

EST 2107

# HUSTLE MODE



slide to power off

## Modern Mindfulness for Busy People

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#HowToHackYourHustle

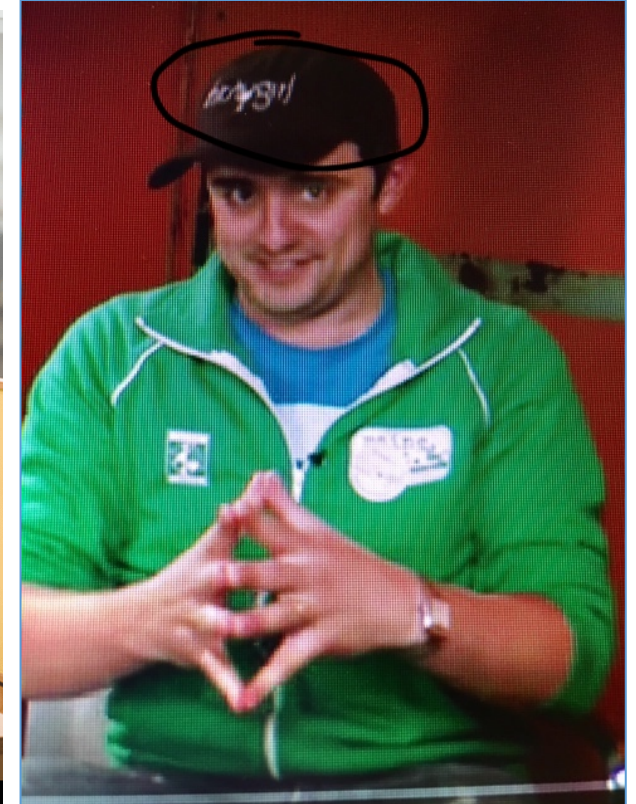


Ain't nobody wanna take away your hustle

**HUSTLE  
MODE**



# Dude, is there a better way to hustle?





# My first side hustle...

*“Thank you so much for the tea dear. Bring me another cuppa around four o’clock”*

*- Little Ol’ Scottish lady*





**GREY**

# My hustle story



Harper  
Collins



The  
New York  
Times



# The stuff nobody wants to talk about

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- According to the Gallup Wellbeing Index, 45% of entrepreneurs report being stressed
- 1 in 3 entrepreneurs lives with depression (compared to the national average, which is 7%)
- 90% fail rate in entrepreneurship
- There's a lot of stress in our community



Let's jump in – 3 – 3 – 6 breathing





# Not a substitute for professional help



# What exactly is mindfulness

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# What Mindfulness is NOT

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Religion

Emptying the mind

Achieving relaxation

A quick fix approach

The same as yoga





# Definition of Mindfulness

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Mindfulness is knowing what's happening in your head at any given moment without getting carried away by it

“Being productively introspective”



# A few helpful terms

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- Mindfulness vs. Meditation
- Secular
- Rumination
- Equanimity
- Self-awareness
- Beginners Mind



# Beginners mind...let's taste this

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# Common Myths

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# Myth #1: I don't have time

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# Myth #1: I don't have time

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# No time / hacks: micro-practices

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- Brushing your teeth
- Taking a shower
- Drinking your coffee, beer, tea
- Commuting to work
- Walking to meetings



# Myth #2: People will think I'm weird

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# Hack #2: People might think I'm weird

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- Note, this is a life style that gives YOU an edge, not take one away
- Yep, some people will think you're weird
- The more you do it, the less you care what people think
- Tell people you are in Ninja / Jedi mode
- Wear sunglasses





# Myth #3: I don't deserve this

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# Hack #3: I don't deserve this

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- Do you think exercising, eating right and brushing your teeth every day is self-indulgence or self-care?
- Before you can take care of anyone else, you got to take care of yourself first
- Stop and do a 3-3-6 breathing exercise, see how you feel right now, in your body



