

Debug Your Mental Software

**Change Your Mind
Change Your Life**

Jay Arthur

DEBUG YOUR MENTAL SOFTWARE

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Upgrade Your KnowWare!

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About The Author



Jay Arthur, the KnowWare® Man, works with people who want to master the mysteries of the mind and companies that want to plug the leaks in their cash flow. I'm a certified master practitioner of Neuro-Linguistic Programming (NLP), an Inkan shaman, and a Six Sigma sensei.

While growing up in Tucson, Arizona, I was obsessed with *how* people do things well. I graduated with a degree in Systems Engineering from the University of Arizona and spent the next 20 years developing software for the phone company. I speak COBOL, C, Perl, and HTML.

All the while I was becoming increasingly dissatisfied with the results I was creating in the world. So I started to look for solutions to my discomfort. As a student of human nature, I began to study what works and what doesn't. I began to look for secrets to human genius. I would be almost 40 before I found the answer.

I found that your brain is *like a computer* with a CPU, memory, and network; and that your mind is *like software*. But software for your mind, what I call KnowWare, is much more rich and sophisticated than COBOL, HTML, or JAVA. Unlike simple computer software, your mind uses what it sees, hears, feels, smells, and tastes as part of its "code." The mind, just like software, has modular routines that handle everything from tying a shoelace to driving a car while your talking on your cell phone and planning your next meeting. Most of your KnowWare is elegant and useful; some of it is buggy; some of it's out of date, and some of it is missing.

Using the simple tools in this book, you can debug your mental software to eliminate the barriers to your success. You can upgrade your existing KnowWare with improved routines. You can uninstall bad software and install new software easily.

Stop the Insanity! Debug your mental software.

Preface

The Key [to the mystery] is often discovered by climbing out of the trenches and going for the panoramic view.

Daniel Dennett -Darwin's Dangerous Idea

The only way to answer questions about huge and experimentally inaccessible patterns is to leap boldly into the void with the risky tactic of deliberate oversimplification.

Daniel Dennett -Darwin's Dangerous Idea

Lose your mind and come to your senses. Fritz Perls

Ever feel like you're losing your mind? Do certain people and events make you crazy? Do you repeat the same self-defeating behaviors over and over again? Are you doing what you *have* to do, not what you *want* to do?

Stop the insanity! You need to debug your mental software. 50 million Americans experience a mental disorder in any given

year. The World Health Organization says that neuropsychiatric disorders account for 31 percent of disability in the world. Good news: You're not alone! Furthermore, mental illness accounts for more than 15 percent of disease in established countries—more than the burden caused by all forms of cancer combined.

A study done by the Next Group found that 76% of respondents felt that mental illness/incapacity was the greatest threat to their future. 64% consider their "state of mind" to be a significant concern. The Center for Disease Control and Prevention says that 80 percent of our medical expenditures are caused by stress. Stress costs U.S. business more than \$150 billion a year and fully 98 percent of Americans believe that stress can make them sick.

But stress is a creation of your mind. If you believe that the mind can make you sick (via stress), then why couldn't you believe that your mind can make you well?

Similarly, do you believe that talent is gifted only to the few *chosen ones*? Have you ever watched Tiger Woods launch a golf ball and wondered: "How does he do that?" When you hear Robin Williams improvise a joke, have you ever wondered: "How does he do that?" Are our sports, entertainment and business heroes a breed apart, or are they just running better mental software than you or me? What if it were possible to decipher and install their mental software in your mind?

Do you ever feel like you'll never be able to get a mate, grow a relationship, get a good job, do what you love to do, and retire wealthy?

Stop beating yourself up! Install the software of human genius.

Breaking the Mind Limits

Have you ever been driving a lawful 55, 65, or 75 miles per hour on the highway and been passed like you were standing still? Is that other driver "driven" or just uninhibited?

Without useful rules we'd have chaos, but I have found that most people imprison themselves within their own rules and limits. How you run your mind has everything to do with your ability to

succeed. You don't need to be "driven;" you just need to remove your self-imposed speed limits. I call this debugging your mental software.

Then you will want to "design your destiny" to accelerate what I call "effortless achievement." After studying wildly successful people, I have found that they aren't "driven;" they are "pulled" into a seductively exciting future of their own design by using simple, but elegant mental software. Once you're clear about who you are, what you want to become, and the value you want to create in the world, your mind will "self-organize" to pull you into that destiny.

To achieve that destiny, however, you may need to upgrade your KnowWare. You many need to download and install some new KnowWare. And you will want to identify and leverage your own genius...because this is your gift to the world and it is your uniqueness.

Everyone I've ever met has some skill, talent, or genius that I'd like to install in my personal toolkit. And, as I explore "how" they do it, I usually find that their mental software is uncomplicated.

