



Published by Vermilion

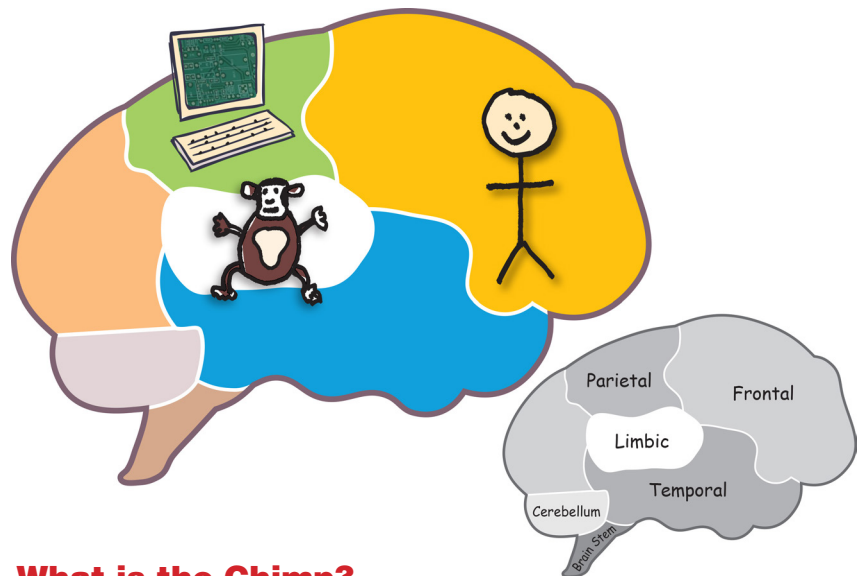
The
**MIND
 MANAGEMENT**
 Programme for
 Confidence, Success and Happiness

Prof. Steve Peters - CREATOR OF THE **GROUNDBREAKING** MIND MODEL

The Chimp Paradox presents an incredibly powerful mind management model based on the neuroscience of the brain. The model simplifies the science into a practical way to help you to understand how your mind is working and gives you the ability to manage it. Using the model can lead to a better quality of life, resulting in you being more successful, more confident, happier and healthier.

The model explains how to recognise, understand and manage:

- Your internal struggles
- Your emotions and thoughts
- Yourself and be the person you'd like to be



What is the Chimp?

The Chimp Model explains how the mind can be seen as three teams, each with their own agenda and way of working. **The Human** (you), is mainly based in the frontal lobe, is associated with logical thinking and works with facts and truth. **The Chimp**, mainly based in the limbic system, is an independent emotional thinking machine and works with feelings and impressions. **The Computer**, spread throughout the brain, is a storage area for programmed thoughts and behaviours. The Human and the Chimp can both put information into the Computer.

The key is to store helpful information in the Computer to help manage your Chimp.

The Human and Chimp are two separate thinking machines that independently interpret our experiences. Either of them can take control, but they can work together. The Chimp Model guides you and shows you how to do this most effectively and how to exercise more traits of LOGICAL Human thinking.

Everyone has an inner Chimp.

Yours can be your best friend or your worst enemy

...this is The Chimp Paradox.



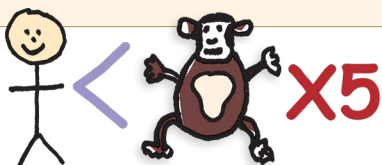
Your Chimp is hijacking you if you...

- Have unwelcome thoughts and feelings
- Struggle to live life the way you want to
- Sabotage your own happiness and success
- Act impulsively and regret it later
- Procrastinate or can't stick to resolutions

Chimp Golden Rule #1

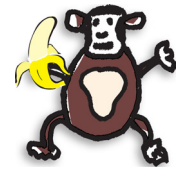
DON'T try to control your Chimp – you can't control your Chimp with willpower. Just as an actual chimpanzee is FIVE TIMES as strong as a human being, so too your inner Chimp is five times as strong as you. You can only **manage** your chimp.

You need a management plan!



A beginner's guide to managing your Chimp

Nurture and reward your Chimp: give your Chimp the recognition it needs (e.g. ask for praise and approval from someone whose opinion you value) or offer it incentives (e.g. reward yourself and look after your emotions when you have achieved something important).



Exercise your Chimp: express your emotions safely. Recognise the need to express your emotions and then do this safely, in the right place with the right person or alone. Recognise these are just emotions and once expressed you can gain perspective. Listen to the Chimp as long as it takes. DON'T INTERACT. Eventually your Chimp will tire itself out. Afterwards, let your Human select the sensible things that have been said and work out a plan from there.



