

00:00:00 - Jerry Dugan

Hey. Are you a leader looking to create a life worth living in your faith, family, and career? Then this is the podcast for you. Welcome to Beyond The Rut, the podcast that shares encouraging stories and practical tools to help pull you out of your rut into a life worth living. I'm your host, Jerry Dugan, and on this episode, we're going to be joined by speaker, author, and life coach Mimika Cooney. And we're going to talk about the neuroscience behind getting unstuck in your mindset. That's right. So if you're looking to push past mental blocks, rewire your brain and overcome burnout, we're going to have a chat all about that. So sit back, relax, grab a notebook and a pen because here we go. All right, Mimika, thanks for joining me. How are you doing?

00:00:44 - Mimika Cooney

I'm good, thanks, and you? This is going to be a fun conversation.

00:00:47 - Jerry Dugan

I can just yes. And shout out to Eric Nevins for making the connection here. And Amber Cullen from Grace Enough podcast, also helping us finalize the scheduling. And thank you, Mimika, because last week my modem crashed and it was a technology issue I'd never come across before, and all I needed to do was get on my phone and beg people to let me reschedule to next week. And so here we are.

00:01:13 - Mimika Cooney

Well, fun times. Well, here we go. Technology are not live or pre record that's. Just gotta roll with that, right?

00:01:19 - Jerry Dugan

Right. Now, the cool thing about you and I think the reason why Eric said you definitely need to be on this show know, for all of you listening, if you don't know, you're listening to a show called beyond the Rut, which is about creating a life worth living in your faith, family, and career. Well, it turns out Maeka is a speaker and an author who is all about unsticking your mind. In fact, your book is called Unstick Your Mind. And I was like, wow, I'm looking through your bio and I'm like, this is essentially me as a female with a slight accent. Maybe I'm the guy with the accent, who knows? That's so funny. But the cool thing about your message is that you blend together when it comes to mindset and unsticking our mindsets, getting ourselves out of that rut that we might be in. You blend neuroscience with Christian wisdom and tell us a little bit about the neuroscience part of getting unstuck.

00:02:14 - Mimika Cooney

Definitely. Well, neuroscience is one of these areas that is fast becoming something people are finally paying attention to. And for someone like me, who's a total neuroscience geek, I love studying the brain. I come from a business background, so I've run three different businesses in three countries. My husband and I are both entrepreneurs, so there's always a lot of tech talk around the dinner table. But for me, I kind of fell into this by accident because as a recovering perfectionist and control freak, I pushed myself until I fell apart until I'd realized that something is broken. I had been trying and trying and doing all the things and following all the to do's and the

lists and all the things that the world says you need to do to be successful and just do this one hack and magic. You'll just be roving out success. Not that's, not even you know, I kind of just kept going and being I'm originally from South Africa, so we are raised a little tough, like just stop complaining, pull yourself up together because there's somebody else worse off than you. So it's all very about a merit based society where you just have to prove your worth, right? So I kind of bought into that. Got to do, got to do. Keep moving, never take a break. Always look like you can just do the four hour work week on 400 hours and kind of living the lie until I physically hit the wall. And for me, I didn't realize what the problem was until the vehicle had totally conked out. I blew a head gasket out of gas completely. I physically, mentally, emotionally had this situation where I had lost a family member to cancer, I had a child in a mental health crisis, and I had a business launch that tanked. So trifacta talk about finally ripping the band Aid off. And I'd realize I had to stop doing all the things and take a moment to really slow down in order for me to speed up later. Because this concept I love to talk about is we think by applying more hustle, more grind, more pressure, more speed, we're going to get to where we want to be. But sometimes it's counterintuitive. The harder we push, the worse we are. And when you hit a breakdown and you realize you can't like if your car is out of gas, you ain't going anywhere. You need to call the AAA and get someone to kind of haul you out of there. And it's not a great place to be mentally ourselves, right? Because I'm a mom, I'm a wife. I've been married for 27 years. I've got three kids. And you've got all the things. You've got the to do list and entrepreneur, there's always something to do. And if we're not working at our optimal, something that's going to give. And usually the signs are burnout, frustration, business problems, all the things. Insert them in X marks the spot. But the end of the day, we often don't ask why. And for me, I was forced to take time out to realize why am I like this and why do I keep repeating the same thing over and over like Groundhog's Day, right? I try a new hack or I try a new strategy or I buy the new course or I do another consultant or I bring in another idea, but I keep getting the same result. Well, ladies and gentlemen, the question is, why are we doing this is because we keep following same patterns of the way that our brain is built. Because God and his graciousness made us a certain way to be human beings, not human doings, didn't make us machines, right? But we seem to forget, especially with modern society, that we think if we just add more speed or more gas or more razzle dazzle or bedazzle ourselves, we were just going to be sparkling in the sun and we don't have to be humans, but that's not how life works. So really? Because I went through this myself. I was on the trajectory, following all the things, ticking all the boxes, and I realized that what I was doing wasn't working. And after pushing myself beyond myself, I'd realized that if I wanted to survive this, I had to do something different. Because the last time I checked, ansan said doing the same thing over and over is called insanity.