I started grade school when I was five-and-a-half years old. My birthday was in December, so I was entitled to enroll, even though most of the other kids were older, taller, and bigger. I really wanted to go to school to learn, so my mother, who had her doubts, let me go. That first day, the teacher, Mrs. Campbell, seated us in alphabetical order. After Anderson, I was second chair in the front row. Most of the rest of the class was arranged behind us. It was later that day, when we went outside to play dodge ball, that I discovered just how much larger the other boys and girls were. I was the second shortest boy in class. As the runts of the litter, we were always chosen last for teams and rarely given the kickball, baseball, or football. So, while almost everyone else focused on sports, activities, working out and pumping iron, I started pumping mind.

Like physical activity, the mind develops strength through repetition and practice. Golfers groove their swing through repetition and practice. Basketball players practice free throws and every imaginable shot. Football players practice running, blocking, tackling, and throwing. Thinkers practice thinking.

Ever wonder why teachers gave you homework assignments to do ten of the same type of problem or question? Repetition, practice. Unfortunately, I think teachers believed that doing enough of a certain kind of math problem would build strength and help us generalize ways to solve similar problems. This method, however, is backwards. Instead of coming up with general ways to solve math problems, most people develop limiting beliefs about their ability to do math. That's why we need so many accountants.

Learning how to run your mind to produce the results you want isn't that hard once you understand the underlying programming language of your mind. You've already learned some of the hardest tasks there are: speaking, reading, and writing a language; getting along with other people; throwing a ball; doing a job. Like some people's experience with math, however, you've learned some limiting as well as empowering beliefs, values and abilities. The secret is to debug or uninstall the limiting stuff and enhance or upgrade the empowering stuff.

Statistics say that over half of the readers of this book have a personal computer of some sort. I'm willing to bet that you've upgraded your PC's hardware or software in the last year—more memory, disk space, or new versions of your favorite software. How many of you spent more money on your computer than on your own personal development last year? People spend hundreds if not thousands of dollars keeping their computers up-to-date, but very little upgrading their KnowWare. You might consider thinking about how to keep your personal biocomputer—your mind—up-to-date.

Software for Your Mind

I spent 20 years in the phone company developing and debugging software in everything from mainframes to minicomputers.

Along the way I began to notice that my mind seemed to work a lot like computer software. Most of the code is pretty good, but some of it seems like it was written by a hacker at 3 a.m. at the end of a sleepless, four-day coding orgy.

One of the things I know about software is that once you debug a computer program, it will run flawlessly forever. So I began to wonder if it was possible to debug my mental software to get the same kind of results. I found that when I changed my mind, it changed my life. And it could happen in minutes, not years.

I've spent years designing and programming computer software. I have a deep and profound respect for the difference between computers and people, but I've found it's useful to use computers and software as a filter, a metaphor for understanding the mind. When we look at a computer, we see hardware and we can experience the software it's running. If we could become the computer and look back at the human on the other side of the keyboard, wouldn't we see the body, brain, and nervous system as hardware? Wouldn't we experience the mind as software? Would we envy the soul or spirit of the person, or would we be unable to detect it because we don't have one?

When you look at the human body, mind and spirit through this lens of perception, many possibilities arise. The nature of the filters and lenses we use cause us to amplify certain characteristics and completely ignore others. So I apologize in advance for the qualities and characteristics that this particular point of view will do to filter what is presented, but every book, every discussion, and every photograph by its very nature illuminates one thing and clouds another. So let's take some time to explore your biocomputer and its implications. Think of this book as an owner's manual for your mind. Most self-help books focus on one of three main areas: body, mind, or spirit. For the body, there are books on nutrition and fitness, which are usually written by doctors. For the spirit, there are books about religion, global consciousness, and shamanism. These are written by religious leaders, New Age explorers, and technoshamans. This book, however, is about your mind. Most books about the mind are written by scientists, psychologists, and psychiatrists, but I am none of these. My background is in software development. I only stumbled in the back-door of the mind because I wanted to learn how to make mine work better.

How? Not What!

Having read most of the self-help books of the 1980s, I was somewhat disappointed because the authors had obviously done something wonderful to change their own lives and were passionate about sharing it, but they often spoke of “what” to do, but not “how” to do it. I have since learned that most experts are largely unaware of *how* they do things well and can only talk in lofty generalities about *what* they do. This makes it hard for you or I to achieve the same level of mastery they have.

This book, however, is not only about “what to do,” but also about “how to” debug and upgrade your mind. For me, the last decade has been a loving and gentle exploration of the mind, its possibilities and its programming language. This book is a synthesis and distillation of the best of what I have learned, because I believe those are two of my core skills: synthesizing and simplifying information into knowledge that people can use.

