

Super Freeways

Have you ever wondered how Super Freeways are built? Because I own a construction company, I could probably come up with a pretty reasonable answer; however, today I am talking about a different kind of Super Freeway. This past week I experienced a great example of how powerful Super Freeways can be and how influential they are on the results we produce, or in many cases, don't produce in our lives.

Last Wednesday at 8:00 a.m., I was headed to drop off my son at school. I had an appointment across the street from his school at 8:05, so I was in a hurry. While in route to the school, I called my older brother who recently relocated to the Dallas area. I wanted to visit and catch up on how things were going. As we were visiting, I pulled into my son's school and parked in the drop off area. I turned around to tell him to grab his back pack and get ready to go in and to my surprise HE WASN'T THERE!!! After an instant of panic, I remembered I didn't bring him with me today (which is why I called my brother to visit in the first place). Michelle was taking him to meet his class at the zoo for a fieldtrip. I began to laugh at the craziness of this situation. I filled my brother in on the reason for my laughter and he seized the opportunity to engage in some very entertaining brotherly jabbing at my expense. As I got off the phone and crossed the street for my meeting, I remembered some very important things my original mentor taught me.

You may be thinking, "Keith, what does this have to do with Super Freeways?" Well if you haven't figured it out yet, I am not talking about the kind of Super Freeways we drive our cars on everyday... I am talking about the Super Freeways in our mind that influence how we drive our cars everyday (as well as many other things in our lives). Years ago, my original Mentor taught me the reasons we often do things we don't want to and why it can be difficult to do new things we would like to move ourselves forward. He explained to me why I would drive my car into a parking lot to drop off my son who wasn't even there. (LOL) The reason I pulled into that parking lot to drop off my son is because there is a Super Freeway in my mind (or subconscious) I am programmed to follow, often on auto pilot, that produces that activity. What he was helping me understand was the power of the neural pathways in my mind.

In 1960, at the age of 61, a doctor by the name of Maxwell Maltz wrote a book that turned out to be one of the pillars of the Professional Development and Personal Growth industry. The name of the book is Psycho-Cybernetics. I am not going to spend much time here on his history or a detailed summary of his book; (you can Google him if you are interested) however, I am going to summarize what I learned from the book. Our mind is full of neural pathways (or thought patterns) and when reinforced by continual use those pathways become sidewalks. As we burn that route into our minds, the sidewalk becomes a road. If it goes unaltered, that road becomes a highway. And finally, if it goes unchanged long enough, it will become a Super Freeway in our mind. I drove into that parking lot and parked to drop off my son (even though he was not with me) because the Super Freeway in my mind was more powerful to me in the moment than my reality!

How often do we act on what we have programmed ourselves to do or not do without ever asking the question, "Is this action serving me or limiting me in this moment?" The main point of the book (in my

opinion) was that if people have burned a self-image in their mind that doesn't serve them, then it doesn't matter what they attempt to do, it will lessen their true potential because , "A path of hope has no chance against a Super Freeway of doubt!" (that one is mine LOL) I have also heard it said, "you will never outperform you own self portrait." This is why we often choose to stay on the Super Freeway, no matter how badly we may want something new. We don't want to exit the old Super Freeway and burn a new path. If we choose a new path, the old one will begin to crumble and turn to dust.

Now you may be thinking: "I've got it, but how do I build a new Super Freeway?" The good news is: you are already on your way! You surround yourself with great people that all want to move in the same direction, ie. the Mentorfish Community 😊. You put things in front of you to help you stay focused on your vision. Establish protocol and accountability for your new direction to help turn the new neural pathways into Super Freeways. Fill your ears and eyes with only the things that support your desired direction. Rid your environment of anything that contradicts it. The more proactive you are, the quicker your construction project will take form. This week heighten your awareness and ask yourself if you are really where you want to be or are you just where your Super Freeways have taken you? Live Great this week!