00:06:06 - Jerry Dugan
Right?

00:06:07 - Mimika Cooney
So clearly I was like, we have to look under the hood. So I love to use this analogy of life's a journey, enjoy the ride. No so cliché. But a lot of us are not enjoying the ride. We're just screaming down the highway at 100 miles an hour hoping that we're going to get somewhere and we don't even know where there is. And we keep comparing about the speeds that everyone else is doing and we refuse to follow the speed limit signs or take a rest or full up with

gas. And I know for us a type of go getters, resting is hard, taking time out. But like any Formula One, like my husband and I, we're into watching that Netflix drama with the Formula One series. And even the Formula One cars at the high spec bower need to take time to retire and put new tires on and regas and all the things. So I love to look at it this way, that hopefully my story will help encourage your listeners not to push yourself to that point of implosion destruction where your relationships, your business, your finances, your life is falling apart. That's not advisable because, yes, it's fixable. But if you can see the signs and avert danger, then all the better, right? But here's the thing is, a lot of us don't want to take that time out to actually reassess and ask ourselves the deep questions like, why do I do what I do? Why am I motivated to do this? Why do I keep repeating the same thing? And here's the thing is what? I looked at the neuroscience, I realized our brains have been designed for a reason. Our brains are wired and there's neural pathways and it's all sorts of amazing things happen up here and we really regenerate on a daily basis. But it's kind of like a computer. If you have the wrong program running in the background, you're going to keep repeating the same pattern. So your habits, your choices become your habits, and your habits become your lifestyle. So if you don't like the lifestyle you're living, you have to reverse engineer the process and look at the habits that you've created and then when those habits were created and for the reasons why they were created. So a lot of us, we don't even question this because a lot of our programming comes from childhood, comes up from how we were raised, the school system we've been in, behaviors that have been modeled. And our brain is like, okay, data in, this is how you behave or react to this. Okay, process data, store it for next time I have this. The algorithm goes back and goes, pull that data in, behave like this. And we wonder why we are fighting inevitable, right?

00:08:34 - Jerry Dugan
Yeah.

