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# Medical Devices

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## Lecture 7 - The Power of Thoughts

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# The Power of Thoughts and Positive Thinking

- Importance of Management
- Physiology of Thought
- Attitude Changing Perception

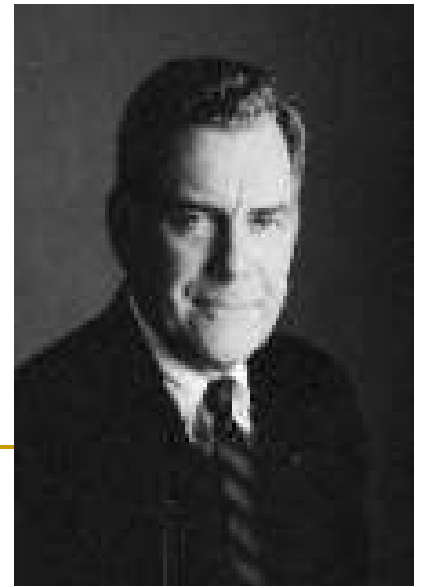


**Is the Glass Half Full or Half Empty?**

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“I have been in this business for 36 years. I have learned a lot and most of it does not apply anymore.”

*Charles Exley, CEO, NCR Corporation  
Wall Street Journal, June 20, 1990*



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# Universal Management Questions

- What is to be done?
- Why?
- How?
- When?
- Where?
- Who does what?
- What is the cost?

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# Creative Management

- Creative management is the dynamic determination of course of action by defining goals, formulating solutions, evaluating and matching the solution (methodology and approach), implementing the selected approach (solution) to achieve the goal (or solve the problem at hand) and review the results.

OR

- Creative management is a systematic approach in selecting and implementing the appropriate course of action for solving the problem of reaching the goal effectively.

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# Need For Creative Management

- High rate of failure even though many well trained managers are running organizations.
- The changing world requires adaptive and creative management.
- In today's local, national and global competitive markets, creative management is required.
- Many old problems require new solutions.
- New technologies and methodologies require innovative management.
- A great number of different management approaches exist.
- There is no single, universally effective management method to solve diverse managerial issues.



## Conversion Of Thought To Chemical



- Think about a lemon - a sour candy - a green lime
- Imagine cutting a wedge of lemon or lime
- Imagine smelling the lemon or lime
- Take the wedge of the lemon and put it in your mouth.
- Chew the wedge of the lemon - the very sour juice of the lemon now comes into your mouth and stimulates your taste buds
- Concentrate - close your eyes and don't block your thoughts - make it a reality for yourself.
- Salivary glands have responded to the sour taste of the lemon/lime thoughts.
- How many of you have more watery mouths than before the lemon thought?
- Thoughts caused salivary glands to respond.
- Conversion of thoughts to chemical.

# Conversion Of Thoughts To Action

## ➤ Relaxed:

- ❑ Find your pulse on your wrist or on your neck.
- ❑ Close your eyes - imagine your favourite place for relaxation - imagine you are lying down or sitting, as you wish.
- ❑ Imagine you have a totally peaceful mind - relaxing time - no fear - no anxiety - no hate- you are not cold - you are not warm - smelling fresh air - listening to nice music, if you wish - or entertaining a very pleasant relaxing thought.
- ❑ Count accurately the number of beats of your heart under relaxed conditions - write down the number of beats.

## ➤ Stressed:

- ❑ Now think of something that you fear, or think of someone you hate - some situation you despise or something you have a phobia about - something that angers you -something that causes you to feel excited.
- ❑ Think and stimulate your physiological response to crisis.
- ❑ If you think and imagine and feel the situation, your thoughts will be creating chemicals in your body (epinephrine) which formulate a fight or flight response.
- ❑ If you take your pulse, it will most likely be increased



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# Conversion Of Thoughts To Physiological Action

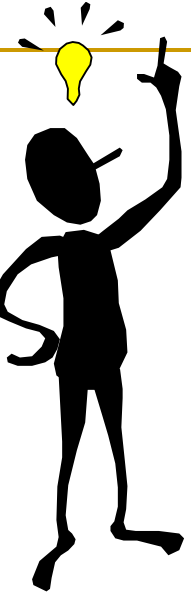
## ➤ Facts:

- ❑ Thoughts can create a response in the body.
- ❑ Every good thought can contribute to the secretion of good chemicals in the body.
- ❑ Every bad thought causes secretion of bad chemicals in the body.
- ❑ Thought have power over our mind
- ❑ Thoughts can influence our emotions and vice versa
- ❑ Thoughts can cause emotional and physical response.

