



# 12 Reasons

Why Your Mind Is  
Like An iPhone

A Thought Provoking Article by Shane Cradock

# 12

## Reasons Why Your Mind Is Like An iPhone

### 1. Your Mind Needs To Be Recharged Every Day

If you have an iPhone, you know that one of the few downsides to owning one is that it needs to be recharged every day. Usually if you use your iPhone for a day you'll see that it gets down to a very low, if not dead battery by the end of the day - this low charge is signified by a red line on a battery. When it's recharging it actually moves from red to green - green meaning a healthy charge and when it is full it's 100%. If you forget to charge your iPhone and you're travelling the next day or your out and about you can get caught out quickly (mea culpa).



What most people don't realise is that your mind is very similar and arguably more important because it affects the level of your mental and physical energy i.e. your ability to think and get things done.

We are, as I see it, 3-Dimensional human beings - that is, physical, mental and spiritual/emotional. Usually for most people we have a coping capacity, which is supposed to be about 100% but life being what it is, throws all sorts of curve balls at us that can generate stress whether they are work related or perhaps financial, home, health or relationships.

Some psychologists have previously called this 'The Adaptation Stress' and obviously the best situation is when you get home after a days work to ideally an 'oasis environment' where you can recharge your battery by switching off, getting some rest, maybe exercise and a good night's sleep. The ideal being that you wake up the next day with your battery pretty much 100% or close to it. But in so called modern society, most people are lucky if they wake up with their battery even 50% charged. And if you don't really prioritise this personal re-charging you'll end up 'flat' pretty soon.

### 2. Your Mind Has Untapped Capability

Not many people on the planet probably use an iPhone to its full capacity and potential. If we are honest, most of us probably use it for phone, email, music, watching videos on YouTube, and obviously some applications. But it's capacity is absolutely massive. How many of us have actually sat down to get a lesson in using an iPhone from an expert? Wouldn't it make sense to do that or even to get a book on how to get better use from it? If you do that it allows you to get more from your iPhone and the same applies to your mind.



A small bit of training helps uncover massive potential that previously went underused. And the more scientists research this area the more they realise there's so much that they don't know. But they are starting to agree on one thing - we are literally beings of unlimited capability.

### 3. Your Mind Is A Work Of Art

I actually love my iPhone. How sad is that? :) Apple put such an emphasis on the aesthetics of their products that they have created 'insanely great' products that are not just fantastic but really sought after because of their great design. The iPhone is a genuine work of art. No other phone really compares to it because it is designed in a way that is almost beyond our imagination. What it can do is just amazing. (You see, I do really love it....)



Here's the thing. Your mind is exactly the same. If the top computer experts in the world got together to try and re-create the power of your mind they wouldn't stand a chance. It really is the final frontier of human exploration. Yet how many of us have been told how to get the best from it?

### 4. Your Mind Has An Unbelievable Memory.

Just like an iPhone, your mind has a huge reservoir of data stored in it. Pretty much every experience of your life is recorded on your mind. Yet, as we all know, some recordings stick out more than others and for most people it's usually the negative memories.



For such a small device the iPhone has got an unbelievable memory and your mind is the same. As well as that, you can choose to play what you like on your iPhone. For example, we can play music we like, or selected YouTube videos. We can even review documents and presentations.

One of the things I tell my clients is that your confidence is built on the successful memories in your mind. Most people don't know that by consciously choosing to play positive memories in their mind, they hugely influence their state of mind, mood and thereby performance. Memory management is one trend to watch in future business training because it directly affects performance.

### 5. Your Mind Has The Ability To Download Apps Of Its Choice.

What I mean by this is, just like an iPhone where there are literally thousands and thousands of apps to choose from, ranging in their benefits and uses, likewise you, as a human being have the choice of what 'Mental Apps' you use.

An equivalent app for a person would be a skill, certain knowledge or information. So you could decide to download the app of French language and focus on that and develop that side in your mind. The beauty of your mind as a human being is that, just like the iPhone, you can choose what apps you like.



Each of us likes different things depending on our interests. So while you might like cooking apps, or maybe movies, sport or health & fitness you can focus on these areas and develop your skill.

### 6. Your Mind Works Best When It Is Virus Free.

Just like any piece of technology, your mind works best when there is no virus. A virus, as you know, can kill a computer. Or at the very least they can certainly inhibit productivity and efficiency. Unfortunately most people have mental virus programs which also do the same. For example, inferiority complex, self-doubt, phobias, lack of self confidence, loneliness etc.