00:08:35 - Mimika Cooney

So part of the process, I was like that there has to be a better way. Look, I'm a strategist in my business. I'm always looking for a path and a way and looking at where is this going to lead us? And I really dove into neuroscience and studying how the brain works, like the amygdala and hippocampus and all the things and electrical currents and all those things to figure out what is this programming doing? And over the last sort of five or six years, I've developed my own coaching model based on this system of using the neuroscience to our benefit. But in other words, you can reprogram your brain. This is the good news. You're not stuck with the brain or the life you have. You can choose to change the way that you think, change the way that you act, and change the decisions you make. And that sense of agency, I think, is the biggest revelation that we could have today. That you're not stuck with the status quo, that you do have a choice. Because the last time I checked, we do live in a free society and we still have freedom of choice. And even God will not interfere with your free will. So hallelujah to that, right? And I think a lot of us don't wield our will for the right reasons. And sometimes it means because it's motivated by things that aren't necessarily great for us. So what do I mean by that? Let's take an example how performing. Say you're running a business, you want to be able to do the things for your family. And of course, I know men especially are driven to take care of their family and to provide. But sometimes that can come at a cost if we are driven by the wrong motives. Now,

everyone in the world is subject to dealing with pride and ego, and it's not a pretty thing. Men and women, doesn't matter about your age or society. We all are driven by that intrinsic motivation to do better, right? And God designed us that way for a reason. So we pursue and do better. But sometimes we get so hung up on this broken record that's got to do, like, whether you were raised in a family where work ethic was super strong. Like, if you don't work hard, you don't have any worth that gets wired in us as kids, and then it shows up as performance later and workaholism whatever it is. But really the good news is that with the tools of rewiring and understanding the neuroscience, and because the neuroscience is still developing and people are, the medical science hasn't really understood the full capacity of our brain's potential. But at the same time, we have realized that we do have control over that. So what I love about the neuroscience is and how I love to marry, that between the performance mindset, like an athlete mindset, as well as taking control of the choices we make and then having a faith element, because I really believe a lot of the stuff out there in the world has really taught us a lot about self. Like, I have a problem with self help because of the word self, because there's limits to self. There's only so many books and courses and coaching and programs you can do until you reach the end of yourself. And if yourself is limited in terms of hard drive, space, memory, like rethinking of our brain as a computer, right, we know if you want to perform better, sometimes you have to reboot, reinstall and upgrade. So part of what I love to teach people is that process of upgrading their brain, upgrading their mindset, upgrading their life choices, and part of that. And as adults, we are notoriously bad at overthinking everything. We tend to always question and almost have this resistance to change. But that's a good thing, because our brain is wired to avoid discomfort. Now, I was raised in South Africa in a modern society, but still people today will still think, oh, were you raised in the wild with lions? And I'd say no, but there are still people who do live in huts who are being chased by lions. Now, most of us, though, I'd say 99.9% of us in the world are not dealing with that. But our brains think we are. Our brains are still built for that survival mechanism. Like, oh, my gosh, danger. Freaking anxious. Oh, move. Let's run. Adrenaline. Let's go. And none of us have told our brain to calm down. Like, it's okay, it's safe. The danger is averted. This momentary feeling of anxiety is not going to kill you. It's just your warning light on your dashboard that's saying, alert, alert. Something is up. We need to deal with the problem under the hood, but a lot of us don't want to look at the lights. We just want to ignore them all. We want to just medicate them or get distracted with whatever addictions and TVs and Netflix and who else knows what. And we never deal with the root cause because we always feel like the pain of dealing and digging out the junk in our trunk is worse than just go through it. So part of what I love to teach and I'm passionate about is really helping people switch the lights on in their minds and realize they are in control of their thoughts. There is a process of you being able to rewire your thinking. You're not stuck where you're at. You are a work in progress, but as long as you're willing and able. And the first step to that is awareness, because many of us are not aware of the blind spots we have, which is why we blind to them. And that's why I feel it's so important, especially in today's society, to connect with others. And who can hold a mirror up and say, hey, you know, that thing that sort of ego based decision you just made, and you, like, slicing and dancing on the ballroom, that's probably not going to last very long. And having somebody who can come alongside you and just work through the process, I think is really the key. And I'm just excited about where neuroscience is taking us,

because it's the tip of the iceberg of the abilities we have when we really dial into the power of the brain.

