in you. This activates the reward system in the brain and causes a dopamine surge. The latter causes wellbeing, which gives rise to a desire to continue and repeat actions that make you feel good. The whole process of moving towards a goal becomes a complete pleasure. You activate the internal, brain and body, sources of maintaining self-motivation.

Your state matters

WHAT IS YOUR ATTENTION FOCUSED ON?

Scientists from North Carolina have conducted a study of the psychological and physiological symptoms of post-traumatic stress. They found a clear correlation between the intensity of post-traumatic stress and the number of hours a person spent in front of the TV during and after the terrorist attack that caused stress. In a word, the more people watched reports and programs about the terrorist attack, the greater was the probability of negative psychological consequences. This correlation did not depend on whether one of the person's relatives or friends were victims of the attack.

What your brain focuses on can have a powerful effect on your state and the circumstances of your life. This is well illustrated by the research results mentioned above. What you notice around you depends on the direction of your attention. For example, if you decide to keep a healthy lifestyle, you start to **come across** information about it everywhere and meet people who are also interested in this. Or if you decide to organize your business and work for yourself, then you will begin to meet entrepreneurs everywhere. You will come across books about them, programs dedicated to them, articles on the Internet, you will meet them in person and catch yourself constantly thinking about the most outstanding of them.

TELEVISION REALITY

Each of us understands that not everything that is shown on television documentarily reflects reality. We know that we see the hired actors playing their parts according to pre-written scripts. But does our brain know about all this? The right hemisphere processes scripted formats just like documentaries. The limbic system goes even further and reacts as if what we see happens in reality. This means that when we watch a horror movie where a bad person creeps up to a good one, there activates an anxiety reaction in our brain.

Which state is the most favorable in terms of achieving the goal? For example, in order to calm down, get it together, and regain control over a situation, you must be in a certain state which will be favorable to this. Listening to the news on your way to work is not a good plan for you. What happens in the world can disturb, anger and upset you, and this will affect your overall situation. At the same time, the brain releases special chemicals and tunes in a certain way, activating the corresponding neural networks.

Think about what it is better to do on your way to strengthen the necessary synapses?

About rewards

Many people do not understand the point of rewarding themselves as they move towards their goal. It seems that you have either achieved the goal, which is the reward in itself, or did not achieve, which means you do not deserve the reward. And encouraging yourself on the way to the goal can seem like nonsense. But the brain really enjoys being rewarded, emanating chemicals that help you keep going forward and making you want to repeat the successful actions over and over again.

Try to split your goal into intermediate stages and reward yourself on the way towards it every month. Reward yourself for regularly training with Zenlight. As a reward you can allow yourself something pleasant and desirable (buy something, have an interesting meeting, visit some event, etc). Make plans of your rewards.

Recommendations on setting goals

- Be armed with both practical strategic and mental plans.
- Mentally visualize components, necessary for regular goal achievement to strengthen your synaptic links.
- Begin with goals that you really want to achieve and split them into easier stages.
- Put your mind to being a person capable of achieving the goals that you set.
- Make plans of rewarding yourself for completing the intermediate stages on your way towards the goal.
- Train with Zenlight every day.

Use of being a master of goal achievement

- In the process of goal achievement your brain works for you, not against you, which makes the process easier and faster.
- Strategically putting your mind to goal achievement, you can find more intellectual resources for solving other problems.
- You become another person which has absolute certainty that the goal will be achieved.

- People around you have more confidence in you.
- You can set more complicated goals and achieve them faster.

Training with Zenlight ‘Tuning’

The inner state, mood, emotions control your actions, make you stronger or weaker. To achieve your goals, you need a certain inner state that helps you act exactly in accordance with your ambitions. Using the practice of ‘Tuning’ (priming), you can tune your brain, allowing you to quickly change your inner state. Tune yourself to be a person who is capable of achieving the goals that you set.

Preparing for the practice of priming (tuning) with Zenlight

1. Make a list of your achievements, successes and triumphs. Write them down. Choose five most important to you.
2. Choose three role models, three people that represent goal achievement to you.
3. Create your own color code. To do this, assign its own value for each of eight LED colors – five achievements and three role models. Write down this code. Mentally pass through all of the colors, visualizing them and re-experience each of the events and role models, activate the experiences of the events and enhance the feeling of role models.

Color	Achievements/role models
Violet	
Blue	
Turquoise	
Green	
Red	
Orange	
Yellow	
Raspberry-red	

‘Tuning’ practice

Sit in a comfortable position with a straight back. Place the device in front of you at a comfortable distance. Turn on the device in the ‘Rainbow’ mode (3 or 4 mode.) Close your eyes and take a few deep breaths. When breathing becomes calm, open your eyes. Contemplate the colors that appear on the screen for 3-20 minutes. When some color appears, call to mind some event or role model according to your color code. Experience the feeling of the event (role model). You can experience joy, gratitude, satisfaction, enthusiasm, calmness, a sense of magic, strength, security, freedom, etc. Hold this state while the corresponding color is on. When a color switches, pass to the event associated with the illuminated color.

The duration of the practice depends on your skill of concentration; it can last from 3 to 30 minutes.

Try this exercise every morning. Before practice, you need to be physically, emotionally and mentally calm. Therefore, if you are easily distracted, it is important to create an optimal external environment. The best time for this practice is early morning. Do the practice daily for 21 days.