Unfortunately, our society has become trapped in myths about the mind and how many years you need to invest in psychotherapy to recover from your childhood, your parents, your siblings, your divorce, and so on. This is so much poppycock. Don’t get me wrong, there are mental illnesses that require professional treatment, but most people just need some minor tuning and tweaking to remove the barriers and hesitation they experience in daily life.

Back in the 1880s, professional photographers took photographs with big cameras on emulsified plates. A guy named George Eastman decided to put cameras and film in the hands of everyone. He figured out how to put film on a roll in a small boxlike camera so that everyone could take their own pictures. This was called “amateur” photography. We now consider it common place to take pictures, even digital pictures with digital cameras.

In 1973 when I graduated from college, computers and programming were the realm of specialists. But a guy named Steve Jobs had a dream of putting a personal computer on every desk and in every home. In 1995, sales of PCs exceeded the sales of TVs for the first time. Unfortunately Apple Computer now has only a small

portion of this market, because Apple failed to realize that it was the software, not the hardware that made the difference. Bill Gates at Microsoft had no such illusions.

I'd like you to consider that your "hardware"—your brain and body—will not make the most difference in your life, but your "software" will. My dream is that every person will know how to debug, upgrade, and have access to the best KnowWare available. I believe that its time to accelerate the evolution of our mental software to match the power of the human neurology. And it's much easier than you might have thought. Of course there will still be times when you need a skilled therapist to navigate particularly emotional issues, but knowing when to ask for help is another important mental skill.

Take Control of Your Mind and Your Life

This book is about taking control of your mind and your life. What you think and how you think controls your success both personally and professionally. Isn't it about time that you learned how to upgrade this marvelous biocomputer of yours?

As you examine what kind of software is running in your mind, you'll find three types of software:

- **many good applications and applets** that help you navigate through the world
- **a touch of pure genius** that you may not be using to its full advantage
- **a bunch of spaghetti code** that gets in your way and prevents you from engaging your personal genius.

In this book, we'll look at the three key abilities that affect your ability to tap into your genius and accelerate your success: debugging, designing, and installing your mental software.

Debugging Your Existing Software

You'll learn how to debug the mental software acquired in your past—the traumatic events, installed beliefs, and internal conflicts that affect your success. You may not be able to change the past—

the events that changed your life, but you can change how your remember them. Like Steven Spielberg, you'll learn to edit the mental movies of your past so that they serve you instead of hold you back.

You inherited your parent's genes, but you also inherited their mental software—beliefs, values, and other core ideologies. Whether you were in the womb listening to your mother's voice or sitting at the dinner table later on, parents start programming you from the moment you're conceived and rarely stop even after you've left home. And parents aren't the only hackers in your life; you also picked up ideaviruses from siblings, teachers, priests, and anyone else who happened to be around on a regular basis.

To transform these powerful influences, you'll learn how to identify and change the most common limiting beliefs.

And you'll learn how to resolve internal conflicts that stop you from getting and achieving what you want in life. Ever had your computer lock up? The same thing happens when you have an internal conflict.

You'll learn how to take control of the present moment. Your ability to catch yourself in the act of running old or buggy software will enhance your ability to correct it. A “negative” emotional response to some external stimulus is usually a sign that some old code has been triggered. You're rarely angry, sad, or depressed about the current event, but about the unresolved issue it brought up from the memory pools of your past.

Design Your Destiny for Effortless Achievement

You'll also learn how to design your future and make its achievement effortless. Most people pretend they know what they want, but if you examine their “maps of the future” you quickly find that they don't have a clear, rich *experience* of what they want, only a crude, flat, static map. To create the future you really want, you need to have a robust, 3-D, sensoramic experience of it. You'll learn how to take your existing maps and transform them into rich, holographic experiences that will pull you into your future.

Installing New KnowWare

To become successful, you'll probably need to install some new mental software. Most books and courses teach what you need to do—the step-by-step processes (what I call the system), but rarely teach the *mindset* required to implement it properly. There are simple ways to detect and decipher the necessary *mindset* to implement any strategy or system. As you go through this book we'll look at ways to clone any genius mindset.

Thought Revolution

In school, we were all taught about the Industrial Revolution—the shift from farms to factories. The last 50 years has revealed one of the most dramatic shifts in human history—from manufacturing to mind. The shift, while seen most clearly in the global marketplace, has profound implications for every person on the planet.

Market leaders are no longer the capital intensive factories of the industrial revolution, but the knowledge-intensive brain trusts of companies like Microsoft. *This shift from capitalism to knowledgism will shape your future.* To survive and thrive in a rapidly changing global environment, you will want to accelerate the rate at which you debug, install, and upgrade your KnowWare.