00:14:15 - Jerry Dugan

Yeah. And having that awareness, I know for me, a lot of the things I've been able to achieve and grow within myself has been because somebody like my wife will point out to me, hey, why do you do that? Why do you get so upset when the kids do this, this and this? This is years ago, and it's probably the first time anybody's ever asked me, why is that a rationale that I have? And having that go on and on and on over the course of 21 years, you start to become a better dad over time, and it's like, oh, wow, you're such a good dad. I'm like, well, you should have been here 20 years ago. It was a different story, but also more recently for me. And folks who've been following my journey know that I recently had left my job. And the reason why I chose to leave was because my wife had pointed out to me that, well, essentially she said, I want my husband back. Go ahead and quit that job. And it was just a big AHA for me. What do you mean, is the job impacting my family? And she said, well, I don't think it is. However, our kids do, and this is what they shared with us when they last visited. And they basically asked my wife, are you and dad okay? And to hear that coming from Olivia to share with me that this is kind of what they're seeing when they come to visit, I realized, wow, whatever stress I'm going through at work probably is not worth it if it's making folks think that the family is in. You know, I think society kind of teaches us or the mindset would be, or the common mindset would be. I've got to provide for my wife, I've got to provide for my family, I've got to provide for retirement. I can't quit this job. I'm on a career path here. And if I quit now, it's career suicide. And over time, though, I've trained myself to say, nothing is worth more than my family other than God, and I'm pretty sure God's going to support my family. And so to come to that moment and make a life decision that goes against the grain of what we're typically taught and I've met many people who would feel that they're stuck at that job that is taking a toll on them emotionally and relationally. I'm wondering if what we're talking about here can help them as well have that neuroplasticity to reshape their mindset around something like whether or not to leave a job.

00:16:38 - Mimika Cooney

Definitely. Well, part of what I love about understanding neuroscience and how our brains work is really tapping into what makes you you. And I think so many of us are victims of this. And it's not your fault. It's the way we are being raised in this society. Because if we have to reverse engineer and we look back at when this all started, back at the Industrial Revolution, well before the Industrial Revolution, most people lived on farms. So self sustaining. The way kids went to school was the local church. You'd have one teacher and everyone would come and do their lessons, learn to read the right, and then they would go and work on the farm and help the things. Then the Industrial Revolution came along and those factory owners needed workers. So the only way that they could figure out to manage this was to start training children to be compliant factory workers. So the system was built. Now, good or bad, however you feel about it, it's just the way that it was. And because of us, those of us that are alive don't know what life was like living on the prairie back then because this is what we used to. But we've never really questioned society. And I say this as an outsider, because I was born and raised and went to school in South Africa, which was a different school system. One observation that I've made about the American society is the school system is built for the generalist and the masses.