# Hack #4: I can't turn off my brain

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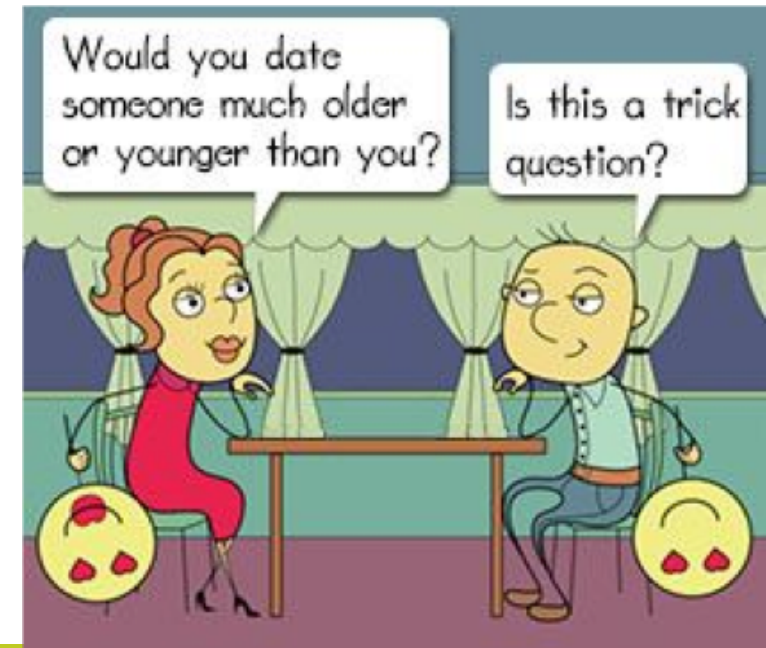
**My brain has too many tabs open.**



# Hack #4: Focus on something else

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- Try getting out of your own head
- Take a walk, where you focus on the movement of walking and not your “to-do list” while walking
- Talk to a stranger
- Ask an inappropriate question, be curious



# Myth #5: I can't keep it going

The screenshot shows a user profile for 'Gail' in Kansas City, MO, USA. The profile includes a bio with the tagline 'Curious. Engaged. Evolving', the hashtag #MeditationBadass, and the website www.pauzify.com. A red circle highlights the 'STATS' tab and the '223 Consecutive Days' achievement, which started on Mar 28, 2017, with an upcoming milestone of 7 days. Below this, there is a link to 'See detailed charts and stats' and another achievement for '365 Days Together' with 69,764 other participants.



# Hack #5: I can't keep it going

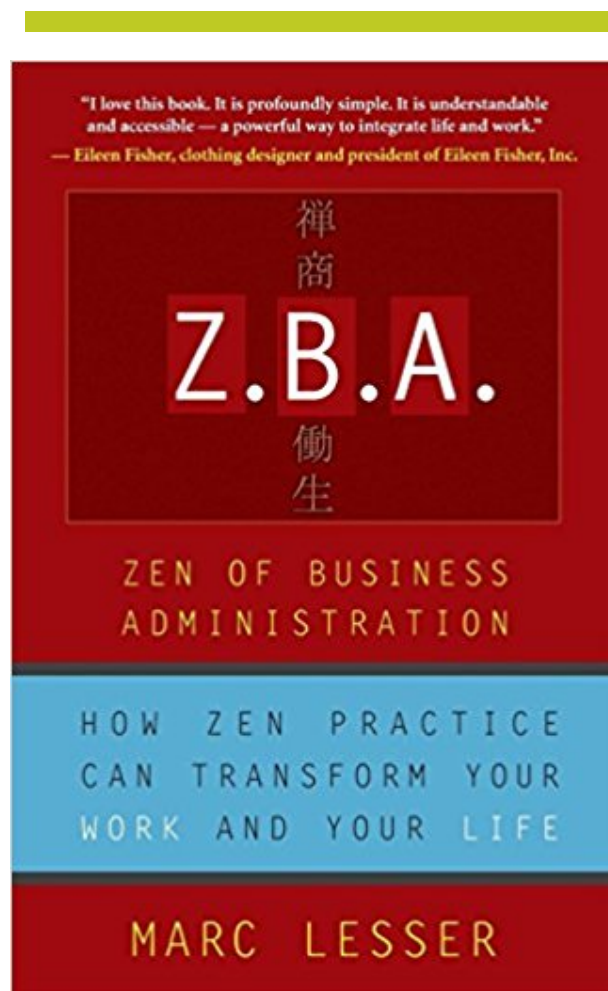
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- Track your metrics / challenge yourself like you do with your steps
- Gamify your metrics, that you get a reward if you do it
- Get an “accountability buddy” to keep you honest
- Join or start a meditation group / meetup
- Remember you can do it anytime, anywhere, anyplace
- Start again





# The little red book



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Hack your brain. Change your life.

