



## Ray Edwards Show, Episode 533

### How to Train Your Brain For Success- With Dr. Shannon Irvine

[00:00:00] Kris Edwards:

Ray Edwards Show, episode 533. How to Train Your Brain For Success.

**Announcer:**

The Ray Edwards Show. This is the podcast for prosperity, with purpose.

[00:00:17] Kris Edwards:

Hello, and thank you you for grabbing your very own personal copy of the Ray Edwards show, episode 533. A very special episode with an amazing guest. Ray had a chance to chat with Dr. Shannon Irvine. And Shannon is a neuropsychologist, a brain expert. And I'm pretty sure there are quite a few of us who latch on to bits of information that we hear in regards to the way we think and how to change that. And most of that advice likely did not come from anyone qualified to give it. Shannon is qualified and she's ready to teach you how to retrain your brain for success.

Let's jump in.

[00:00:53] Announcer:

And now our feature presentation.

[00:00:57]

**Ray Edwards:** Today, my guest is Dr. Shannon Irvine, and I count her as a friend, but also as an advisor with a unique set of skills. She has a neuropsychology PhD.

She's a business advisor, a business mentor and strategist, but she also advises people on their brain and how the brain controls the experience they have of life and of business.

And if you don't have both of those pieces together, you can have a lot of confusion and chaos and unpleasant situations. You're probably familiar with some of them yourself, if you've ever wanted to do something and found yourself not doing the thing you want to do, a Phd neuropsychologist could probably tell you that.

Now I say this not lightly. There are lots of people who talk about knowing the brain. Knowing about neuropsychology, but they don't really understand it at a deep level. You have an actual PhD in neuropsychology, is that correct?

[00:01:41] **Dr Shannon Irvine:**

That's correct.

[00:01:42] **Ray Edwards:**

What is neuropsychology exactly?

[00:01:44] **Dr Shannon Irvine:**

Yeah, it's the study of how the brain wires behavior.

So it's the study of how we create success and how we create failure and how we create worth and all of those things, but in, not in terms of esoteric concepts, but in terms of what is the brain, the operating system, that you think with on a daily basis. How is that actually wiring and firing what you want or what's on autopilot.

And so, and I'd love to say that I'm a super smart person that got into that. I was actually, uh, I always say I was a desperate enough entrepreneur to figure out why I kept hitting my head against the wall, like wanting to do something but not getting where I wanted to go. And. Just fell into reading some research about neuroplasticity and about synaptic pruning and how you can actually prune away old networks that literally act like chains almost holding us back at times.

And I just got obsessed because I thought about like, wait there's stories. There's automations going on in my mind that I didn't personally choose and say, it's okay for you to have residency there. And there is a simple enough process to start to build a network towards what I want. I want to learn more and, uh, just went in and, uh, finished up my PhD.

My undergrad, my master's was all in business, but went toward that because I really saw it as the thing that was holding, not just me back, but everyone that has a God-given gift and calling. That are playing small that are not stepping in, that

are afraid to step in front of the camera, so to speak. Uh, and it's really so much simpler than you think.

Uh, and so that's, that's what led me to studying neuropsychology. I really wanted to hack the system that we were given since it operates all our thinking.

**[00:03:48] Ray Edwards:**

You know, what's so exciting about this to me. I don't really know. There probably is somebody else. I don't know of anybody else who has these two converging passions and specialties, business and success. And then neuropsychology, not just as a term you throw around. Lots of people will tell you there. I like Neuropsychology. You don't like it, you actually have a doctorate in the subject.

**[00:04:09] Dr Shannon Irvine:**

desperate enough to get a doctorate. I always say that I was desperate enough because honestly, Ray, like on the outside, people were, would have looked into my life as we do, as we judge others

right? And they would have assumed I was very successful. I had a six-figure business, you know, everything from the outside- in looked great. But what people didn't know was on the inside, I was a stress success. I was. Having coffee to wake up in the morning and a glass of wine to wind down at the end of the night.

And my adrenal glands were, were really on the edge of failing. And I knew like something had to be different. And then of course you see people, right? You see whoever it is you look up to that seemed to have it all together. And it was actually in a conversation I had with my then mentor. Uh, I invested at the time \$50,000 to work with this mentor, which at the time was just a crazy amount of money to be spending.

But I knew like if I could just hear how she, well, truth be told if I could just find her strategies. Cause that's what we think we need. Uh, but what I discovered in my time with her. Was that she thought differently about everything, about money, about success, about failure. And she loved God and she honored her marriage and her children and family were everything.

And that's, those were my values. That was what was so important to me. And the difference had nothing to do with strategy. It had nothing to do with the super secret tactic that she was kind of keeping to herself. It had everything to do with how she thought differently. And that began the rabbit trail for me.

And once I really started to understand how our brain wires and fires success or failure, I felt a freedom because then it really became my own responsibility to learn, to think in a way that would create the success that I said I wanted. And learn to remove the things that I didn't know were holding me back, but it became very apparent to me after a little while.

So I started this, what we call our neuro-coaching model, um, really honestly hacking myself. And, um, I always joke around, my professors- I was the only entrepreneur in these rooms. So, you know, and we're problem solvers, right? So we're the people going, wait a minute. So if you put this neuroplasticity and you combined it with synaptic pruning and you did a certain thing, would that work and they just couldn't wait to get me graduated.

They were so tired of the solving of our actual problems and so that's what birthed this whole neuro-coaching model based on what I learned there. And I knew I wasn't this unique unicorn because what started to happen is things that I wanted to create in my life. Success. I wanted to create the monetary success, the relational success, the health success started becoming easier and easier and easier.