There is really, even though we tout individuality, we're actually squashed into a generalized box for everyone to do math, everyone to do science, and everyone is following the same path. Now, that's good for management, good for those that are at the powers that be, not great for individuality and actually having people work at their optimum. I mean, I know I'm a parent of three kids. Two of them are young adults who now finish the school system. Thank goodness I have one more that we're holding on to, and I don't have the means, the capability to be able to change the system, but I have to figure out how do we best cope in the system? That doesn't necessarily work for personalities or the way in our brains are wired. Because if you think about it, when we started school, we all started preschool with giving us a crayon and color this in and play with the blocks and interact with your friends. There was a lot of this experiential learning, but then you get into formal education and all of a sudden these rules and you got to sit still and you got to follow the teacher and you speak out, compliance, compliance, compliance. Then we get to middle school and high school. Grades, grades, grades. Got to perform because they are out there. We don't really know who they are, but they are out there. Have decided that this is the standard. And then we got to get into college and I'll get the SATS and the PCATS and that's all the T's and all the crossing the T's and dotting the I's, and all of a sudden we're into college and we think we're no, we still there. We got to keep going and we just keep going and following the system. And then it's like, why are we doing this? Again? Most people aren't really built for college because college is another factory of compliant factory workers. Yes, it's great if you're going to be a lawyer, mathematician or something that requires repeated tasks, but most of us are living in an entrepreneurial world where there's businesses popping up here and there and that we've squashed creativity. And what's happened is people are in positions, are in jobs, are doing things because they need to tick the boxes, because they've been told that this is how life goes. Now, I'm not advocating for another French Revolution, I'm just saying have a revolution in your mind about how am I designed, what's God's design for me, like, what passions? And I know this sounds so cliché. What did you like to do when you were five? Five year olds don't really care about the world. They don't care about impressing anybody, but they are intrinsically connected to who they are. Now, of course, we're hearing a whole lot of nonsense out there that's trying to dissuade kids from being discovering who they really are, which is really to me, it's an on salt on identity. Because I, as a believer myself, I believe we are built in God's image. And of course, the negative things in the world want to crush that. So again, it's about compliance and getting us to squash into a preferred way of thinking. But we've never really allowed ourselves to lift the lid on our potential because either A, we're too scared or B, we haven't been shown how. So, for me, I was raised by entrepreneurs, my husband are entrepreneurs. I was like, we don't make good employees. I'm sorry. I'm too lippy too chatty and too bossy to fit into any box. And I'm always pushing the envelope and I'm always asking why. And I'm always willing to push into the pain of the uncomfortableness because I'm like, I'm just a pioneer at heart. And I'm like, I'm willing to go to places other people are not. But I've realized that if I'm willing to do that, other people, I've created a path for them. And just know the story of Roger Bannister breaking the three minute mile. When it's not done, everyone thinks, oh, it can't be done. But then when it has been done, possibility is endless. Because within a few months of Roger Bannister breaking that record, it was broken multiple times after that. So if you just think about it, one of us needs to stand up and give everyone else permission to say, I'm going to be me. I'm going to figure out who I was built to be, and I'm going to turn into that. Because just

imagine this for a moment. If everybody in the world was doing what they were designed to be, walking in their intrinsic gifts and talents and abilities without the hustle and the grind, they were doing things because their motivation was pure. In other words, I'm doing this because I want to contribute to the world in the way God designed me to be, not because Joe Bloggs is making a million bucks. If we kind of reshifted the way we looked at things and said the choices for where I live, the job that I have, or the business that I start, we have to ask ourselves, are we doing this to please other people? Maybe mom or dad who's still playing in our head, or to impress the people on Facebook? Or is it, Do I have a need to please? And what is that? And sometimes when we look back at part of my process I like to take people through is digging through the junk in the trunk because that's clearly slowing you down. And it can be painful because you might discover that maybe when you were six or seven years old, somebody teased you and you felt you never wanted to feel like that again. So you decided to change the way that you acted or behaved and started to pursue things in pursuit of accolades or whatever. And in my case, that was my case. Being bullied. Didn't like the feeling of feeling stupid. So I spent my rest of my school and adult career trying to prove that I was smart until I'd realized, who am I trying to prove this to? And I'd realized it actually came down to a spirit of rejection because I felt rejected as a child. It's now blinded me and put this lens of performance over my eyes that everything, every choice I made, everything that I did, was blurred by that lens of rejection, of always proving myself, doing the thing, working hard, being a hard worker doing it with perfectionism and all the thing. And it's only when I physically, mentally and emotionally fell apart and all the pieces were on the floor, like, oh, my gosh, what have we done here? I was like, you know what? This is actually my opportunity to remake myself, but not to try and figure out it's trying to build a puzzle with pieces that don't match. If you're trying to mix a puzzle of somebody else's piece of the puzzle, it's never going to work. So really the whole goal is getting in tune with who we are. And it's not this woo woo ethereal thing about sitting in a corner and finding your inner peace. It's really going back to who you were designed, what was your factory setting, what really sparks joy, not happiness. And I think this is another thing. Like, I read about this with my adults. I said, stop trying to find happiness because happiness is reliant on happenings. And when you relied on other people and their behavior and their choices, you are giving your agency away. You're giving away your free will, and you're making it sound like it's up to everybody else for you to be successful. And I'm sorry, that's called being a victim. And nobody wants to be around a victim because that's nasty. And nobody wants to be throwing a pity party because you're only a party of one. Yeah, it's not a party. So I always say you've got to come back to the identity of who you are. And if you don't know who you are, maybe this is a good example of really going back and doing some hard inner work. Some people find themselves on the gold course. Some people find themselves painting or doing whatever. And I'm not saying go on a Kabutz somewhere and decide just to disengage from life. You can find where you're at in the everyday moments. And it comes back to that concept of joy, because joy is a choice. You get to choose to be happy in the moment. You get to choose no matter what your circumstances. And even the Bible talks about this count. It all joy for what you go through, because that's developing character and character, strength and endurance. But at the same time, you can be happy in all things, because, again, it's not necessarily happy, but it's about finding the joy. And, yeah, I'm going to be building a brick wall, and this is hard sweat and tears, hard work. But I'm building muscle. I'm building strength. I'm building tools. I'm building abilities.

