

JOHN BATES

Craft your story, and develop your voice.

John Bates' mission is to bring out what is awesome inside you, so it can live in the world and make a real difference. He designs his programs using principles derived from neurobiology so your communication is as mighty as your ideas.

Monkey Mind

Key Takeaways

First: This exercise is a must before any meaningful, important communication event, from speaking at TED to having an important conversation with someone in your life.

Second: It takes practice to stay with what you create, vs handing the steering wheel back to the monkey! I recommend sticky notes everywhere as reminders.

Third: It's not like the Monkey Mind is going anywhere, but now you can just sit back and observe it doing its thing. It's not you! And, you don't have to do what it says!

Pro-tip: When you create yourself and your audience, focusing on ways of being can make the outcome of the process very clean and tight.



Create Your Audience

Put the Monkey Mind on loudspeaker about the audience, and then get the monkey into the back seat.

Create your audience in a way that authentically inspires you. Ways of being are the clearest way to do this.

Hang in there.

Create Yourself

Put the Monkey Mind on loudspeaker about you, and then get the monkey into the back seat.

Create yourself in a way that authentically inspires you. Ways of being are the clearest way to do this.

Hang in there.

What the Monkey Mind says about the audience:

For example -> *they're judging me, they think they know it all, they're never going to listen, they think I'm not qualified, etc.*

What the Monkey Mind says about me:

For example -> *I'm an imposter, I'm not good enough, I'm too good for this, I don't deserve to be here, I'm a terrible speaker, etc.*

The Inspiring Audience is:

For example -> *receptive, committed, engaged, enthusiastic, rigorous, interested/interesting, etc.*

The Inspiring Me is:

For example -> *here for them, inspiring, of service, committed, loving, present, bold, fun, intentional, engaging, open, connected, etc.*

HANG IN THERE!

Stay with what you created! Do NOT let the Monkey out of the seat belt! Be kind to it. It's just your scared inner child. Pat it on the head, say "thank you, I've got this," and then keep what you *created* in the driver's seat!

Use Post-it notes to remind you to stay with what you created.

Set up a calendar event that happens every night at 11pm for the next month. Title it: "Who's driving?" Then, set up 3 reminders a day (one 15 min after you typically wake up, one sometime midday and one near the end of your workday) for that event and every time you get a reminder check in with yourself. Have you let the monkey out? Or, is what you created still in the driver's seat? If you notice the monkey is driving, don't beat yourself up, just put the monkey back into the back seat and let what you created drive again. Step back into what you created. It takes a while to get good at this.

And, it's very, very worthwhile.