There's a reason for that and the process that I took myself through, but I knew I wasn't a special unicorn. So as I started helping my entrepreneurs, that I was coaching at the time and they started having, you know, just game-changing success. I knew this had, this is the thing that needed to be in the hand of every entrepreneur so that they could truly

decide what they wanted to create and, and allow their mind, their brain to actually support them in that venture.

**[00:07:51] Ray Edwards:**

I've got so much, I want to say, I'm going to try not to just babble it all out in one incomprehensible paragraph. So, first of all, when I discovered you and your work, it was really like an answer to prayer for me, because there's so many things that you talk about that you teach, that you believe that you've investigated, that you've proven, that are very important lessons about how our brains work and how they are wired either to make us more successful or not.

**[00:08:14] Dr Shannon Irvine:**

Right.

**[00:08:15] Ray Edwards:**

I mean, ultimately the brain's job is to keep us alive.

**[00:08:18] Dr Shannon Irvine:**

Safe.

**[00:08:19] Ray Edwards:**

And so you, you have all that going for you, but one of the problems I had before I met you was there are many people who teach those kinds of things who have a different belief system about what reality is all about, about what's really important about who is the creator, or if there is a creator.

[00:08:32] **Dr Shannon Irvine:**

Yeah.

[00:08:32] **Ray Edwards:**

It's hard for, I think, many Christian entrepreneurs to find someone they can follow in the area of success and, and thinking and psychology, who don't, if those experts are rooted in a belief system, that's contrary to your deepest spiritual beliefs, it becomes a problem. I think I tell people, you need to be careful who you're learning from.

You didn't know what were they, what their basis is. What's their foundation, because they can only teach from a place they already are. And if they are an atheist or, and I'm not saying you don't have a right to be an atheist, if you are, then that makes you happy. Then it's not for me to say that's right or wrong for you,

that's a judgment you have to make on your own. But for me, I want to find somebody who's deepest, most closely held core beliefs are compatible with an alignment with my own. So finding you and your work helped me see that there's people out there who think like I do, who actually have a doctorate to prove that their thinking is at least somewhat legitimized.

[00:09:26] **Dr Shannon Irvine:**

Yeah.

[00:09:27] **Ray Edwards:**

Am I being clear?

[00:09:28] **Dr Shannon Irvine:**

Yeah, super clear. In fact, it honestly was the urging of God to go this direction. I, you know, was at that breaking moment and I was, uh, you know, one of the most joyous parts of your life is - for, for me, I really wanted to have kids. And I learned, you know, two years into our marriage that I was pregnant.

And for most people, including myself, that was one of those moments where I was like, so excited. But I was so living on the edge of my whole health breaking down

that I just lost it because I knew like something had to give. And it was in that moment that God clearly said, it's not give something up for this value.

It's an, and, and connected me with this mentor and, and that's kinda how it all started. The cool thing though, Ray, was in the rooms as I'm hearing about all these scientific principles and learning how they work in the mind and the neurochemicals and all of this, you know, nothing is new. Uh, the creator created it all.

So, I mean, I am literally in these rooms, watching scripture, come to life, learn to think on what is good, pure, true, lovely praise worthy. Right? And then you learn about neuroplasticity and how thinking on those things builds neuropeptides. And those neuropeptides builds helps you to build new neural networks.

Everything that I learned can be found, can be grounded, can be rooted in scriptures that have already been spoken.

**[00:11:01] Ray Edwards:**

Yes, yes.

**[00:11:02] Dr Shannon Irvine:**

And so that's so exciting to me to not see this opposition of faith in science, but to see. Oh, the creator that created science and then these scientists have come along and discovered what he's already spoken to be true.

**[00:11:16] Ray Edwards:**

Yeah, absolutely. Absolutely. I, you know, it's so exciting for me, because for me it was, I won't call it a hobby, but it was a passionate advocacy to study those things. I had to be careful about recommending books and programs to other people, because I felt like some people are not able to discern. Not not able to separate the wheat from the chaff, if you will.

And they get confused about spiritual beliefs. And so I didn't want to mislead people or lead them into something that might get them confused about their spirituality or their deepest, most important beliefs. And so for me, it was one thing to say, well, I can see this in scripture. But now I had an actual scientist

I could point people to and say, well, Dr. Shannon Irvin is a PhD in neuropsychology and she agrees, this is scriptural and it's scientific. And it takes the burden of me having to explain that to people. And I could point them to you now. So thank you.

**[00:12:03] Dr Shannon Irvine:**

You're sweet. And, and it was, you know, the same thing when I was finishing up that PhD is certainly.

I'd say 98% of the people in the room held different beliefs of origin and all the things. And so it was a good stretch of my faith and it was a good stretch of like, wow, he is who he says he is. And he does what he says. And He hasn't made it hard for us. He's actually given us the playbook, but we think it should be more complex than that.

So we go off creating our own thesis, right?

**[00:12:32] Ray Edwards:**

Well, I think it's fun to, to use the modern scientific lens to look at the world and realize, . Oh, this is just like, what I read about in the Psalms or in Proverbs or in Genesis, even. It all does not conflict. It's all very much in accordance with the way things actually are. So I probably should have started here, but let's back up to, let's talk about your neuro-coaching program.

What exactly, how do you describe this process of how our brains wire and fire and what that has to do a success?

**[00:12:59] Dr Shannon Irvine:**

yeah, there is a core, um, cascade, if you will, of how anything that gets wired in the brain. Whether it be success or failure, whether it be lack of confidence or confidence, whether it would be wisdom or lack of wisdom, right.

It starts with a thought. We think it starts with how I feel and what I experience, but we know from neuroscience, we've done, you know, it's very pure reviewed at this point that the thoughts center the brain, the brain fires before the emotional center of the brain. So we know thoughts. The thought, whether we're aware of the thought or not.