I'm a child of the Karate Kid. Wax on, wax off. Remember that we all talk about, why are we doing this again?

00:25:54 - Jerry Dugan

I did a part series on Cobra Kai.

00:25:57 - Mimika Cooney

The return of the kids are like, what is wrong with you? That's so cheesy. I'm like, Listen, you just do not understand. This is like my childhood, okay? But you don't realize. What that waxing and waxing off is going to be useful and when, but if we are willing to do the work, do the things that are hard, willing to take the masks off. Because I really feel society wants us to paint this beautiful picture and picket fence and everyone's because you look at their instagram, everyone's the highlight reel and no one wants to be honest and say, listen, I'm struggling with this. And for me, my biggest breakthrough is when I let go of the shame, because my stories, as well as going through this mental health crisis myself, and having the shame of not being able to reach out for help and say, I actually don't have it all together, because what would their neighbors think? Shocker, right? But it's amazing when as soon as I started getting vulnerable and sharing with people, like, I can't do this, this is hard and I don't know what else to do. People come alongside you. So I think really the whole lesson is that you're not stuck with where you're at. You can change, but it starts with the choice. If you're willing and able to do the work and know that the work will be hard, it's not going to be easy. There is no easy button in change. But if you're willing to do the work and run the course, the reward is going to be so much more valuable and you will put an end to this angst and suffering. Because to me, I feel that the worst place to be is to be stuck somewhere you don't want to be or where you don't belong. I'd rather just suck it up, do the work and get out of there and be where you be on the road to success, where you want to actually be.

00:27:32 - Jerry Dugan

Yeah. I love that you started this off with the idea and really the important step of having that awareness of what's going on and where did that come from? Why is that a part of who we are today? It could be something that happened 30 years ago, 40 years ago, whatever it is. And then from there, realizing that joy is really an inside job. There's a lot of work with positive psychology and Sean ACOR talks about this in The Happiness Advantage, that really to be happy, you've got to, like you said, choose happiness and you make yourself happy first. And because of that happiness, success comes your way because you now appreciate what you have, you know who you are, you know what you want, you know what's going to pour energy into you, what's not. Whereas a lot of us do go out there and say, if I have this job, if I have this promotion, if I earn this income, then I will be happy. And the reality is, if you're not happy now, you're not going to be happy, then. It's when you're happy now that you're going to be happy. It's when you find joy in what you have. And so from there, what are some practical things that we could do to start shifting that mindset over from the world is happening to me towards I'm happening to the world, my happiness is happening because I choose it to be.