Business schools of the 1950s described wealth as a combination of land, capital, and labor:

Wealth = land + capital + labor

Before the industrial revolution, land was the primary source of wealth. Agriculture required land. With the advent of factories and ships for trade, capital became essential to build, maintain, and expand production and profits. Then in the 1950s, the computer with its power for information and knowledge management initiated the shift toward knowledge-intensive industry.

The New Wealth = knowledge + skilled professionals.

Skillful, knowledgeable people, not capital, are now the keys to business success. Knowledgeable people, however, are a scarce resource—the limiting factor in businesses. Your ability to rapidly

adapt to and embrace changes in the environment will be your key to success. Businesses must shift from optimizing capital to optimizing people.

Downsizing, a short-term solution to a long-term problem, may well have been the last great death rattle of a capital-intensive society. Downsizing attempted to increase profits by eliminating overhead, and employees are 80 percent of overhead costs. But downsizing, according to the studies, has had little lasting impact on profitability because the people who left took their knowledge, spirit and wisdom with them. The people that remained kept their heads down to keep from getting them chopped off. Creativity and innovation declined, resulting in aging products and services that are ill-equipped to survive in a changing environment. Downsizing killed the goose that laid the golden eggs of new products, services, and improvements that win customers for life. Don't you owe it to yourself, both personally and professionally, to start getting the best results possible from your "personal biocomputer?" Haven't you waited long enough, or do you want to put it off even longer? Isn't it time to debug your KnowWare?

If it were possible, would you consider speeding up your mental "evolution"—your adaptability to new environments and change? Are you limited to what you know, or only to what is "known" in the universe of human experience? Can you accelerate development of beliefs, abilities, and attitudes that support personal and professional success? I believe the answer is yes, if you suspend your judgement and look at yourself as if you are a form of biocomputer, with hardware (a body) and software (a mind). Then all you have to do is start routinely upgrading your mental software.

You already know computers would be worthless without software. Unlike computers that are linear and sequential, the human biocomputer is more like a simultaneous thinking machine—a massive parallel processor. Multiple levels of thought and filters combine to enable or disable your success. Human KnowWare has been steadily evolving over thousands of years, but slowly. Now, however, you have the ability to begin changing your mental

software, just like you upgrade your computer systems.

Most good mind programs, however, involve clear, streamlined code. They follow the “object-oriented” paradigm of most new software. There are classes of programs like ‘getting dressed’ or writing. These objects “inherit” abilities from their “parents.” So putting on pants and shirts inherit the ability to put an arm or leg through the hole in the leg or sleeve. The great thing about mental software is that, just like clothing, you can try it on and keep what fits. You can even custom tailor it to fit your life. You may know someone who changed their mind for the better and had a dramatic improvement in their life. You may also know someone who adopted a limiting belief which precipitated a decline in their life.

One woman I worked with had developed a fear of flying after a dicey landing on an icy runway in Dallas. It kept her from flying to business meetings and vacations with the family. Once she resolved her fear, she could resume her career and take a summer vacation in Greece.

When people change their minds, they have the immediate ability to see the results and for others to see them too. You are already good at this process of mental upgrades. You’ve learned to speak and read, which are highly complex skills. You’ve unlearned things that no longer work for you. Now, rather than make excuses for your “lot in life,” you can begin to identify what isn’t working and upgrade that portion of your mental software so that you’ll never experience the same problem again.

The Gumball Theory of the Mind

Some people wonder, couldn’t I screw up my mind? Could I make myself crazy? Yes, I suppose it’s possible, but the mind has thousands of beliefs, values, and capabilities.

One friend of mine describes these kinds of mental changes to be like a gumball machine. One kid gets a gumball and nothing happens. The bowl of gumballs stays still, but after the third or fourth kid gets one, the entire bowl will reorganize in some subtle way. And the great thing about mental software is that your mind

keeps a backup copy so that it can go back to the old way if it needs to. And the mind will rarely accept a lower grade of software if a better one is already available. Humans are survival machines and we do this by improving our software, not by degrading it.

When to Change

How will you know that you have a problem or a need to change? Dissatisfaction. When your desires outweigh your reality; when your wants exceed your abilities.

People usually become aware of a limitation or problem when something traumatic happens. It could be the death of a pet or loved one which reminds us to reexamine our lives. It could be a job reassignment, downsizing, or retirement. It could be a divorce. It could just be the continued frustration of not achieving desired goals. When this happens, people want to know what's going wrong, how to correct or avoid it in the future, and why the newer, better way will work when the old way didn't. For some people, the pain of their current situation is more motivating, more compelling than any desired goal or objective. For other people, a goal will keep them going indefinitely. Which one sounds more like you?

My goal is to invite you to explore your own unique, rich inner terrain; to map it, landscape it, and cultivate it to produce the bountiful harvest you deserve.

Change Your Mind, Change Your Life!

Jay Arthur,
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