Distract your Chimp: this can be an effective way to stop your Chimp thinking and to override it. For example, recognise when it is best not to interact with a situation and to put it on hold by actively engaging with something else.

One of the secrets to success and happiness is to **learn to live with your Chimp** and not get attacked by it. To do this, you need to understand how your Chimp behaves and why it thinks and acts the way that it does. You also need to understand who you are and not muddle yourself up with your Chimp.

The order of dealing with the Chimp

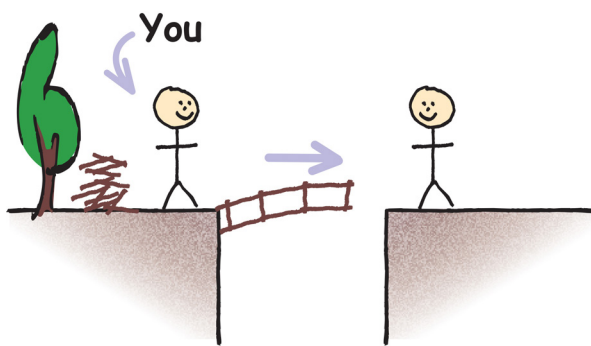


Understanding and relating to other people

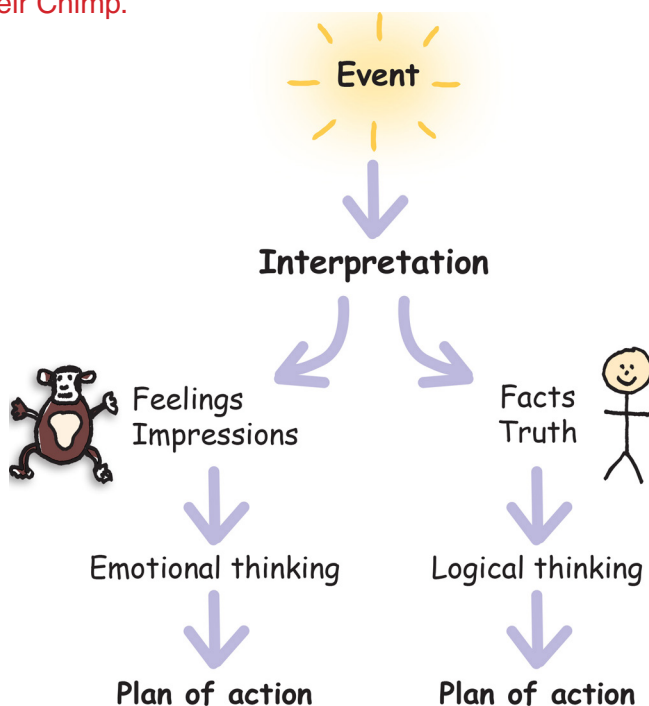
Different parts of our brain receive and interpret the actions and words of others around us. The Human within us searches for the values people hold and the potential they possess and aims to have meaningful relationships. The Chimp within us searches for people who will satisfy short-term needs, and demands that people comply with its expectations. Because the Chimp's drives are so strong, many people end up in a relationship with someone that can't make them happy.

The best relationships are the ones where you accept the person as they are and work with this. Focus your time and energy on the people you care most about.

When you engage with someone, how you approach and interact with them will affect how they interact with you: if you want to build bridges with someone YOU have to build that bridge.



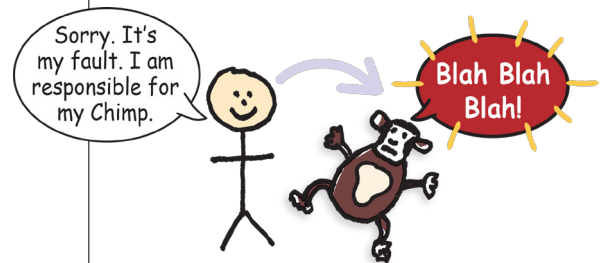
Successful people don't make demands of others but set the scene so that the Human in others can respond rather than their Chimp.



Chimp Golden Rule #2

It is important to remember that you are your Human, not your Chimp. The Chimp thinks independently from you. It is not good or bad, it is just a Chimp.

You are not responsible for the nature of your Chimp but you are responsible for managing it.



Chimp Management

Psychological skills mentoring

For further information please contact:

Bev Nesbitt

General Manager

+ 44 (0)788 599 1557

Bev@chimpmanagement.com

Follow @chimpmanagement

chimpmanagement.com