# The Physiological Flight Or Fight Response

- Anger, fear, stress, hate cause chemicals such as adrenalin, sugar or other chemicals to be secreted in the body.
- There will be an emotional flare, and overall readiness of the body to confront or run away.
- Blood circulation changes from:
  - ❑ Digestive system
  - ❑ Fighting infection
  - ❑ Wound healing
  - ❑ Enzymatic activity
  - ❑ Other repair process
- Blood rushes into the muscles and limbs:
  - ❑ Arms
  - ❑ Legs
  - ❑ Eyes (narrowness of the eyes)
  - ❑ Tension of overall muscle
- The body is ready for fight or flight:
  - ❑ This is a natural physiological response of any animal (and human being) and some also believe, of plants.

# Thoughts → Emotion → Action



- Thought is a form of energy flowing through the brain cells.
- Each thought is a form of electrical voltage caused by chemicals in the brain cells.
- A thought causes emotional and physical response.
- So thoughts create chemicals in the body.
- Chemicals in the body create emotions.
- Thoughts create actions.

# If You Are Looking For Trouble You Will Find It





# If You Are Looking For Something Good You Will Find It

Twins and Christmas presents:

**1st twin – The Pessimist:** Always angry and crying. “Santa did not get my pony and brought me some stupid toys instead!”

**2nd twin – The Optimist:** Always happy and laughing. “Dad, with all this horse manure there must be a pony somewhere. I’m going to find it!”



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**PERCEPTION → FORMATION OF THOUGHTS**

**CHEMICALS → EMOTIONAL AND PHYSICAL ACTIONS**





*Happiness Is In Our Mind*



*Sickness Is In Our Mind*





***Success Begins In Our Mind***



# Negative Thoughts

Negative Thoughts (stress): negative perception cause a chemical response.

➤ Negative chemical response cause our body to put on hold such functions as:

- ❑ Digestion
- ❑ Repair
- ❑ Reproduction
- ❑ Red blood cell production
- ❑ General circulation (exception to certain muscles)
- ❑ Wound healing
- ❑ Overall immunological responses (fighting disease)

This Causes:

- vulnerability to disease
- digestive problems (ulcers, cancers)
- imbalance in protein production
- slows recovery
- creates toxic substances
- muscles stay tense - one has responses such as:
  - ❑ headaches
  - ❑ backaches
  - ❑ neck aches
  - ❑ shoulder aches
  - ❑ nervousness, uptightness
  - ❑ chronic stress and hypertension, heart disease
  - ❑ low creativity
  - ❑ low productivity



# Examples Of Anger And Fear



Anger can take the form of:

- Guilt
- Rage
- Hurt
- Hostility
- Depression

Fear is associated with:

- Terror
- Timidity
- Anxiety
- Withdrawal
- Apprehension
- Grieving
- Shyness (which is a form of fear of others)
- Other negative feelings and thoughts