And that's the key right there, but the thought creates the emotion. So this is kind of any situation is neutral. And I get a lot of pushback on that. Right? Well, COVID is not neutral. Will all these heavily charged topics are, are aren't neutral. Well, if you look, and I'm not going to bring any one of those up specifically, but if you look today, you can tell that the situation is very neutral.

You have people who have a different thought. That is creating an entirely different emotion. And if it's repeated enough and we call this STEBDAR for an acronym within their neuro-coaching model. But if it's repeated enough, it's about 67 times ballpark in repetition, you start to build a neural network toward it..

In other words, your brain, as Ray said at the top, is always trying to keep you alive and safe. And so it's looking for patterns. It's looking for anything that gets repeated enough. And this subconscious part of the brain doesn't filter good, bad. It's not your moral compass. It's it's your subconscious its job is to automate anything we repeat.

And so as we're going along and we are thinking a thought that's creating an emotion and we're continuing to think the same thought, which is creating similar emotions. It's alerting that subconscious system like, wait a minute, she's repeated this a lot. If I can give a language to your subconscious it now we, we, the subconscious can now automate.

In other words, 6,000 thoughts per hour is approximately what has been measured that we have on a daily basis. 6,000 thoughts per hour. That's a lot of glucose, a lot of energy to think those thoughts. So your brain's job is to any repetition, any, anything that gets close to that? 60 mark, 67 mark of repetition, it now says, okay, this is repetition enough. I'm going to automate this. Now, when it goes into that automation. You no longer think the thought it just fires without your permission.

[00:15:38] **Ray Edwards:**

It's like a reflex.

[00:15:39] **Dr Shannon Irvine:**

It's like a reflex. Exactly. Um, and so as you're going through now, if it's just some random thought, the thought creates an emotion, emotion could be neutrality, could be excitement, happiness, sadness, whatever.

In an it creates this situation, creates the thought, the thought creates the emotion. The emotion creates belief. It's if it's repeated enough, And then from that place, we're creating our decisions and therefore our actions and then out of our actions, you well know, creates our results. So if we're going along, let's say, you know, again, putting on the entrepreneur hat, because I just have such a heart for those change-makers in the world.

I'm very unemployable. I've been an entrepreneur all my life. And so are the people that I serve and we have a problem we can solve, or we can make people's lives better. We have something. It makes the world a better place. It solves problems. But yet at the same time, we have been told all our life that money doesn't grow on trees, that if you're wealthy, you're doing it on the backs of good people.

That was one of the stories I heard and you're doing this and you're 12 years old. Right. And you're hearing it and you're hearing it and you're hearing it and you're hearing it well, guess what? You didn't choose the automation and this is true of money, success, failure worth. You heard it. But because this thinking part of our mind, the prefrontal cortex, because that wasn't fully developed, not until you're like 25, does that get fully developed,

you receive that information as truth. So in your mind and 11, 12, 17, you're hearing money doesn't grow on trees. Money doesn't grow on trees. You got to work hard for your money. You got to work hard for your money. And those automations

are now running your daily decisions and therefore your actions and therefore results.

And that's why it's gotta be hard to make money. So you make it harder, right? That's why you come close to launching and you figure you got to work harder, do more, and you get into perfectionism or procrastination. Your brain is trying to align itself with the automation, then not with what you want.

Right. I don't know about you to pray, but here's what we do as entrepreneurs. Okay. Here's my goals. This is what I'm going to do. And we've got, got it up here, but our automations are way over here. And we're wondering why we're feeling chained back, right? And this is, we call it cognitive dissonance. Your brain's job is to get you back here to get you safe and familiar.

And so as you start to learn this process, it becomes like a step-by-step process. Once you see the way your mind wires things, you can start to build what we call a success pathway in your mind, toward the things that you want, so that the things that you want in your automations actually agree with each other.

And that's when things just become easy and effortless- not, not, not without work, but you've shifted your thinking to align in your automations in your mind to align with the thing that you want. And you're no longer in this tug of war or even like that boomerang where it's like yanking you back down and not taking you where you want to be.

**[00:18:57] Ray Edwards:**

People listening are maybe thinking I'm pretty smart. Now that you've described it to me, I can handle this. I know what to do. I know why I did that automatically. So I'm not going to do that automatically anymore. Is it that simple?

**[00:19:10] Dr Shannon Irvine:**

I wish it was that simple. It is a fairly simple, it's about four steps that you need to do. But remember, one of the key things is the things that have been chaining you back. These automations, if you were, you are smart. And if you were aware of them already, you would have done something about them. You would have tried to figure out a way to get rid of them. However, You- have they been on autopilot?

Meaning they're in automation, they don't engage your prefrontal cortex anymore. So you don't have to think the thought in automation. So you're not aware of what those thoughts are. And that's the challenge with just trying to use the old adage of I'll just try harder, work harder and I'll figure it out.

Or a lot of times what I'll hear my clients do, they'll come in and go, okay, I get it, I get it. I'm just going to try to work more. But that automation is still going to run your decisions, actions and therefore the results. So the key is something we, in our, in our neuro- coaching model, we call it the mind matrix.

It's really getting yourself in a situation where you start to hear what it is that you're saying to yourself. Because these things leave- automation does leave clues, right? You go to go live and you're a new entrepreneur. And, and because you're

putting yourself in a threatened position, according to your brain, Remember safe and familiar is what your brain is wired to do.

Don't get eaten by the tiger. Stay alive. Okay. The camera becomes the tiger. Right? Putting your course or your membership out there becomes the tiger. Writing the copy becomes the tiger. It's like, it's the threat to same. And you and I both know same is not, does not equal successful. Same means actually

going the other direction. So it requires you kind of putting yourself in the situation, the thing you already know you should be doing that you're not doing because the brain is telling you that's, that's a tank of sharks. Please stop people will judge you and all the conversation and you go to do it.

