

Keller Center Research Report

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How Does Personal Identification with Supervisors Affect Salesperson Performance?

Michael L. Mallin, PhD, Tyler D. Hancock, PhD, Ellen B. Pullins, PhD, and Bashar S. Gammoh, PhD

Wait Just a Minute: When to Ask for Online Reviews

Miyeon Jung, PhD, Sunghan Ryu, PhD, Sang Pil Han, PhD, and Daegon Cho, PhD

Staying Remotely Engaged: Interruptions and Breaks During Remote Work

Sara Jansen Perry, PhD, Dawn S. Carlson, PhD, K. Michele Kacmar, PhD, Min (Maggie) Wan, PhD, and Merideth J. Thompson, PhD

Surprising Syntax Sells!

Vineet Paidisetty, BBA

The Power of Self-Oriented Competitiveness

Wyatt Schrock, PhD, Douglas Hughes, PhD, Yanhui Zhao, PhD, Clay Voorhees, PhD, and John Hollenbeck, PhD

INSIDER: How to Listen with Intention

Andrew McElroy, BBA

INSIDER: Cleaning Up Your Mental Mess

Jude Enajero, MBA/MSIS



Baylor University

HANKAMER SCHOOL OF BUSINESS

INSIDER: Cleaning Up Your Mental Mess

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In today's fast-paced world, understanding your own mind has never been more critical for well-being. Dr. Caroline Leaf's *Cleaning Up Your Mental Mess* serves as a guiding light through the landscape of mental health, offering readers a clear path to harness the power within each of us. This power allows us to shape our thoughts, emotions, and ultimately, our lives. Dr. Leaf offers a gentle reminder that self-blame for every negative thought is unnecessary. Instead, her guidance focuses on mastering the art of constructive thought control.

THINK POINT #1: Prioritize Mind-Management

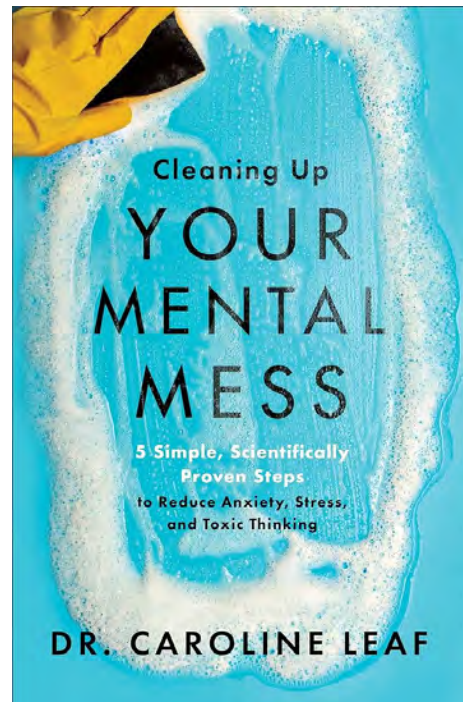
A cluttered mind can have a negative impact on our lives and even our physical well-being. That's why it's crucial to learn the art of managing our thoughts effectively. Although no magic solution or one-size-fits-all answer exists, there are steps we can take to improve our focus and our effectiveness.

Dr. Leaf emphasizes that although we can't control everything life throws at us, we can control our responses by mastering the art of thought management. This goes beyond momentary mindfulness or quick fixes from self-help methods; rather, thought management is about developing a lasting skillset for effectively managing our thoughts and helping us stay on track.

THINK POINT #2: Harness the Neurocycle for Mental Well-Being

Dr. Leaf introduces the *neurocycle*—a process individuals can use to identify and address negative thought patterns that contribute to mental health issues. The neurocycle offers individuals a powerful means to reclaim control over their mental well-being by addressing a range of issues, including anxiety, depression, toxic thought patterns, poor concentration, irritability, exhaustion, and burnout. It transcends conventional mindfulness and self-help techniques, providing a sustainable and highly effective strategy for comprehensive mind management.

This approach recognizes that genuine personal transformation entails the rewiring of neural pathways and the establishment of new, constructive habits. As individuals progressively master the art of managing their thoughts, a holistic shift occurs within the brain state and biochemical structures, fostering a healthier equilibrium in the mind, brain, and body. The neurocycle's



structured methodology not only paves the way for enduring change but also cultivates a more balanced and resilient mental landscape. Through the empowerment of individuals to take charge of their thoughts and emotions, the neurocycle contributes significantly to an improved quality of life.

THINK POINT #3: Embrace the 63-Day Habit Formation Process

The author explains that it takes approximately 21 days to build a long-term thought and 63 days to turn it into a habit. Specific time points (day 7, 14, 21, 42, and 63) mark stages where changes can be felt, thereby motivating individuals during the process. During the initial 21 days, one should actively work on the issue, and for the following 42 days, practice the changes made. This can be done by adding the reconceptualized thought to daily reminders, like phone alerts or sticky notes, and consciously practicing the new way of thinking. Dr. Leaf stresses that it's the daily, directed, and organized changes that cumulatively make the biggest difference.

To maintain motivation, Dr. Leaf provides tips such as setting a defined daily time frame (seven to 30 minutes at most for practice), finding an accountability partner, practicing self-compassion, making the process enjoyable with small rewards, and reminding yourself of the mental and physical benefits.

THINK POINT #4: Establishing a Daily Mind-Management Routine

Incorporating a structured daily routine focused on enhancing mental well-being is crucial. This routine places a strong emphasis on the critical moments right after waking, acknowledging the mind's vulnerability during this period. Instead of immediately diving into the world of social media or news, Dr. Leaf advocates for a purposeful approach to morning rituals, designed to prepare the mind for the challenges of the day ahead.

The initial component of a structured routine—Getting My Mind Ready for the Day—encourages individuals to invest the first moments of their day in mental preparation. This involves capturing initial thoughts and nurturing a positive mindset, stressing the significance of self-regulation and emotional control as the cornerstone for constructive thinking throughout the rest of the day. Subsequent components include brain-building exercises, short interludes for refreshing thinker moments, mindful eating, active reaches to solidify positive thought patterns, regular exercise, and a comprehensive sleep routine. Following this well-structured daily routine empowers individuals to effectively manage their minds, fostering improved mental well-being and paving the way for a day brimming with balanced and constructive thinking.

Real Estate Implications

In a field where every decision, negotiation, and relationship matter, the power of thought and emotion management cannot be overstated. Real estate professionals who embrace these

practices are better equipped to manage stress, make informed decisions, and foster lasting client relationships. By prioritizing mental well-being and applying the neurocycle, agents and brokers cultivate resilience and adaptability, ensuring long-term success in an ever-evolving industry.

Ultimately, in the world of real estate, mastering the mind is the key to not only professional achievement but also personal fulfillment. It's about elevating the entire industry through the art of thought and emotion management, paving the way for a brighter future where professionals thrive, and clients receive the exceptional service they deserve. As real estate embraces these principles, we can anticipate a landscape where excellence is not only achieved but sustained for the long haul.

Recommended Reading

Leaf, Caroline (2021), *Cleaning Up Your Mental Mess*, Baker Books: Ada, Michigan.

About the Author

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Jude Enajero is a Personal Banking Associate at Citi Bank and an MBA Finance/MSIS graduate of Baylor University. He is experienced in excel modeling, financial statement analysis, risk modeling, project management, and market evaluation and has four years of experience in supporting the implementation of effective debt and equity programs for both private and listed companies. Jude earned his Bachelor of Finance (Honors) degree from the University of Lagos, in Lagos, Nigeria.



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