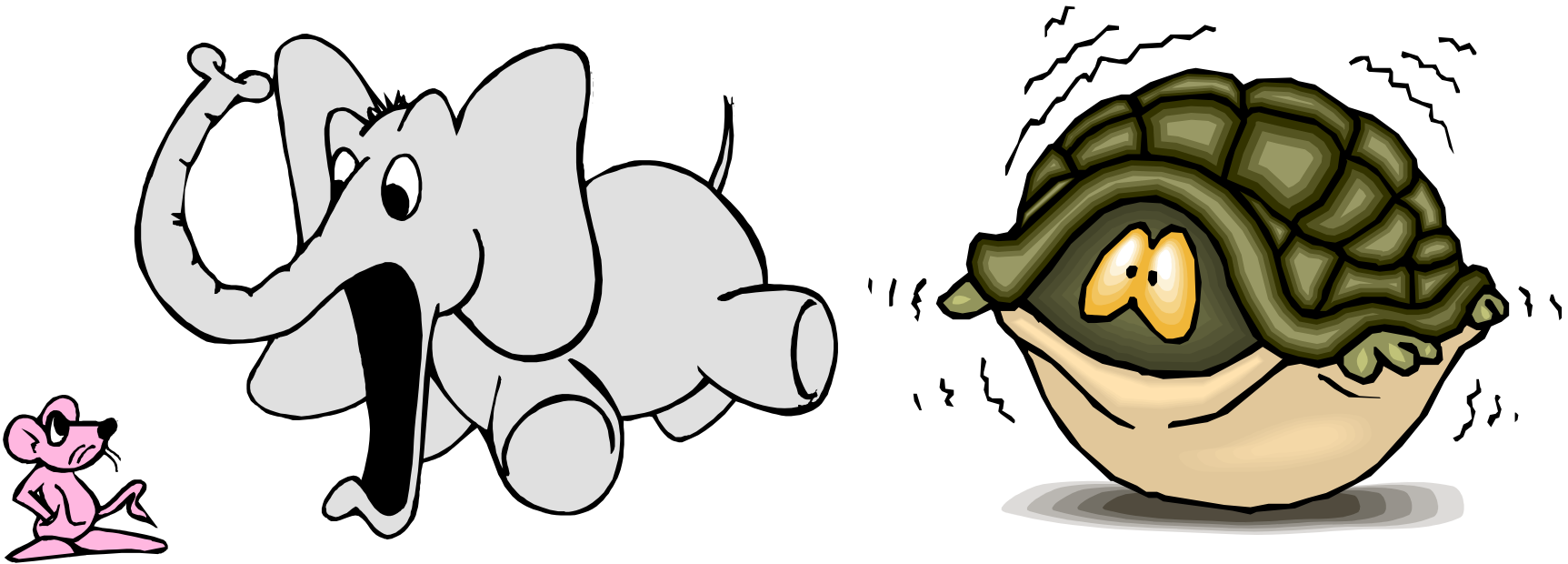
# Negative Thinking



## Negative thinking causes illness:

- Negative thoughts create negative chemicals which suppress the immune system.
- Raise blood pressure.
- Cause fatigue.
- Cardiovascular degeneration.
- Unwanted uncontrolled growth of cells.
- Too much concentration and worry about disease creates that disease.
- What you fear may come to you.
- The more you believe that you are going to be sick and that you will die, the greater your chance of becoming sick and dying and the fulfilment of your thoughts.

## *Running From Fear Only Strengthens Fear*



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# What Do We Really Want?

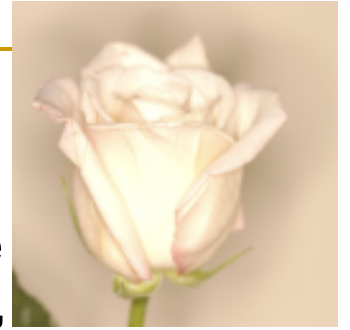
- Most people don't know:
  - ❑ what they really want
  - ❑ what their priorities are

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# Conclusion

- Our sensory apparatus is confirming our initial perception.
- The nervous system becomes a means of reinforcing what we have interpreted initially.
- This is called premature cognitive commitment. We commit ourselves prematurely to something that is not actually real.
- The nervous system exists to confirm our initial perception.
- Each individual has different interpretations of perceptions of the same reality.

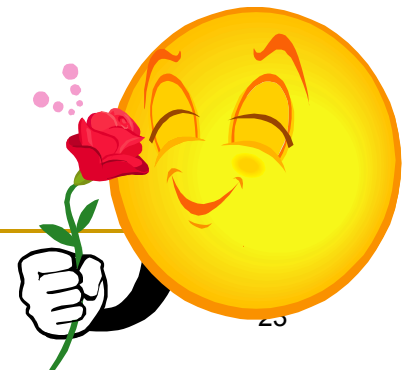
# For Example...