The way you get rid of these programs is not to go in after them because ironically, in my experience that makes them worse. What seems to work much better is when you consciously focus on your positive memories or your, what I call, positive future memories. You move towards what you focus on and by focusing on selected positive memories you grow them to the extent that they become more vibrant in your mind and ultimately influence your performance in all areas positively.



## 7. Your Mind Has iPod Functionality

The iPhone has an iPod built into it. And when it comes to playing your music you make use of the common functions like Play, Fast Forward, Rewind, Stop and Pause. Your mind has these too.



### PLAY PLAY PLAY PLAY PLAY

Your mind works at its best when it is calm, quiet and focused and these days this can be rare for people. They may have the intention of 'being in the now' but their reality is far from it. A sustained period in such a state can lead to an experience of 'The Zone' or a peak moment. The way that you cultivate this state is to first of all value it and then to practice dropping distracting thoughts and literally focus your mind on the present moment. There are many ways of doing this but it depends on which method suits your personality. One thing that is for certain is that the more you are present, the more that your whole brain kicks in (Right & Left Brain), and when you have 'whole brain thinking' it means that you are more aware and intelligent as a human being.



### FAST FORWARD FAST FORWARD FAST FORWARD FAST

This represents the future. We can choose as human beings to focus on a future that we want or a future we don't want. The future that we don't want is otherwise known as 'worry'. The future that we want is known as positive visualisation or a more optimistic viewpoint. You actually do have a choice over which type of future you put in your mind although most people don't realise this or may dispute this. These days, with the media being mostly negatively biased, you have to be really really careful and almost ninja like with the doorway of your mind.



### REWIND REWIND REWIND REWIND REW

This represents the past. For most people they play past memories that really don't make them feel good, whereas one thing I have learned from working with clients over the past 10 years is that we can choose the memories that we want to play. And this has a huge impact on our mood and behaviour. The key thing is to manage our state of mind right now, that is the absolute number one. With that in mind you have to be very selective about the kind of memories that we bring into our focus - so why not pick the very best to make ourselves feel good right now? The past is the past, let it be. The past does influence the present for sure but one thing that most people don't realise is that the present can influence the past, and thereby your future.



### STOP STOP STOP STOP STOP

Every now and then it is vitally important to just stop. We get so caught up with the day to day grind that so often it is hard to get perspective or even step back and think 'Where am I going here? What am I doing with my life? And Why?' It's very useful to stop completely and ideally step into a new environment which can help to get some perspective. The problem is that most of us never stop because we are so busy and so connected with technology 24/7. More and more people seem to feel that they 'have' to be switched on. Ironically, it's only when you truly stop, that you actually switch on...



### PAUSE PAUSE PAUSE PAUSE PAUSE PA

There is huge value in having a little pause every day. To just take a moment and reflect on the day that was. To connect with where you actually are mentally and emotionally. To appreciate what is actually going on in your life and to just let your mind to slow down and connect with the present moment. I pause all the time and find it invaluable. I recommend this to all my clients and male clients in particular! The benefits of just stopping and pausing are huge. Just a little time every day will give you multiple hours back for the week. To me the ultimate tragedy would be to wake up when you're 70 and say 'What was all that about?'. The reality for many people is that is where they're headed. I've heard it said that 1 hour strategic thinking time will save you 10 operational hours. In my experience it's probably more when you take in your personal life as well as your career.

## 8. Your Mind Can Get Upgrades

Your iPhone gets regular software upgrades and if you understand your mind you can also give it regular updates. The obvious question then is how?

Well from my understanding, first of all there is a myth that assumes that your mind deteriorates as you get older. Now for some people that can be true but it doesn't have to be that way. In fact what science is now showing is that with the right diet, exercise and also mental attitude, your brain and mind can be very very healthy into your senior years. Just as healthy as a 20 year old in fact.

The way to upgrade your mind is through what I call Programs. Mental programs. There is a specific structure to installing these, but the bottom line is that you need, on a very basic level, to focus on positive memories and jump into positive future memories and to play them with intensity. When something good happens in your life, it's invaluable to really spend time 're-playing' that memory so that it sticks out in your mind. Most people do the exact opposite i.e. when something negative happens they keep re-playing it on their minds. If you're doing that, then just do the opposite. It's a very simple yet powerful way of keeping your mind very much in the right attitude and zone.



