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The goal of a professional coach is to partner with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

PROTECT YOUR WEALTH

A recent article in the Wall Street Journal mentioned a World Bank study which found that 82% of America's wealth can be found in "intangibles." Basically, the most valuable thing you own is what lies between your ears. What kind of care and consideration do you shower upon your most valuable asset? If you're like most time-starved, very busy citizens of this great country, not much. At the very least, some attention could be lavished on this tiny piece of real estate. Scientific research has established that you can prime your brain to work optimally for you. Here are some basics to maintaining your mental mojo.

- 1. Watch what you take in.** Whatever you ingest affects the outcome. If your pastime is watching the news, reading newspapers throughout the day, then watching crime stories on television at night, chances are you're being bombarded with sensational disaster stories, tales of brutality, frustration and the 'hopelessness' of mankind. Do yourself a favor and be mindful of how this 'intake' contributes to your stress level. Reduce the amount of sensational negative information you ingest because it only traumatizes your brain.
- 2. Watch what you dish out.** Whatever you express affects your mood, energy level and determination. We all know that gossip can be hurtful. Did you know that it can hurt the speaker as well as the subject? Your brain 'hears' everything you say, even if you're saying it about yourself. Stop making disparaging remarks about yourself. Don't call yourself (negative) names or use (negative) disparaging adjectives to describe your behavior, even in jest. You are self-abusing and that is not the way to nurture your most important asset. Eliminating negative statements from your conversation can shift everything.
- 3. Feed your brain the good stuff.** Each person knows where they find nourishment. An inspirational book, program, movie or poetry, great music, or the great company of family and friends; and for some, 'down time' away from everything and everyone. Some choose a walk. Identify what and who inspires and nurtures you. Make sure you get 'dosed' on a regular basis.
- 4. Practice G-R-A-T-I-T-U-D-E.** There are always a multitude of things to be grateful for. Cultivate a personal list. This can be done for a few seconds while walking, before you get out of bed in the morning, or before you fall asleep at night. *Look* for things to be thankful for throughout your day. The more you 'practice' the more natural it feels and the better your potential to experience diminished stress.

It's easy to sit passively waiting to see where life takes you. It may take effort for those who choose to create their lives actively, but the difference between the two is the difference between living fully and just existing. Protect *your* wealth.