So say, say, you're just getting started. And you're like, okay, I'm going to go live. When you feel the physical feelings, remember emotions, thoughts, create emotions, emotions, create belief. There's a physiology to that belief. You start to feel it somewhere, usually, uh, excitement or nerves. And you'll start to hear what it is that you're actually telling yourself- that automation.

So you'll hear like nobody's going to listen to what you're, nobody's going to listen. They're going to find out that you're not good enough, right? The story that you're already telling yourself on autopilot will come out. This isn't something that hasn't been being said. It's just, you haven't been aware of it.

But when we put ourselves in a situation that it's in the ring or in the arena, so to speak, that's when you'll start to hear it, because it will get louder to try to pull you back down to safety, right?

**[00:22:18] Ray Edwards:**

Do we hear what's really going on? Or do we hear like, we're about to go live and we, instead of hearing that obvious mistaken line of thinking, do we start hearing things like I haven't got that perfect ring light yet?

**[00:22:29] Dr Shannon Irvine:**

Yeah, yeah, yeah. I love that. You said that. Yeah. I love that. You said that because that's exactly what your brain will start to do. It will start to give you reasons. So, if you look at it outside of your own self, you can see it's, your brain is doing its job. Its job is to align with automation.

So it is going to throw at you depending on, and I'm not going to go too deep into the science because I'll lose everybody, but there's a neurochemical thing going on here, right? So you feel the butterflies and then whatever your natural neurochemistry is, will kick in to try to save you from the camera or the tiger in your idea.

So I'm looking to play live and my neurochemicals fire up. And I, and you're going to know either you you're a fighter or you flee or you freeze, right. And somewhere in

there that manifests, to use a word that manifests into, well, I'm just going to work on it little more. I need a new ring light. I need to work on my script.

I need to work down every, we, we start to want to over-prepare. And what that does is it gives us the out to come back down to here, right? So your brain is very creative to stabilize what is already an automation, but if you go through these four steps, simple steps that I'll outline them for you, what starts to happen is it starts to kind of break up that freeway, so to speak.

And I always like thinking about it as a freeway, because when you build it, it's on automation. You don't even have to think about it. You're just, you know, driving on the freeway. You don't even think about it, right. But what we want to do is we want to get in there and we want to break up and actually disintegrate that old freeway that takes you automatically to perfectionism, procrastination, fear of being judged, all of those things.

Those are byproducts of the thought that we think. And usually the thought that we think is no, one's going to like me. They're going to, I'm not expert enough. I don't have what it takes, you know, the deeper things. And so, when we go live and we initially want to either I'll just do it tomorrow, procrastination, or I'll start working on the script so that it's perfect or somewhere in between,

right, you'll recognize those now as your brain safety release valves, it's, it's just, it's, it's trying to do its job, right. It's trying to get you back down to automation, but you're going to still lean in and you're going to go live anyway, in this example, whatever it is for you. Right? So you, so you hit play.

And your heart's pounding out of your chest. You will hear the words of what you're afraid of. And here's a great example when I was just starting my podcast, and we're about to be five years now, I remember like sitting here and I'm getting ready to record my first podcast episode, and I had the thought it's just about to go live,

and I had the thought I don't have enough value to bring to the podcast. It's one of those they're fleeting. They're like clouds, right? They're just like this fleeting little thought. Being the type- a entrepreneurs that we are that we, we kind of do this. We, you know, we just got to bat it away and try to do more on our to-do list, but I know better.

It's a thought like that, that can take you out. So I wrote down, and this is the first thing. First step is recognize. So just hearing the thought that you're saying to yourself, when you're doing the hard thing, like going live or calling somebody and asking for an interview or whatever it is, right.

First, you got to recognize the thought and people challenge this all the time, but your brain is wired. If you're being put in, in threatened position, it's wired to tell you that thought. So the thought comes out. I don't have enough value to bring to the podcast. The next step, second step is literally so simple,

Ray, and people don't believe it and they try to just ignore it. But you actually physically write it down pen to paper. Not in a device, not keeping it in my memory, physically write it down. So I wrote, I do not have enough value to bring to the podcast on a piece of paper.

[00:26:45] **Ray Edwards:**

Why?

[00:26:46] **Dr Shannon Irvine:**

Well, remember your subconscious automation happened probably when you were a child or a young adult or before you really could say no, I don't agree with that.

And so most likely you're hearing a thought for the first time. As adult, as an adult, as a thinking adult, they can say. Well, that's not right and argue with it, right? So when you write it down and it actually fires your prefrontal cortex, and that's what we want. We want our thinking mind to say, is this a thought that will take me where I want to go?

If so keep repeating it. Thank you very much. Or is this thought going to keep me away from the very things that I want? And if it falls in that category, chances are it's an automation and then you just take it through the next couple of steps. Now, um, these next two steps, you know, takes a little bit of slowing down to speed up, which I know is hard for a lot of us, but you've got the paper out already.

You've already written down whatever your statement is. And again, when we coach, we coach through what your experience is not through mine and that's, what's wrong with the coaching industry and I will not go left, but man, do I want to, that is what's broken in the industry right there.

[00:28:05] **Ray Edwards:**

I want to pause on that. So the first two steps were recognize, the second one is, write it down,

[00:28:13] **Dr Shannon Irvine:**

record, write it down, write it down on a piece of paper.

[00:28:17] **Ray Edwards:**

What is wrong with the coaching industry? I think this is a big, big deal we need to talk about.

[00:28:21] **Dr Shannon Irvine:**

Oh my gosh. Okay.