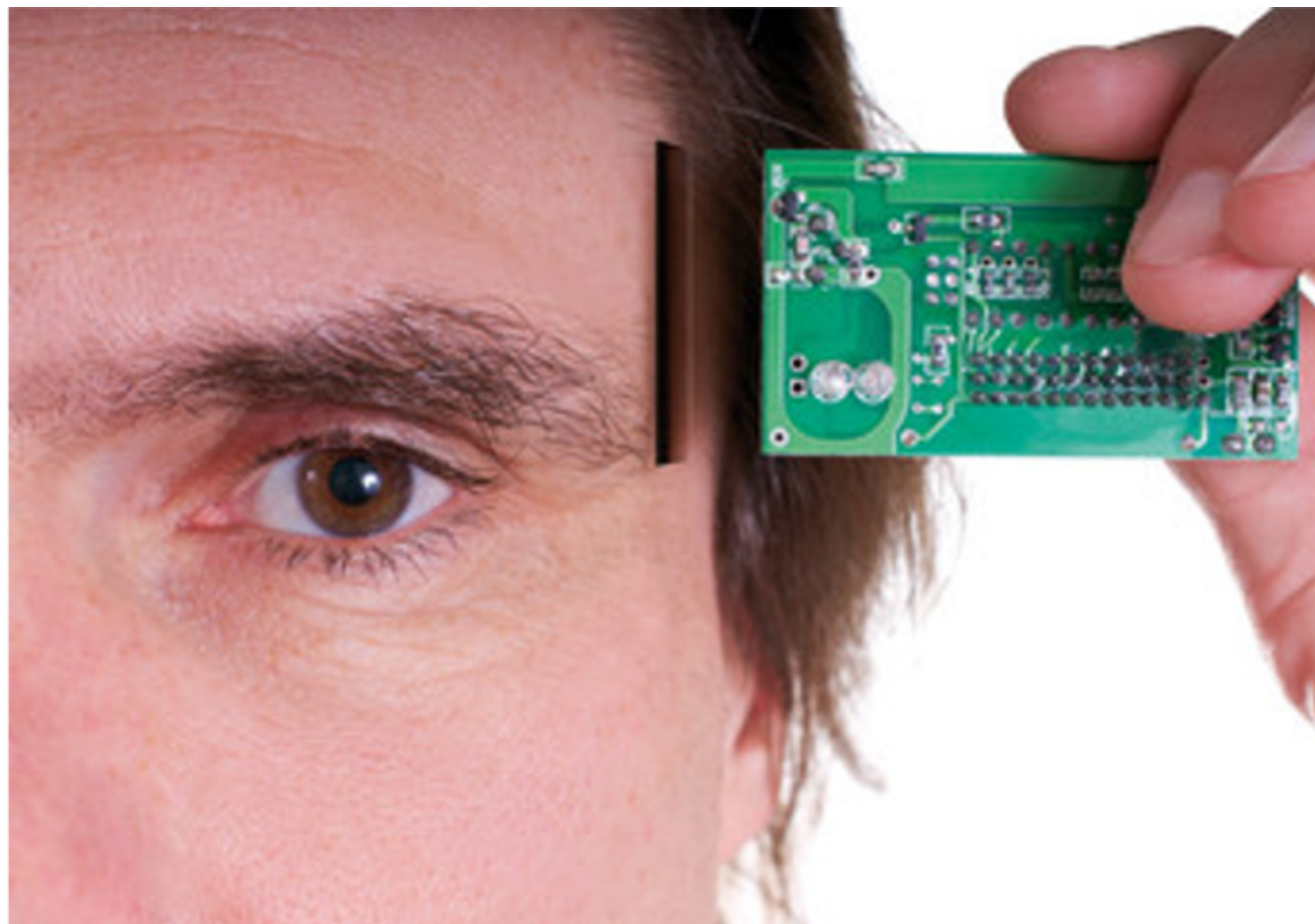


# Own it

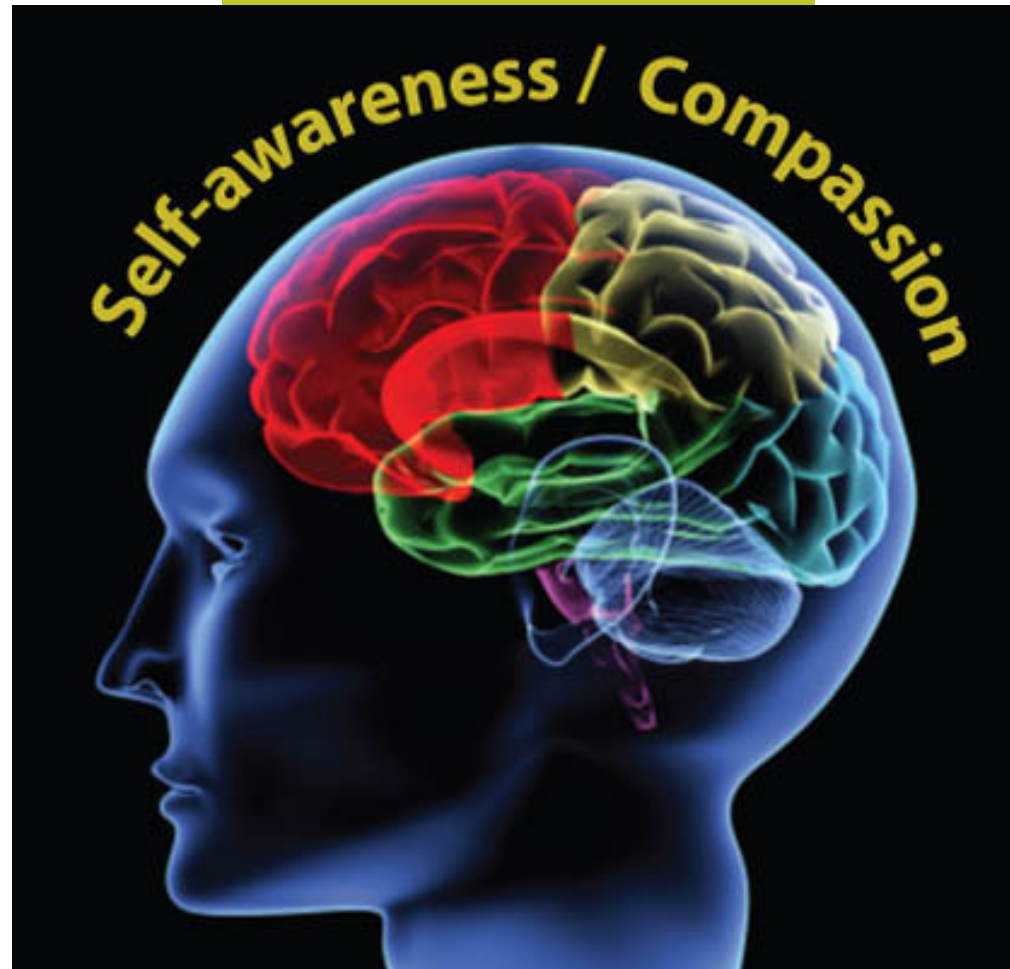


# The Science Behind Mindfulness

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# The Harvard Study



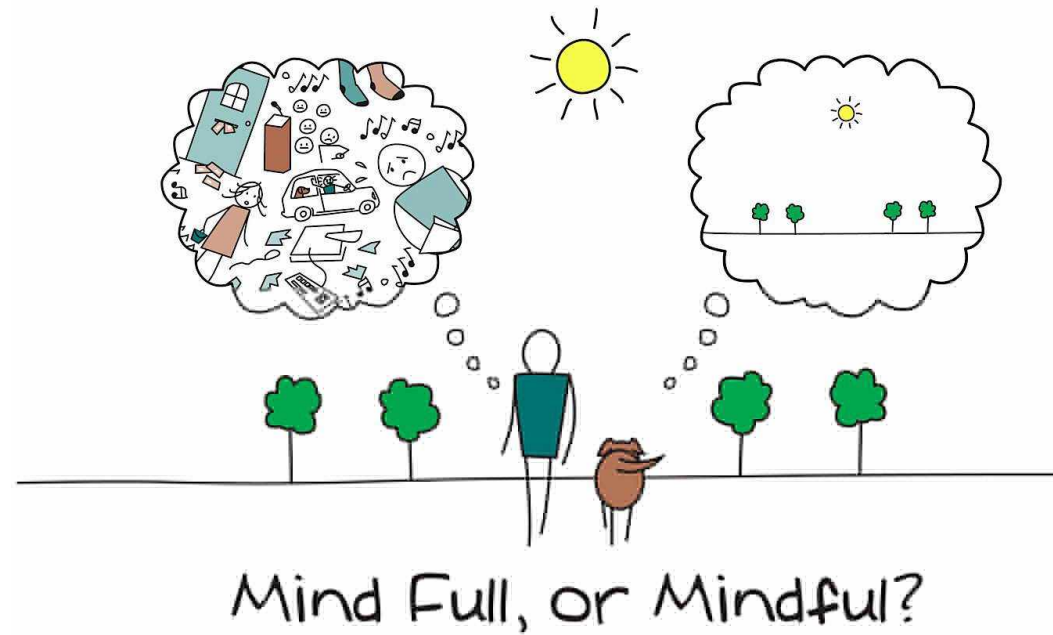


# The multi-tasking myth

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# What's in it for you?





# Less Reactive

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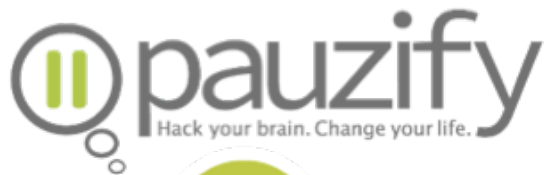


# Manage stress

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# More resilience



# #Kindness





# Mindfulness, Business & Culture



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Hack your brain. Change your life.



# The numbers

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- The mindfulness industry is a 1 billion dollars. As compared to the \$16 billion dollar yoga industry
