



©Arlene R. Taylor PhD
www.arlenetaylor.org
Brain References

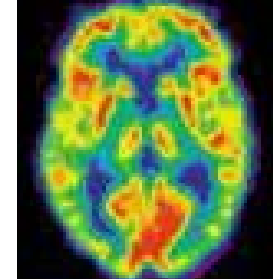
Presents



First—a Thought

©Arlene R. Taylor PhD Realizations Inc

**Everything begins with a thought—
a precursor to words, actions,
feelings, and all communication**



**In order to feel, do, and communicate you
must first have a thought, even though you
may not be consciously aware of it**

**You may not be responsible for every
thought that crosses your brain—you are
responsible for the ones you hang onto
and for the actions you take around them**

Affirmation

©Arlene R. Taylor PhD Realizations Inc

Affirmation is the label for a thinking style that emphasizes being happy and grateful and that uses positive words to communicate with your Higher Power, yourself, others, and nature



Your style—positive or negative—impacts all your communication as well as every area of your life, health, and maybe even your longevity

Learned Skills

©Arlene R. Taylor PhD Realizations Inc

The power of thinking and speaking in a positive manner involves learned skills

- **Bad news – many people did not learn these skills in childhood**
- **Good news - you can choose to learn these skills at any stage of life if you choose to do so**



What Did You Learn?

©Arlene R. Taylor PhD Realizations Inc

Do your grandparents, parents, aunts, uncles, and care givers think and speak positively?

Do they focus on what is good about life instead of complaining about the problems?

Do they role model how to remain happy and healthy during the aging process?



There's a Reason

©Arlene R. Taylor PhD Realizations Inc

That a variety of proverbs, old sayings, and recommendations tout the benefits of living a positive thinking style

- ✓ **A merry heart is good medicine**
- ✓ **Rejoice always**
- ✓ **Think about what is right, pure, lovely, admirable, excellent, or praiseworthy**

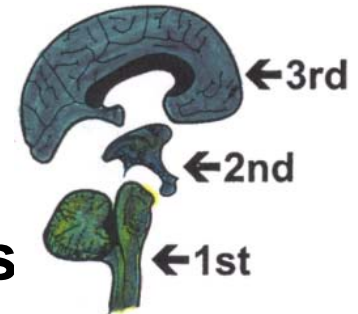


The Reason is . . .

©Arlene R. Taylor PhD Realizations Inc



**That your thoughts and words
create pictures in your brain**



Positive words are a 1-step process

**Negative words (don't, can't, won't)
involve a 2-step process**

**Your brain may follow the first picture
your words created instead of figuring
out "the opposite" picture**



Positive Communication

©Arlene R. Taylor PhD Realizations Inc

Use short, positive, present-tense words to create 1-step pictures (I am, can, choose)

Tell your brain what you want to have happen as if it's happening right now — stop saying what you do not want

- I don't want to eat two pies



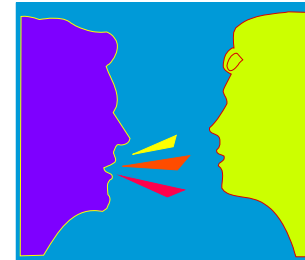
- ✓ *I eat fresh cherries for desert;
I enjoy the taste; I feel good*

Positive, Cont'd

©Arlene R. Taylor PhD Realizations Inc

- I don't want to yell at my kids

✓ *I speak kindly and
patiently to my children*



- Don't forget your homework

✓ *Remember your homework*

- Don't get married before you graduate

✓ *Graduate before you marry*

Your Style Impacts Your Health

©Arlene R. Taylor PhD Realizations Inc

**Every thought you think
alters your neurochemistry
and what happens in your body—
especially to your immune system**



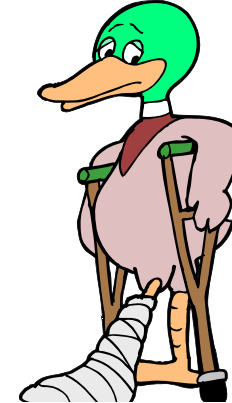
- **Positive thoughts strengthen your immune system**
- **Negative thoughts weaken your immune system**

Health, Cont'd

©Arlene R. Taylor PhD Realizations Inc

•
Norepinephrine is a brain chemical that regulates mood and response to stress—levels decrease in the presence of hopeless or helpless thoughts

Dopamine is a brain chemical that helps you to feel better—levels decrease when you think you are unable to cope



Health, Cont'd

©Arlene R. Taylor PhD Realizations Inc

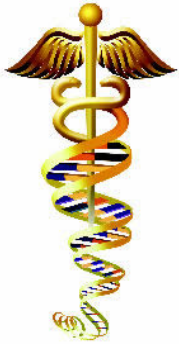
Serotonin is a brain chemical that influences your energy levels, outlook on life, ability to experience joy, and how well you sleep—

levels fall when you think or speak negatively and when you maintain a negative mindset