[00:28:23] **Ray Edwards:**

Because there's so many coaches and they're so weird often

[00:28:27] **Dr Shannon Irvine:**

I'm going to try not to just like go off on a soap box, but I, I'm very passionate about this.

Um, too many coaches are coaching from a wound, not a, not a scar. Right? A lot of people get into coaching because they've been through something. They want to help people. But a lot of times they're coaching- they're still, they're still not transformed and they're trying to help transform other people. It's the broke business coach that's saying I can help you get to six figures.

[00:28:53] **Ray Edwards:**

It's so good.

[00:28:54] **Dr Shannon Irvine:**

You know, and, and it's transformed people that transform people. And I will have people really important people online argue this point with me from a brain-based perspective it's absolutely true without going too deep into it, we will, we perceive that, right. But the biggest thing, the biggest problem, that is a big problem, but one of the bigger problems is well-meaning coaches. I mean, people with great hearts, right. That really want to help people out, but they will, they've been through something. They want to help shortcut it for someone else. And so they'll do things on a call like, okay. Yeah. That's hard. Well, first of all, now you're validating their limiting belief. So don't do that. So, so there's that. And, and then they'll say, okay, here's what you gotta do. This is what I did. And they're so well-meaning right. But they, we've got to remember our thoughts, create our emotions, which create our beliefs. And that is different from your coach's thoughts, which creates your thought coaches emotions. And they have different networks in their mind. So as a coach, our job is to help people get to their desired next level, by helping them learn how to change the thinking in their mind. Not for us to take our network that worked for us and lay it on top of them because here's what will happen. I, you know, and I've seen it, you're on a call and they're getting all pumped up. Yeah, I'll do that. I'll go do all that stuff. That sounds amazing. And then they get off the call and then their networks kick in and saying, well, who do you think you are? And all that stuff. And then they go try the thing. But because their network isn't built the same way they start fumbling and it just doesn't work. And then I, I stand on the thought that it actually almost causes harm. Cause what happens is the, they are out there on their own now, they're trying to stuff and it doesn't work either. And so at the end of the day, they're sitting there going, God, what's wrong with me. Right? And then they feel worse. And then that just gives

glucose, gives energy to old automations that are broken. We've got to live. We need to get in. And neutralize and erase those things that are causing the problems to begin with. And it's so simple. I mean, I love hyping people up on a call. I mean, we all love making people feel good, but for me at the end of the day, I want to hold somebody's vision as high as they want it to be and then help them get there. And that's where the neuro-coaching model really is a difference maker in terms of helping people learn how their own individual, no cookie cutter, their own individual mind is wired, the good things and the things that are not going to serve them. And then go through the process. Uh, this is one piece of it, but go through the process to neutralize and erase those things that are holding them back and then build up those networks toward what they want. And then they can really get to that next level, not temporarily. Right? And so that's what you'll see a lot with coaches. It's the up, the down, the up, the down, because they're relying on the coach to tell them what's next, what's next. What's next? You know, versus you, you learned to build it and you get to that next level and yes, there's next level. You notice other things you're always growing. But you actually get lifelong clients because you not only have helped them transform, but you've helped them learn how they can transform. And it's powerful.

[00:32:45] **Ray Edwards:**

Which is the only way it's really going to work. This is why, like, if you go to a, um, a conference about the ketogenic diet and you're surrounded by 3000 people who are into the ketogenic diet and experts about the ketogenic diet and the menu is all ketogenic. You're going to stick to your diet that whole time you're there, because externally, that's the only input you have. When you get back home and you're in your office by yourself, and it's 12 o'clock, you're not thinking about, I don't have anything Keto to eat. You think about, I'm just going to ride a McDonald's.

[00:33:12] **Dr Shannon Irvine:**

Bring on the pizza,

[00:33:14] **Ray Edwards:**

Bring on the pizza, the cookies, or whatever, you haven't, you have a transformed the basic automation that caused you to do these things anyway, so.

[00:33:21] **Dr Shannon Irvine:**

These things, um okay, so I told you I could get out of soapbox so you can reign me in, but these, the operating system that is operating your business or whatever it is that you're going to get coaching for, is the same operating system that's operating your relationships, is operating your health, it's operating how you feel about yourself. You're you're not a silo, right? It's all integrated. And so you change it here because you're wanting to get this result. It changes all areas of your life.

**[00:33:46] Ray Edwards:**

Yes. And this, this is what drives me nuts about like, people will say that politician, he may have problems in his personal life with his marriage, but that doesn't reflect in his business. I'm like on. Okay. If a person will lie to their wife, they're not going to lie to the public. Come on. It's just one person the behavior. Those root most important, most morally significant decisions are going to be the same from situation to situation. Cause they're not based on situations they're based on the base beliefs in automatic thinking. Automatic impulse.

**[00:34:18] Dr Shannon Irvine:**

Yeah. It's automation. And just bringing it back to the front as a man thinketh. So he will be. It's there. Right? So this is there. It's there. Like it's not like Think and Grow Rich, right? Like just trying hard to think it and give the affirmations. No, no, no. Follow the way your brain wires things so that it becomes easy and effortless and just part of the natural outcome, right? The natural outcome to a positive thought. If repeated enough becomes that positive outcome because you're seeing it. You're you're and we have a whole brain priming thing that takes you on that success path and building that success path. But I definitely don't. I want to close the loop on the last couple of steps.

**[00:35:05] Ray Edwards:**

Yes

**[00:35:05] Dr Shannon Irvine:**

moving the things that are holding them back.

**[00:35:07] Ray Edwards:**

Yes, please do.

