



Ready, Set, Go! Mindset Matters

There is a spark to a mindset that ignites a great many actions, parts, and maybe even other people to take action to accomplish something. A mindset is a way of thinking about things you care about or want to do and motivates you to do them. I used to be a runner and I borrowed two of the greatest marketing mindsets offered by two different competing sneaker manufacturers in the mid 1980's. Nike's "Just do it" and Reebok's "You Be You" campaigns.

I made "you be you; just do it" my personal motivational mindset to get out there and do my 5 mile a day runs 5 days a week. These simple words cued several steps I needed to take to get myself out the door and on the road running. Something I enjoyed, yet had to break through the desire to also not do. These words were my ultimate motivator.

This is the awesome power of the mindset. A mindset is often a very simple way of thinking about something that puts you right into action. Things you want to do or need to do on a regular basis. I have a friend who I worked with 25 years ago when I was working as a victim advocate doing crime scene crisis intervention. This was a job I did for only 3 years, because I burnt out fast to my own detriment for years to come. At the time my mindset was "I just want to be of service", "I just want to help people". I recently asked my friend, who has been in this line of work for almost 30 years now, how she has done it all these years? She responded with beautiful wisdom, "I make sure to connect with people, God and nature every day".

This is mindset mastery. The ability to show up every day to witnessing and supporting others through their worst life experiences. She also shared that she reminds herself that "most people are good" even though some people do "bad things".

A mindset is a framework just like a TV set. A 'Tell a Vision' is a box of electronics that transmits programs. Sets are a grouping of things or if you're making Jello or pudding it is a congealing to readiness. Your mind, much like the TV set, has programs. These programs often have titles that we may or may not be aware of. They may be conscious programs or unconscious programs. They are set ideas or beliefs that overarch our responses.

I have a very special bodywork client I have worked with for 20 years now. She is successful in many ways in her life, she feels blessed and in turn blesses others. She is a mother and wife who has had an astounding career and is also a philanthropist. She is a woman who loves supporting other women. She does all she can to make things better. She recently shared with me her mindset. "There is always more". These are her own very simple words for herself that motivate her to care and create more for others through her philanthropy. Supporting big projects that help and heal the world. Her words struck a chord in me. Realizing that the way we think about things in our own minds can create massive actions of impact.

Sometimes we are given mindsets by our upbringing. Mindsets can be both supportive and not. Though some folks are motivated by negative mindsets because they don't want negative outcomes. Mindsets like "Don't be an idiot," or "No pain no gain," or "You must work hard in order to get what you want," may work for a while. Yet, many of us need to update our negative mindsets to ones that are more empowering for optimal enjoyment in our daily life and living.

When you set your mind to something you get it done. What motivates you to do the things you want to do and need to do? I propose that mindsets that are positive induce more enjoyment. I haven't been a runner for a long time. These days I swim an hour at a time. My current mindset for swimming is "I love it!" I do my best to listen to my body. Sometimes I don't feel like swimming, so I have programmed this mindset of "I love it!" to remind myself I love being outside, under the sky and sun, moving through the water. Even if I don't feel like going, when I tell myself "I love it!" I remember the cascade of actions it takes to get to the pool and that it results in my feeling more balanced and more my true self.

Mindsets are deeply personal. With your mindset you are in congruence, aligned with the actions and steps that need to be done and actually doing them. Mindset yourself up for success with the words you use to set yourself into action. Ready, set, go! Just do it!

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