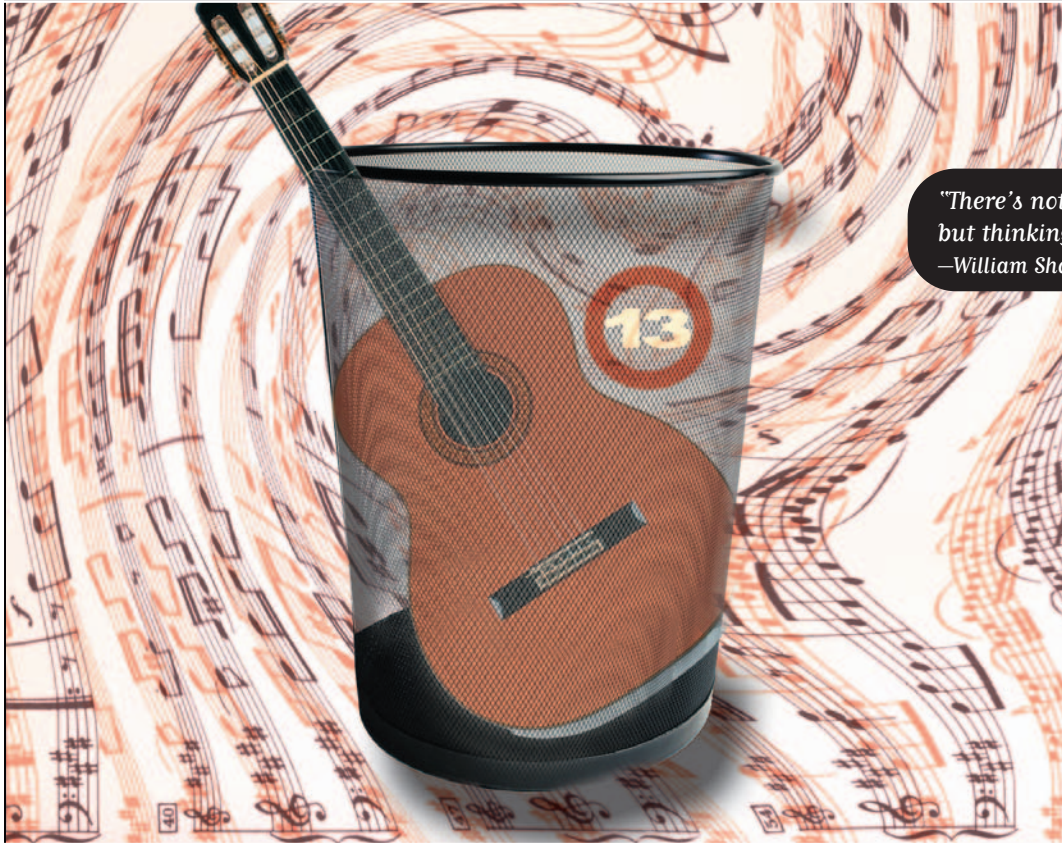


**“We don’t like their sound and guitar music is on the way out.”**

**-Decca Records, 1963, Rejecting The Beatles**



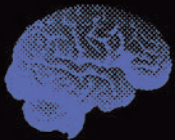
**“There’s nothing either good or bad, but thinking makes it so.”**

**-William Shakespeare**

Stress is not what happens to you. Stress is what you *think* about what is happening to you. Likewise, ideas aren’t good or bad, it’s just your perception that is! Want to decrease your stress and increase your innovation? Learn to *manage* your thinking.

Here’s how: spend at least five minutes every day focusing on something simple (a sound, a word, a simple image, your feet touching the floor) and when you notice your mind wandering (and it *will* wander), bring yourself back. Every time you bring yourself back, you develop the muscle that controls your attention. So that you can consciously choose your reaction to an idea that at first looks absurd...but just might change the world!

**Manage Your Thinking**



Training people to innovate for growth  
Facilitating effective meetings  
New product concepts and strategic planning  
Organizational development to foster innovation

**“If at first the idea is not absurd, then there is no hope for it.”**

**-Albert Einstein**



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