**[00:35:08] Dr Shannon Irvine:**

Okay. So once you've recognized it and it's okay if you've just recognized the tip of the iceberg, a lot of people say like, that doesn't sound that significant. Well, neither did I don't have enough value to bring to the podcast. Right. That doesn't sound like, like earth shattering. But when you really look at that, I was stepping out publicly in a very big way. I'd been running a nonprofit for 16 years and still run that same nonprofit that helps aids orphans in Uganda. I didn't want anything to, in any way impact those kids other than positively. So there was a lot on the line saying, what if I'm wrong? You know, what if me making sure this gets in the hands of every entrepreneur somehow hurts that. All that dialogue, right, wanting to be a good person. That's a big core underlying thing for me. So as I wrote down, I don't have enough value to bring to the podcast. I read that statement out loud. I don't have enough value to bring to the podcast. Well, the third step is you're going to refute it and your natural thinking mind will start refuting it. So I read that and I went well, that's not true. I mean, I've transformed my own business to a multiple seven figure business, I blah, blah, blah, blah, blah, about my clients, you know, and where their results have got- and we have taken it and we've been able to do this and that and this and that. So I start coming up with evidence just naturally, your thinking brain is going to call. Yeah, that's not good. That's not right. And what you want to do is you want to write again, most people now don't want to do this and they wonder why they're stuck. Right? So you're writing that truth, that evidence actually physically down on the piece of paper. Whatever the evidence is for you. Right? I was pulling on my experience, my experience with my family, my experience in neuropsychology, so I was writing it all down. And I'd like to say, that's it and move on.

But there's this thing called belief and automation that stores thought and emotion together. So what I just described to you in terms of refuting is the logical. Right. Our logical brain is going to go after the bump-up, thoughts. Right.

[00:37:12] **Ray Edwards:**

But Dr. Shannon Irvine, I'm a logical person. I'm not driven by my emotions.

[00:37:17] **Dr Shannon Irvine:**

I don't. And I get you and I hear you.

[00:37:19] **Ray Edwards:**

I have high levels of testosterone. I do not think that's true.

[00:37:22] **Dr Shannon Irvine:**

I know. I know. And, and, and it's fun to watch, and this is what I mean is coaching is not cookie cutter. I will have, and I'm a very left-brain person too. So I will have my left brain people. Be very like lots of logical cane, comes out on that first step.

And I'm still gonna really insist you do the second step, because if this automation happened, when you were five, you are highly emotional at that time. So when it stores, that's where it comes. Right? So the second part of it, um, is a little bit different than anything you've ever done before. But what I'm going to do is now I'm going to think about the person in my life

that you write or die. Right? And if you have kids, yes. I know you love them all equally pick one, right? Uh, your friend, whoever it is that you would jump in front of a bus for. So in this circumstance, I picked my son Max. Now, obviously Max doesn't have a podcast, right, so you have to adjust it a little bit, not to their face, but out loud,

imagining though there, what you're going to do is just take that belief, which was an automation. Take it and put it on them. So it kind of looks like this for that scenario. I went "Max, you don't have enough value to bring to the world". And the Southern mama in me was like, oh, who, who do I take out? You know?

And I start writing down all the reasons he can do anything. He is a child, and just everything that is true in opposition to that lie. And you probably listening to me right. Or you almost probably felt that, right. You're like, oh yeah, yeah, it's a physical feeling. And so we protect and we see so much more positive for those that we love.

[00:39:08] **Ray Edwards:**

That's brilliant.

[00:39:10] **Dr Shannon Irvine:** So much truth over them that we don't see for ourselves.

[00:39:14] **Ray Edwards:**

I've never heard anybody do that particular. I've heard the first three steps in different. I've never heard of that idea of putting it on somebody you love and care about so deeply because you're immediate. I did it mentally. It was something that I deal with and I'm like, use my son. I'm like, no way. You're going to tell my son that that's BS.

[00:39:31] **Dr Shannon Irvine:**

I'll take you out.

[00:39:32] **Ray Edwards:**

That's right, we're gonna fight.

[00:39:34] **Dr Shannon Irvine:**

I'll cut you. Yeah, totally. And think about the things that come up differently than your logical mind, your logical mind is giving you evidence of all the everything outside of you that makes that not true, where this tells you all the internal or the intrinsic or the truth of the, like the reason, like he can do anything. You know, those kinds of things came out, right? So you've recognized that you recorded it. You've refuted it. And now we just need to take that gorgeous truth. Both the logical and the, I call it the automated or the emotional side of things, because it's more than just emotional. You notice, you feel it physiologically. It might even, almost make you like it just, everybody has a different experience. So those two things. Come together in automation. So we're pulling them apart. And now you have a page, maybe two pages worth of written truth, let's call it. A lie- was the automation holding you back? Now you have the truth right there in front of you and the truth sets you free. Yes. The truth of scripture sets you free in my estimation. And I know in Ray's as well, but it's also a truism. The truth does set you up free.

[00:40:49] **Ray Edwards:**

From all the lies.

[00:40:51] **Dr Shannon Irvine:**

From the lies, right. So, so again, Scientists are all, we're all thinking. We're all smart and it's always been there. So, but what we do with this, as simple as recording yourself, saying those truths on an, on a recording, and you're going to listen to it in the morning and listen to it at night. And what you're doing, if I could look inside your mind is you're building a network toward that truth. And over on this automation side, it's losing glucose. It's crumbling, the freeways breaking down. It's like an LA freeway. It's a mess. And it's eventually does what you might've heard of synaptic pruning. It actually prunes so far apart that you can't automate or think that thought again.

[00:41:32] **Ray Edwards:**

So it's not as simple as just knowing that it's a lie and say, okay, I'm done with that because you've cleaned out the dirty space, but you've got to put something in there and its place.