- Approximately 36.7 million Americans or 15% of US adults practice yoga in the U.S. (up from 20.4M in 2012)
- Approximately 18 million Americans or 8 percent of the U.S. adults practice mindfulness in the U.S.

(Source: NIH Research)





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**“Stress reduction and mindfulness don't just make us happier and healthier, they're a proven business advantage.”**

**Arianna Huffington** on meditation

President and Editor-in-Chief, The Huffington Post

# Problem / Stress Epidemic

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- Stress costs U.S. businesses an estimated \$300 billion a year. It impacts health care costs, absenteeism, turnover, productivity, on-the-job accidents, injuries & general discontent. These costs can never be recovered.
- In 2018, 40% of employers offered some type of mindfulness, EI training— and it's on the rise



**“Meditation is not a perk that makes this a nice, fluffy place to work. It makes you better and it makes the company better. We really believe in the hard science aspects of it.”**

**- Evan Williams, CEO, Twitter**

# More practical problems...at work

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- 70% Leaders are unable to be attentive in meetings
- 47% People's minds are wandering
- 2% Of people make time to enhance personal productivity or development



**“The main business case for meditation is that if you are fully present on the job, you will be more effective as a leader, you will make better decisions and you will work better with other people.”**

**- Bill George, Harvard Business School**





## POP QUIZ Time

*“you’ve always had the \_\_\_\_\_ my dear, you just need to \_\_\_\_\_ it for yourself.”*