00:28:54 - Mimika Cooney

Exactly. Good question. Well, how we take back agency is making that decision today that I

want to change and I want to have a different life than I'm currently living. As soon as you can take 100% responsibility for 100% of your results. In other words, we don't blame the weather or the politics or society or the job or the wife or the kids. We stop blaming everything else and we point the finger back at ourselves and we're willing to look at ourselves in the mirror honestly and say what work do I need to be doing? Part of my story is having gone through this process where I was dealing with all the things I thought I was fixing, external things like I need to just fix this and then it'll be all good. Until God and his graciousness said it starts with you. Like your kids are a mess because you're a mess. If you're anxious parent, you're going to create anxious kids. If you're having a contentious relationship with your husband or spouse, it's because you're part of the problem. And I think that we have to take that agency and ownership for our own decisions, our own beliefs now. Yes, what's happened to you isn't necessarily your fault, especially if it's come from the way you were raised because biases and beliefs get passed down generationally and a lot of them we don't even get to choose, they just are. But we get to challenge. We might not get to choose how they started, but we definitely get to challenge how we react and respond to them and how the story ends. Right, so if you don't like for example in the family there's been alcoholism, you get to be the person to put a stop to that because you're making that decision today. I'm not going to follow that pattern. I do not want my children and my grandchildren to follow after this. And there is a spiritual significance of taking ownership of your life and your family and drawing a line and saying and saying enough. But the hardest part about this whole thing is coming to a point of humility as this one word that people do not like but it is the key that unlocks everything and this word is surrender. Yeah, when you surrender to the process, when you surrender to God and say I'm going to stop being trying to be all the things because this is why I have a problem with the word self help. Because there's self and there is limits to self and there's only so much help we can give ourselves. But it's when we are able to humble ourselves and say, you know what? Raise my flag. I need help. I can't do this alone. And for me, the spiritual significance is partnering with God and saying, okay, God, can you tell me, how did you make me? Again, let's get rid of all the junk that we just layered on here. And it's amazing then when you can shift into your true identity, you start to work in ease. So it's none of this hustle and grind and we talk about the grace and how being graceful means things just happen, and it's floating and it feels all like ethereal. But there is a sense to when you're doing what your strengths are, and if you're in a job that you hate but you're doing something and it feels like a grind and it's hard. It's like you're pushing a rock up a hill because, yes, you've learned the skills, but is it who you've designed to be? Where for me, I was always trying to work in the details and do the things, and I realized you just give me a microphone and I'll be entertaining and talking, and I could talk all day without a script. And I'm like, easy. With some friends of mine, like my best friend I grew up with, she would be mortified, complete introvert. I do not want to be on stage. That to her would be absolute horrifying. But my life and my skills and my talents are not yours. They're yours or yours because they're uniquely yours. And you've been able to refine who you are through your experiences. But we get to choose today what we toss out, what we keep, because every experience is either teaching us a lesson or we can allow it to hold us back. So it's like I always like to liken it to the metaphor. Walking along the beach. Sometimes you can pick up pebbles, sometimes you can have a look in this lesson. Well, this is useful. Okay, let's put it in the back. If not, throw it out. Sometimes other people throw rocks at you and hurtful words and say negative things, and maybe the storm

comes in and you feel abandoned and there's no shelter, but you just keep on walking. But again, if you keep piling in the wrong rocks and just allowing the negative rocks to just hold you down, eventually you're going to come to Stansel and not be very effective. But most people don't want to do the work of emptying out the junk and letting go of the things that no longer serve them. So that's why I feel it's my life's mission just to introduce this concept and that it is possible through the process of neuroplasticity, which is your brain's abilities change. And I think that's just the best news ever, right?

00:33:31 - Jerry Dugan

You're not etched in stone. You're being molded in clay, and it hasn't dried out yet. And that's how I like to look at life. Now, I know folks can find your book. Unstick your mind. It's on Amazon. I'm guessing it's all the places where books are sold.