[00:41:41] **Dr Shannon Irvine:**

Yeah,

[00:41:42] **Ray Edwards:**

or it's just going to come right back- the automation

[00:41:43] **Dr Shannon Irvine:**

or it's a vacuum. Yeah. And more will come back in with it.

[00:41:47] **Ray Edwards:**

I've heard something like that before. Yes.

[00:41:50] **Dr Shannon Irvine:**

Yeah. Yeah. So it's powerful. And the great news is so usually it's at this point when somebody is going, like, I'm going to be doing this for 20 years. I got so many thoughts. No, you don't like, so I've been at this now for 14 years and it usually boils down to one or two core pieces. So the great news is if you grab something right at the tip of the iceberg, it works on the things that you're not even aware that it's working on. And that is great news because I don't know about you. I want steps and I want it to be as fast as humanly possible. 67 days, remember again, we're going to do that repetition for 67 days and people will kind of go from this as corny, to,

I'm neutral. I'm kind of, okay. That's a day 21, by the way. That's when everybody falls off diets and remember that 21 days to make a habit. At that point, your old network and your new one are neutral or equal. And that's why, and it will always default back to the old one.

[00:42:51] **Ray Edwards:**

Is it, is it also possible that maybe you've done the reinforcement past the 67 days, but you can get into circumstances where you fall back into the old pattern. Is it possible to resuscitate the old pattern?

[00:43:01] **Dr Shannon Irvine:**

It is if you start repeating and repeating. So

[00:43:05] **Ray Edwards:**

I'm just thinking about people who tend to eat for comfort or drink for comfort or. That, you know, why does that happen? If, if they've been clean, if you will, or they've been on the new path for a year, how does it happen that we fall off the wagon,

[00:43:17] **Dr Shannon Irvine:**

oh goodness. We could go on for a while. So what, what they've done generally speaking, isn't what we're talking about in terms of, um, in terms of brain priming, which is what they're listening to it morning and night. The truth, what they usually do is just try to stick to some plan for a certain amount of days. But the thoughts that are running in the background is when I'm done with this 90 days, I can't wait to have blah, blah, blah. When I, it, they're not actually changing the thought that is saying. Food will help you feel better. Food will replace those emotions. You're not worth blah, blah, blah, blah. So it's not changing the thinking pattern that created the emotional eating pattern to begin with.

[00:43:56] **Ray Edwards:**

So they- cause it's always them never me. But if I were in that situation, what I would have been doing, if it comes back so easily, as I was using willpower to overcome a behavior, instead of treating the root cause of the problem, which is the thinking pattern that had been automated.

[00:44:11] **Dr Shannon Irvine:**

Yeah. And willpower, although powerful and can be used. It's no different than a muscle. It has a breaking point. It has a fatigue point. It's an it's glucose in the mind, you have a reserve and it's a very small reserve. And so sometimes you can use discipline, but you, it you'll, you'll have a hard time finding somebody that is very, very disciplined that hasn't disciplined their thinking to align with the action that they're taking.

And that is kind of a way- reverse engineer way to get into brain priming. They've taught their brain that this is good enough times and repeated it enough times that now they have the network and that's why it works for them.

[00:44:55] **Ray Edwards:**

Yes. Oh, there's so many questions I have, we only have so much time. I know we can't stay here for the next three days, but I've kind of would like to, so I've encountered a situation in my life. I'm going to get personal and use this as a

chance to get some coaching from you right here on the podcast. I've encountered a situation where I developed something called Parkinson's disease, which really in- first, I'm going to talk about what you said earlier in the podcast, which was situations. Circumstances in life are neutral. And yet we tend to think of them as not that way. We think of COVID and the whole thing that's happened over the last year and a half is it's a disaster. It's horrible, it's evil and many bad things happened in the context of that outbreak of that virus. But our decision about how to think about it, how to feel about it is always within our power. Yes?

[00:45:43] **Dr Shannon Irvine:**

Yes. Always within your power. And I'll use that since you brought that particular situation of, of COVID there's also people that without. It's the thought of what COVID is particularly being in 2020 was their best year ever in their business. They got in shape, like different things like that. So it is the thought that we think about it. And there really is evidence. And I know you've dove deep into this of diseases like Parkinson's and cancer reversing, slowing, all the, even though they are physiological circumstance, they, the thoughts can either take the course of that thing and amplify it to its end or slow it down so much that it's almost as if it doesn't exist. And I'm not saying that that is simple because it's not,

[00:46:43] **Ray Edwards:**

or that it's easy or that it's every time possible, but there is, there's definitely, I can speak, I started with my own example. I want to go back to that for the moment. It's been, I'm coming up on 10 years since the diagnosis now. And, um, my neurologist says to me, you know, you've progressed a lot, much more slowly than I would have expected, which I take as like, kudos, you did a good job. Um, but at the same time it has progressed. I mean, there are things that happen in life. We cannot prevent or stop, but our response to it is always within our control. It goes back to Viktor Frankl's *Man's Search for Meaning*.

[

00:47:19] **Dr Shannon Irvine:**

Yeah.

[00:47:19] **Ray Edwards:**

If you haven't read that book, you probably probably would benefit from reading it. But my point is we can always choose it. And that's offensive to people sometimes like, uh, people who, other people who got the diagnosis that I did, I've seen him just give up, decide, that's it, that's a death sentence. My life is over. And often that turns out to be the case. And I wonder how much of that is because they decided it was.