*- \_\_\_\_\_, the good witch  
a.k.a.*

**#MindfulnessBadass**



# Who doesn't love a meditation app?

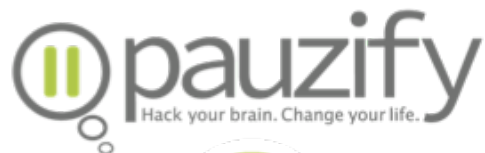
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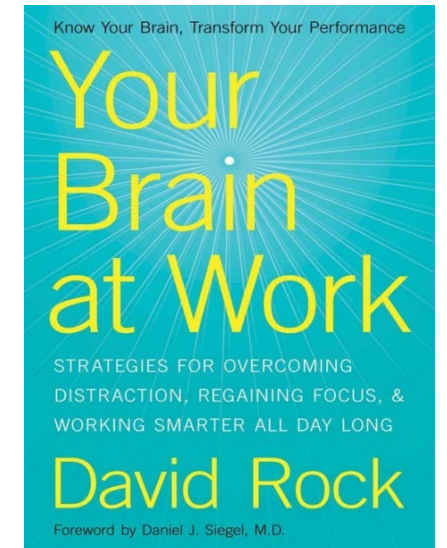
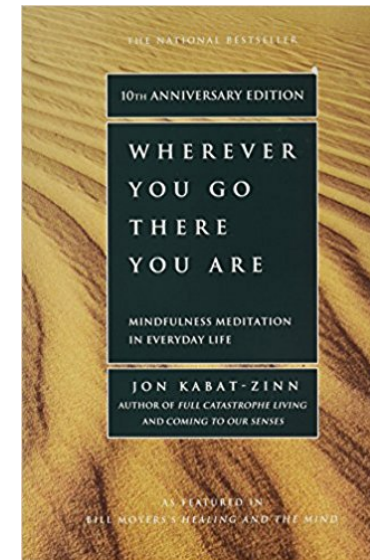
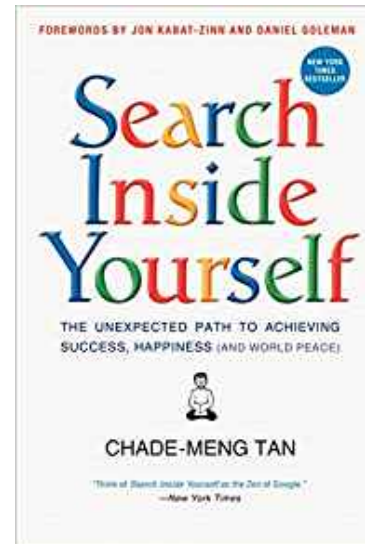
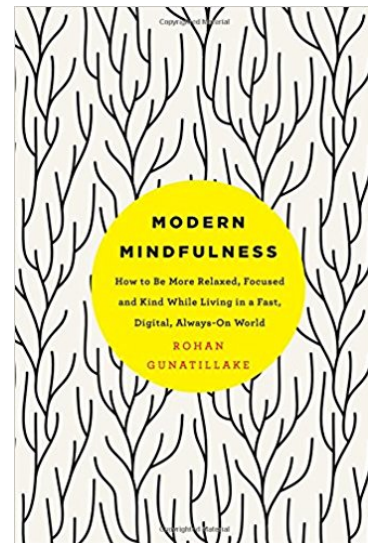
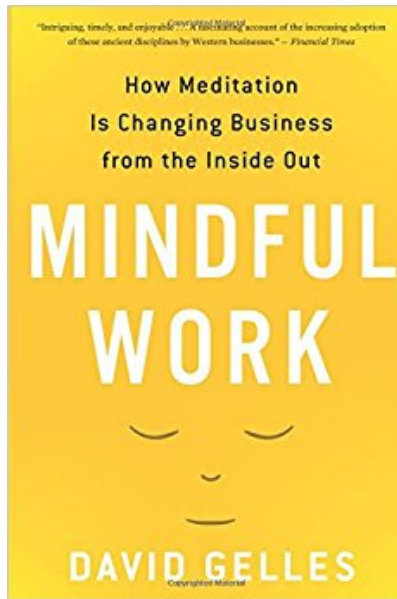
SIMPLE HABIT



INSIGHT  
Peace in our Timer



# Recommended reading





# Mindfulness Resources



Search Inside  
Yourself  
Leadership  
Institute



Mindfulness-Based  
Stress Reduction

**UCLA**

Mindful Awareness Research Center



# Q & A: Meditation-curious yet?

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#HackYourHustle






# Let's meditate for 2 minutes

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 **pauzify**  
Hack your brain. Change your life.