00:33:50 - Mimika Cooney

Yes. So, yeah, unstick Your Mind in this subtitle is shift your mindset, develop grit and break barriers. And through this process, I did a lot of research reading a lot of dry articles. I'm like, okay, what are we trying to learn here? But that's one thing I like to do well, is take the complicated and make it applicable because I'm very practical. Like, how do we do this? It's all great saying go and meditate or go and think about this, but why is that important? So I take these concepts of really challenging you to think outside the box and to maybe look at things in a different way, but also give you tools along the process. And also in the back end of that, I have a course as well that takes people through this process. And I'm unapologetically Christian in the way that it's presented because I feel like you cannot take God and faith out of who we are because we are body, soul and spirit. And the soul is our mind and our will and emotions, which needs the work. And we can work on a diet program or an exercise program, but what we don't do is work on the mind. We don't put ourselves on a negative thought fast diet. Like, what are we putting in our minds? What are we hearing? So part of my approach is I'm a trainer at Heart and I'm going to teach you the things. And yes, it's going to hurt. It's going to be some tears, guaranteed, but it's going to be worth it. The blood, sweat, tears will be worth it. Because who you're going to turn out to be is going to be the fiercest version of yourself. If you're willing to surrender to the process and allow yourself just to work through the hard things, because I can guarantee you the results are going to be definitely worth what you're looking for.

00:35:27 - Jerry Dugan

Nice. And now if somebody's listening right now and they're thinking, man, I need Mimika to come into my organization and apply just enough of that sand and that grit to help us fine tune and refine ourselves. What's the best way for folks to get a hold of you?

00:35:42 - Mimika Cooney

Yeah, well, the best place to find me online is mimicacooney.com, and I'll spell that for your audio listeners. It's Mimikacooney.com. And I have a bunch of great resources. There all the lists I've just written, book, the unstick book is book number ten. So it's taken me a hot minute to figure out this whole process. But yeah, I love to be able to teach workshops and inspire people and speak and really just open people's eyes to this process. So if you want to connect with me, I'm also online. I have my own YouTube channel and regularly put out some mindset, tools and

tips. And I love to hang it on Instagram if you want to get some more inspiration, but definitely my homebase, Mimikacuni.com, would be the best place to connect.

00:36:26 - Jerry Dugan

Nice. And before we go, any final words of wisdom?

00:36:30 - Mimika Cooney

Well, my encouragement to your listeners today is that you're not broke, you are fixable. Kind of think of yourself going through a renovation. We love the idea of what it's going to look like, but we don't like the messy middle. But let me guarantee you, you can do the work and be ready to roll up your sleeves and being humble and honest with yourself. The rewards are really great. And the good news is that the neuroscience is on your side, because your brain is designed to be able to change and grow, and it's in a fun adventure. Once you start learning, you've got all these little light bulb moments that go off and you're like, oh, wow.

00:37:05 - Jerry Dugan

Awesome, mama. It was great to have you on here, and I'm so grateful that Eric and Amber connected us to have you on beyond the Rut.

00:37:13 - Mimika Cooney

Thank you for having me.

00:37:15 - Jerry Dugan

Wow. Hey, I hope you got a lot out of that conversation like I did, took lots of notes, and you've got an action plan on how to apply at least one lesson learned from this interview into your life, because ultimately, I don't want you just to be like, oh, wow, that was cool. I want you to make some serious life change for yourself. Whether it's just a little pivot or a big pivot, serious life change doesn't have to be this big mind sweeping type of thing. It could be just one little pivot that just makes a big difference as you build momentum over time. So what was that one thing? Whatever it is, send me an email info@beyondtherut.com and tell me, what was that one thing you got out of this conversation that you're going to apply? And that's not all. Check out the [show notes@beyondtherut.com](mailto:shownotes@beyondtherut.com) three nine two, and you'll get more resources related to this conversation. Now, I'm glad you joined me for this conversation, and I look forward to joining you on the next one. But until next time, go live life beyond the rut. Take care. Bye.