Health, Cont'd

©Arlene R. Taylor PhD Realizations Inc



**A negative mindset is the precursor
of all life-threatening illnesses.**

**--Peter McWilliams, *You Can't Afford the
Luxury of a Single Negative Thought***

**Watching a humorous video
↑ levels of IgA in the saliva**

**Test anxiety correlated with
↓ IgA levels in the saliva of
medical students**

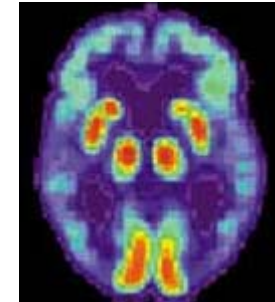




PET Scan Studies

©Arlene R. Taylor PhD Realizations Inc

Core emotions of happiness and sadness generate different patterns in the brain



Sadness showed:

- ↓ activity in prefrontal areas
- ↓ rates of neuron firing
- ↓ in overall numbers of ideas and thoughts being generated

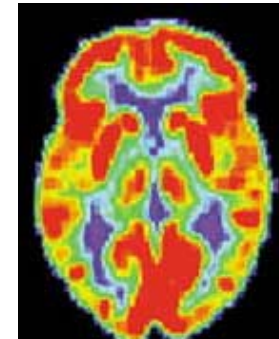


PET Scans, Cont'd

©Arlene R. Taylor PhD Realizations Inc

Happiness showed:

- **↑ activity in prefrontal areas**
- **↑ rates of neuron firing**
- **↑ in overall numbers of ideas and thoughts being generated**

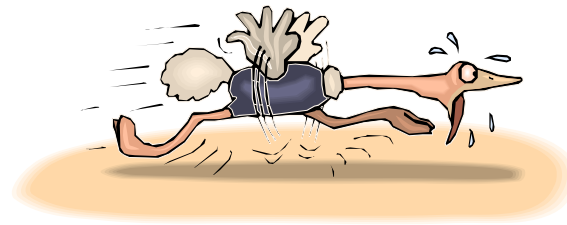


The human brain is hardwired for joy – the only emotion with no negative outcomes when maintained over time . . .

Impacts Your Energy

©Arlene R. Taylor PhD Realizations Inc

**The basic medium
of exchange in life
is energy**



**Think positively about the day ahead
and you increase both your mental and
physical energy**

—Jon Gordon

Energy, Cont'd

©Arlene R. Taylor PhD Realizations Inc

Body energy is closely connected with your mental pictures—positive thoughts and feelings add energy to your system

Negative thoughts and feelings deplete your energy

Anxiety and anger are “energy eaters”



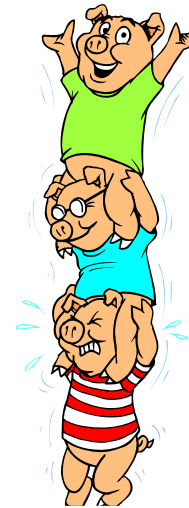
Energy, Cont'd

©Arlene R. Taylor PhD Realizations Inc

Studies: It is physiologically impossible to be fearful and appreciative at the same time

Only one emotion at a time is on center stage in the brain

Identify something to appreciate and you can banish fear and increase your energy levels at the same time



Mood Congruence

©Arlene R. Taylor PhD Realizations Inc

When in the grip of a specific emotion, the brain tends to trigger automatic recall of past situations that involved a similar emotion in order to promote congruity

- **Sadness, anger, or fear triggers recall of sad, angry, or fearful memories**
- **Negativity triggers recall of negative memories**



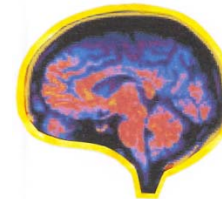


Congruity, Cont'd

©Arlene R. Taylor PhD Realizations Inc

Positive thoughts trigger recall of positive memories

- **Positive emotional states create coherence within the human system**
- **Virtually no energy is wasted when all components of a system are operating in positive congruity**



Worth the Work

©Arlene R. Taylor PhD Realizations Inc

**Your habitual attitudes form
neural circuits in the brain**

**If you choose to maintain a
specific attitude, the brain
can literally rewire itself to
facilitate that attitude**



—Doc Childre and Howard Martin
The HeartMath Solution

You Choose Your Mindset

©Arlene R. Taylor PhD Realizations Inc

Positive or negative and how you role model to others

- ✓ **A merry heart is good medicine**
- ✓ **Rejoice always**
- ✓ **Think about what is right, pure, lovely, admirable, excellent, or praiseworthy**