- A flower may attract someone because of its colour, someone else because of its smell, someone else because of its shape, etc.
- In fact human beings see a flower and perceive colours, shape.
- A bee does not see the flower as a human being does, but sees it as a source of sugar.
- A snake does not see a flower as a human being does, it sees it as an infra-red signal.
- A bat sees a flower as ultraviolet light.



All see a flower in different ways the flower being the same reality, the perception being different.



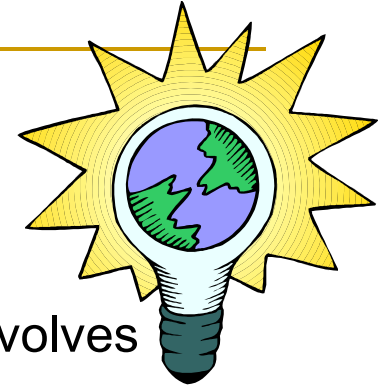
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# Sensory Perception

- The senses (sight, taste, touch, etc.)
- In this room there are billions of pieces of information - our senses only absorb or receive a very few of these pieces of information and those are to reinforce our existing perceptions.



# Thought Creativity



- Every action of a human being: begins with, is formed, or involves thought.
- Ideas (thought) cause changes in chemical concentrations in various parts of the body, which results in action.
- All good actions or bad actions begin with thoughts (ideas).
- All masterpieces of creativity, scientific inventions, advances or technology were conceived in consciousness of someone's mind.
- All the realities of human successes or failures begin with thoughts.
- No human action can happen without thought.
- Thoughts can be changed and this change of mind can be manifested in the evolving of the person.

# Thoughts Can Cause Physical Activities

Positive thoughts can cause:

- ❑ Wealth
- ❑ Health
- ❑ Happiness
- ❑ Prosperity
- ❑ Abundance
- ❑ Love
- ❑ Service and care
- ❑ Physical and mental positive appearance
- ❑ Influence of others

Negative thinking and positive thinking will impact how we act.





**You Have No Idea  
How Stupid I Am**

**You Have No Idea  
What A Poor Opinion  
I Have Of Myself And  
How Little I Deserve It**

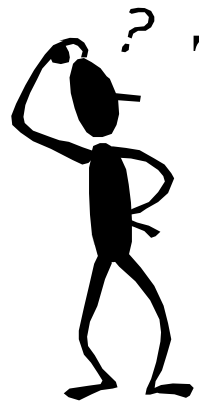
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# **The Highest Possible Stage Of Moral Culture Is When We Recognize That We Must Control Our Thoughts**

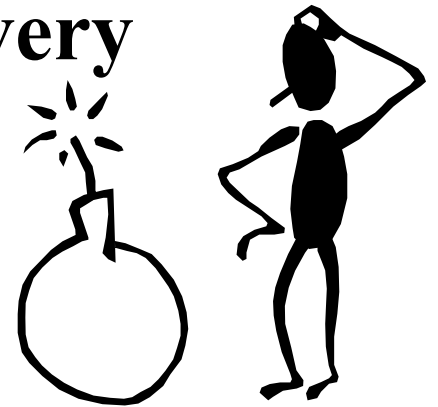
**A Positive Person Sees Every  
Problem As An Opportunity**



**The Sad Part Of It Is**



**That A Negative Thinker Sees Every  
Opportunity As A Problem**



“ An optimist may see a light where there is none,  
but why must the pessimist always run to blow  
it out”

*Rene Descartes (1596-1650)*



“What a wonderful life I’ve had! I only wish I’d  
realized it sooner.”

*Sidonie-Gabrielle Colette (1873-1954)*



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**Selecting Life Or Death,  
Happiness Or Misery,  
Success Or Failure,  
Is A Matter Of Choice**



**Destiny Is Not  
A Matter Of Chance  
But A Matter Of  
Choice**

**Every Problem  
Is An Opportunity**

