

“Between stimulus and response lies a space.

In that space lies our freedom and power to choose a response.

In our response lies our growth and our happiness.”

— Viktor Frankl

The SIMPLE SIX are all connected



MEDITATION

- Dedicate time each day
- Practice proper posture
- Remind yourself why you are doing it



SLEEP

- Pick how much time you need and make sure you get it
- Avoid technology
- Body scan



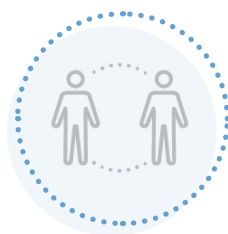
NUTRITION

- Stock and organize your fridge and pantry
- *“Real food does not have a nutrition label.”*
- *“Don’t eat anything your great-grandmother wouldn’t recognize as food.”*



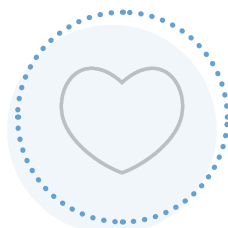
MOVEMENT

- The brisk walk is underrated
- Break up your body patterns and positions during the day
- Have kids? Kick the ball with them.
- Errands? Park further away.
- Long work call? Get a headset and move.
- Coffee date? Take a walk together.



CONNECTION

- Make a stranger’s day with a compliment
- Get five meaningful hugs a day
- Write a note to someone



GRATITUDE

- Find satisfaction for what you have and avoid longing for what you don’t
- Write gratitude notes or journals
- Notice the positive ripple effect of gratitude

Why Meditate?

Meditation is a shared practice among high achievers:

In his best-selling book, *Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers*, Tim Ferriss interviews more than 200 executives, leaders, and world-class performers. He found that more than 80 percent practiced some form of mindfulness or meditation. Among some of the most successful people in the world, Ferriss uncovered the “Most Consistent Pattern Of All,” connecting world-class athletes with billionaire investors: meditation.

Meditation increases your ability to focus:

Whether it is a problem at work or a conversation with a loved one, you'll become adept at focusing in a meaningful way. In fact, a study conducted by the Information School of Washington found that meditation training increases the ability to concentrate on a task and improves memory. Study participants also reported lower levels of stress and fewer distractions.

Meditation helps to build the muscle in your brain that regulates emotions:

By nature, leaders have to take a lot of risks to become successful, and the fear of failure often holds us back. Mindfulness increases the gray matter in the brain involved in emotional regulation and memory. With a regular meditation practice, you'll learn to become more comfortable with vulnerability, helping you to finally take that next big step for your business.

How to Prepare

Take the 21-day Meditation Challenge:

Set a goal to meditate for twenty-one straight days, the amount of time proven to create a habit. Even if that means starting with five minutes a day and building up, the most important thing to remember is to stay with it. After twenty-one days, look at increasing your meditation time by five minutes.

Create a routine:

The key to creating a true habit is tying your meditation practice to a familiar schedule and environment. For a true habit, no willpower is needed – once it's a habit, it doesn't take any extra effort. Research has proven that for habit formation to be effective, it requires repetition and contextual cues, such as the same time of day and the same environment. Set a consistent time and place for your meditation practice each day and stick to it.

How to sit:

How do I sit? It's a funny question to ask but is crucial to maintaining your daily meditation practice. I prefer to sit lotus style (legs crossed) on a cushion, but the most important thing is to find a pose that is comfortable for you. This could be sitting upright in a chair, kneeling on a bench, or lying down (if you lie down, be sure this doesn't become a time to "nap"). When you find a comfortable position, support yourself as much as you can and maintain awareness of your posture. Not too rigid, not too soft.

How to Sit: The Seven Points of Posture

Begin seated in an upright position. If you're on a cushion, your legs are crossed on the mat. If you're on a bench, your knees are bent on the mat. If you're on a chair, move your back slightly away from the back of the chair.

1. Feel your bottom on the seat, grounding you with the Earth.
2. If you're on a mat, feel the sensation of your legs crossed on the mat.
 - a. If you're on a bench, feel your knees, shins, and feet on the mat.
 - b. If you're seated in a chair, feel your legs on the chair and feet on the floor, solid and grounded to the Earth.
3. Place your hands with palms down on your legs gently and comfortably. Feel the sensation of the hands touching your legs.
4. Sit with an upright posture: not too rigid, not too soft.
5. Move your chin down slightly toward your chest.
6. Move your gaze slightly downward. If you prefer your eyes open, have a "fuzzy" gaze. If you are sensitive to stimulation, gaze downward slightly and close your eyes.
7. Move your eyes toward the back of your head, as if you are looking behind you without moving your head—an odd sensation and feeling at first!

A guided audio of [Reggie Ray's instructions on posture can be found on Sounds True.](#) I highly recommend that you download the app and the instruction. It costs \$4.99 and is very much worth it.

Meditation Apps

There has been a tremendous explosion of meditation apps in just the last couple of years. Some favorites are:



MEDITATION
STUDIO



INSIGHT
Peace in our Timer



HEADSPACE

10% HAPPIER

MEDITATION FOR FIDGETY SKEPTICS