## 9. Your Mind Gives You Better Results With Some Training

With the right approach and training you can get a lot more out of your mind. There is no doubt about it that the majority of people probably use an iPhone without any sort of training. Can you imagine if you got some training from somebody who was possibly a designer of the iPhone or somebody who has been using it for years before you got it, how quickly would you learn? Just a few expert tips could make all the difference to what you get out of the phone.

When it comes to your mind, there is a wealth of information available, backed up by research to show that there is a very specific way to get the best out of you by understanding how your mind works - not only for business and life but also for sport.

So with a small bit of information and maybe a small bit of coaching to change your behaviour, very quickly you can have a positive impact on results.

## 10. Your Mind Works Better When It Is Focusing On One Thing At A Time

One of the nice features about the iPhone is that obviously you can only use one app at a time. Your mind also works better when it focuses on one thing at a time. (I can hear the females shouting 'but we can multi-task!' Well, they can multi-task better than males for sure, but the research is showing that even women perform a task better when it has their sole focus.)

When you're focusing on something it's best to minimise distractions to get the most from yourself. This means switching off your email and phone when you need intense concentration. Yes, you are allowed to switch off your phone and email. :) Although lots of people don't seem to realise this. Bottom line is that your mind works best when it's on one thing at a time so a key part to improved productivity is managing your source of interruptions.



## 11. Your Mind Can Connect To The Cloud

So here goes – We might be going into far off territory here but science is now showing that our minds have not only what we call a conscious mind and an unconscious mind but also a super conscious mind. This is the equivalent of having a 'cloud' of ideas and information that we can all tap into. This 'cloud' is where a lot of the great ideas and inventions, insights and inspirations reside. This is difficult to prove in terms of tangible proof, other than to say that one example of its existence is to show that inventions can often arise in different parts of the world at the same time. Exact inventions that may even have patents applied for at the same time or within a couple of days of each other. How do you explain this? It's nothing to do with people talking or sharing information but more to do with possibly the idea that ideas are a universal concept that pop up when they are supposed to. That they actually come out of a 'cloud'.



## 12. Your Mind Is The Work Of A Genius

As said earlier, the iPhone is a work of art and it was created by a genius - whoever actually created it. Obviously Mr. Jobs is going to get most of the credit and I guess Jonny Ive, but whoever actually came up with the original idea and design is a genius. In the same way your mind and more specifically your brain is an unbelievable work of art. So much so, that with every year that passes, scientists are realising that the more they know about the mind/brain the less they actually know. It's power is unlimited.

Forget about whether you believe in God or a higher power. Whatever the source of our creation, it is something almighty to behold. After all, our minds are where amazing things like the iPhone originate and come to life. That thought in itself is something very profound to consider.



### The Author

Shane Cradock is a leading business and performance consultant to top Fortune 100 companies and ambitious entrepreneurial businesses, having added millions to their bottom line.

He is used as a regular sounding board by many top executives and business owners and is known for his unique approach around the 'inner game' of business and life with a view to helping clients achieve dramatic results in a more balanced way. His clients also include top sports people.

He is an award winning playwright and his publishing includes many articles online and 2 books, including most recently 'Inspire Me', a compilation of inspirational quotes, insights and experiences based on his successful free weekly email that goes out to people all over the world.

Shane hails from Kilkenny, Ireland, the home of the 'Cats', and currently lives in the garden of Ireland, Wicklow, where he's kept busy looking after his wife Judy and two children Jane and Sam. Sparky the dog also gets a look in, although probably not as much as he likes...

**Contact Details:** Unit 8a, Ashford Business Complex, Ashford, Co. Wicklow, Ireland.  
T: +353 1 442 9412 W: [www.shanecradock.com](http://www.shanecradock.com) E: [shane@shanecradock.com](mailto:shane@shanecradock.com)

Reproduction of any portion of this booklet is permitted for individual use if credit is given to Shane Cradock. Systematic or multiple reproduction or distribution of any part of this booklet or inclusion in publications for sale is permitted only with prior written permission. Copyright 2012 by Shane Cradock. Graphic Design & Layout by Marcus Fearon / [marcus@whystudios.com](mailto:marcus@whystudios.com).