[00:47:41] **Dr Shannon Irvine:**

Yeah. Yeah. And in no way, am I saying like, Just think the thoughts in the Parkinson's will go away,

[00:47:47] **Ray Edwards:**

right. I wouldn't say that either. Cause I tried that really, really I still do, but it hasn't a hundred percent worked yet, but I just think the way I've approached it has got to be better than just accepting it as the end of my life, the end of everything I want to do. And it's gotten more difficult. This is what I really wanted to get at. Um, it's gotten more difficult as it really began to affect my ability to speak clearly and, and express my ideas as rapidly as I once could, which I. This is how you think about things can change. I thought of that as like, when that's, when that begins to happen, when it begins to affect my ability to speak and walk and appear in public, normally, that'll be the end of my podcasting, the end of my speaking. And then I got to that point, I realized, no, no, I refuse to accept that as the outcome, it just has given me pause to stop and think, well, what models do I have? Well, I'm Helen Keller. Yeah. Stephen Hawking

[00:48:40] **Dr Shannon Irvine:**

evidence. So you look for evidence.

[00:48:43] **Ray Edwards:**

Exactly Michael J. Fox. Yeah. What if he had given up? What if he just said I give up? There'd be no, no. Michael J. Fox foundation there'd be no \$2 billion. That's been poured into research. That's helped, not just Parkinson's victims, but people with other neurodegenerative conditions like Alzheimer's Ms. So many things have changed for the better, for so many people because he refused to accept the automatic thought pattern of this is the end. I might as well give up. He decided to challenge that and refute it. And think new thoughts and take new. And even if it's hard, it's given me empathy for people who say, well, it's easy for you, Ray. Because I used to hear this a lot. It's easy for you. I just I'd say, just record a podcast. Just talk. Well, that sounded easy to me. Cause it was easy for me. I was one of those coaches who was teaching from my own framework then I reach the point where how to change frameworks because now it's not as easy for me. Like doing this, I was intimidated by doing this kind of thing for so long in the last year or so that I stopped doing it because I thought I'm going to look, I'm going to look like I have a speech impediment. Well guess what. I do! It's called Parkinson's disease. Sometimes it's worse than it is other times. But I had to ask myself this question, am I going to give up the opportunity to help somebody change their life for the better? Because I'm embarrassed by something I have no physical control over. Absolutely not. Would I say to somebody that I love, who has a disease like this, would I say you're no longer of value. You no longer have anything to offer.

Nobody's going to take you seriously. Nobody's gonna listen to you anymore. That's horrifying to think I would say that to somebody else. Why would I say it to myself?

**[00:50:12] Dr Shannon Irvine:**

Yeah, isn't that crazy? And it's this, uh, again, uh, is a protective thing that's there. We originally in the environment, we needed to see nine times more negative around us so that we would stay alive, but we don't need that anymore. Right. And so we, we just pointed this direction. And it aligns with things that are from our past. So just seeing the evidence of what you've done and people that you referenced as well, too, just shows you the power of building a pathway toward the vision you have for your life, versus just taking anything that comes at you and reacting to it. And. That is how you have already seen what's the secret of the top 3%. What's the secret? How do I get there? How do I get there? Well, you have one life and your brain is in charge of automating your thinking. Choose this day, what thoughts you will serve because they will create your outcome. And we do, we were given the ability to do this. You know, unless you are in a state where you're, you know, incapacitated, you have the ability to think on what is good and pure and true and love the things that you want. And you also have the ability to take captive the thoughts that are not serving that better and biggest goal to serve others. And to put that genius, that calling that big thing out into the world. And it's the enemy, not the strategies, not the tactics, because guess what? We clear this thing up, all of those tactics work because you think differently about them. And that is good news.

**[00:52:04] Ray Edwards:**

Yes, indeed. So your podcast is called the Epic Success Podcast. And where do we go to find all things Dr. Shannon Irvine?

**[00:52:13] Dr Shannon Irvine:**

Oh, you can find, uh, find me on the socials at Dr. Shannon Irvine, and I hang out mostly in Instagram. That's where Ray and I started having conversations. And, uh, the podcast is my love. That's where I try to serve you deeply. And then yeah, you could either place. That's where I'm at, love to have you.

**[00:52:31] Ray Edwards:**

And I will link to all this in the show notes for this podcast. And let me just say you don't have to be a Christian to develop success using Dr. Shannon's techniques and her knowledge and her expertise. But if you are a Christian who has been concerned about other teachers who teach psychological techniques or methods for changing yourself, and you've worried about what is that founded upon? Is it something that I can as a Christian in good conscious be involved with? In this case

you're safe. This is a safe Harbor, and I'm telling you, this is the coach had been looking for.

**[00:53:01] Dr Shannon Irvine:**

That's great. That means so much coming from you.

**[00:53:04] Ray Edwards:**

I love that you're in the world doing the work that you do, I think is so important.

**[00:53:07] Dr Shannon Irvine:**

Oh, thank you, Ray. And you too. Goodness gracious our whole company wouldn't look the same way if it wasn't for what you teach, so I just love it to death.

**[00:53:16] Ray Edwards:**

Thank you so much. Well, I hope this is the first of many more conversations. Thank you so much.

**[00:53:22] Dr Shannon Irvine:**

You're welcome. I'll talk soon?

**[00:53:24] Ray Edwards:** Yes.

**[00:53:26] Kris Edwards:**

Our thanks to Dr. Shannon Irvine for joining Ray on the program this week. Amazing information that I look forward to putting to use in my own life. Hopefully you do the same. And actually we have the complete show notes for you at [rayedwards.com/533](http://rayedwards.com/533) thanks so much for listening. We'll see you next week.

**[00:53:48] Announcer:**

Thank you for listening to the Ray Edwards Show. Find the complete archives of all episodes at [RayEdwardspodcast.com](http://RayEdwardspodcast.com) or subscribe for free through Apple Podcasts and never miss an episode. This program copyright Ray Edwards International, Incorporated, all rights reserved. Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.