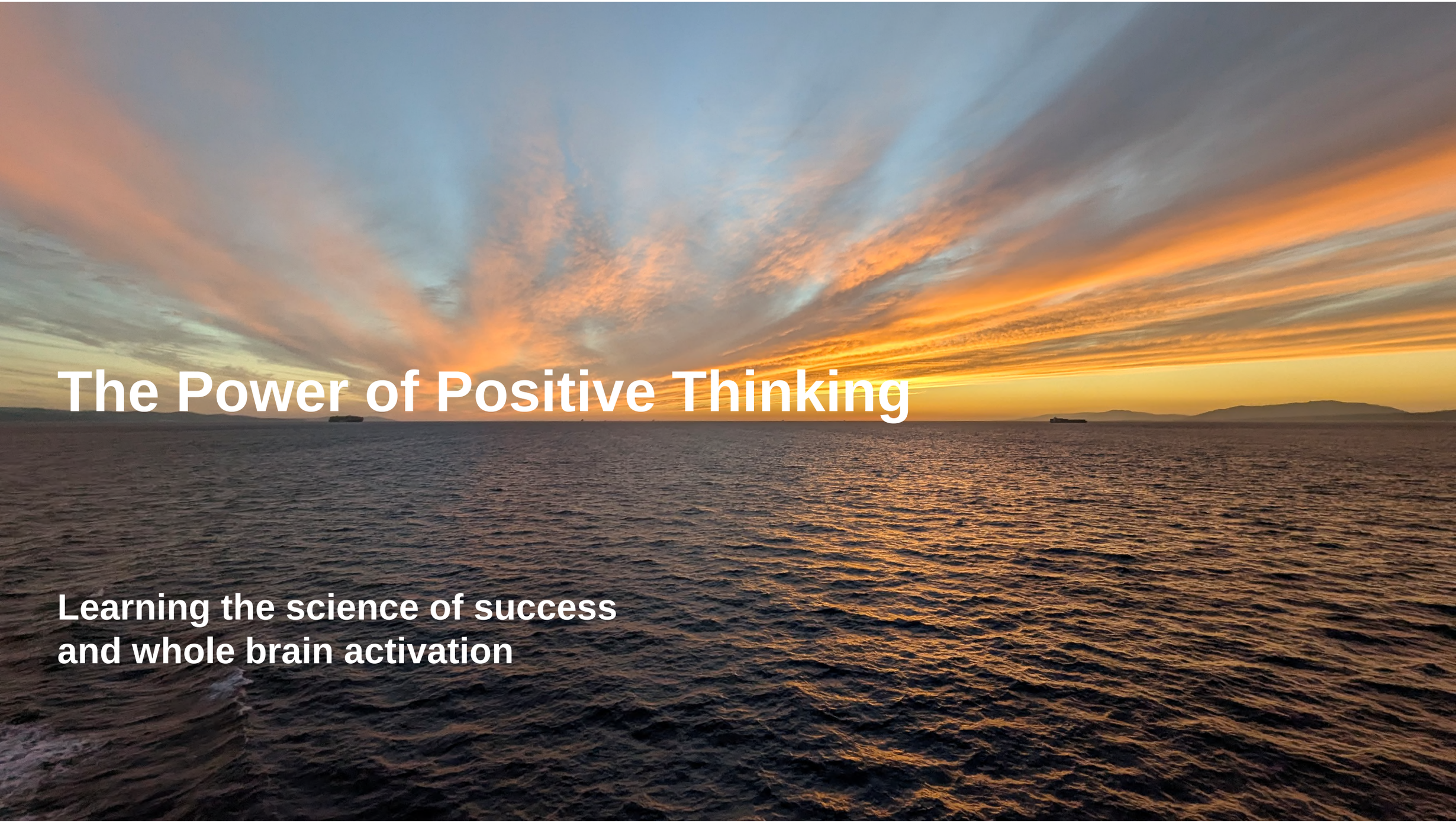


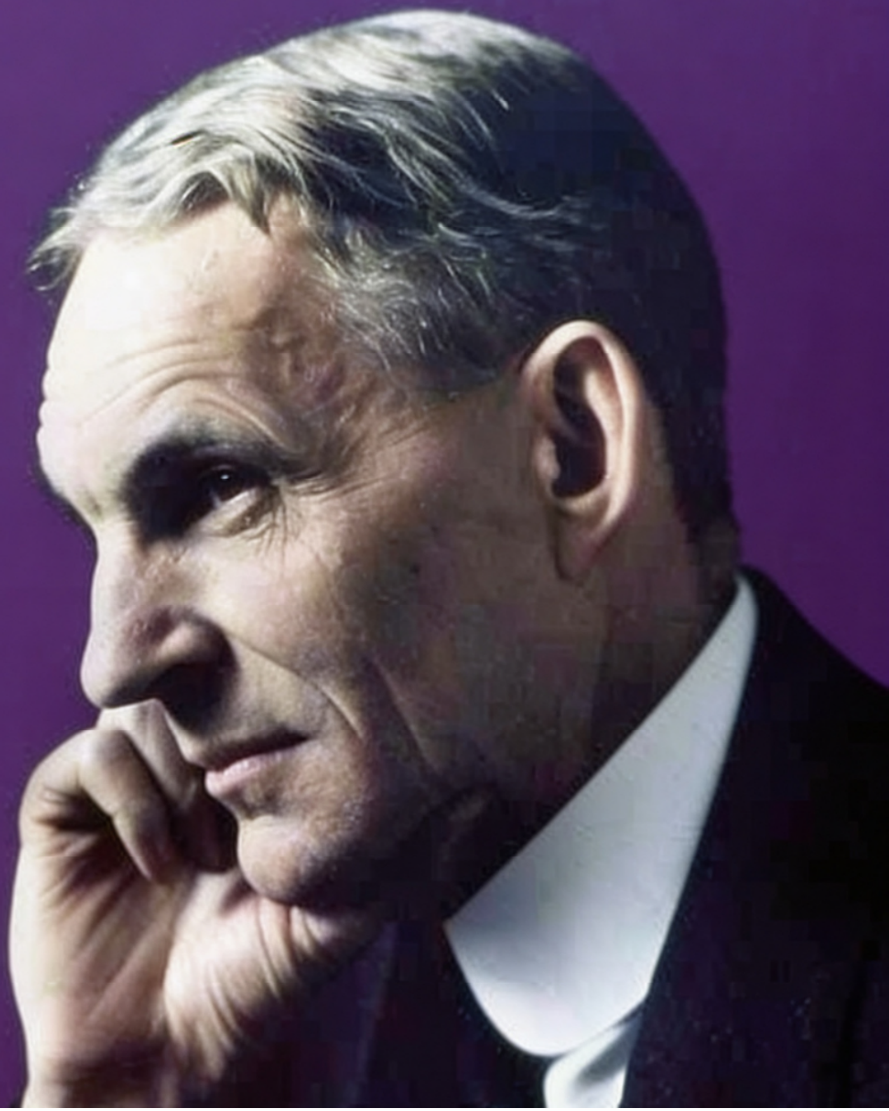
The Power of Positive Thinking

Learning the science of success and whole brain activation

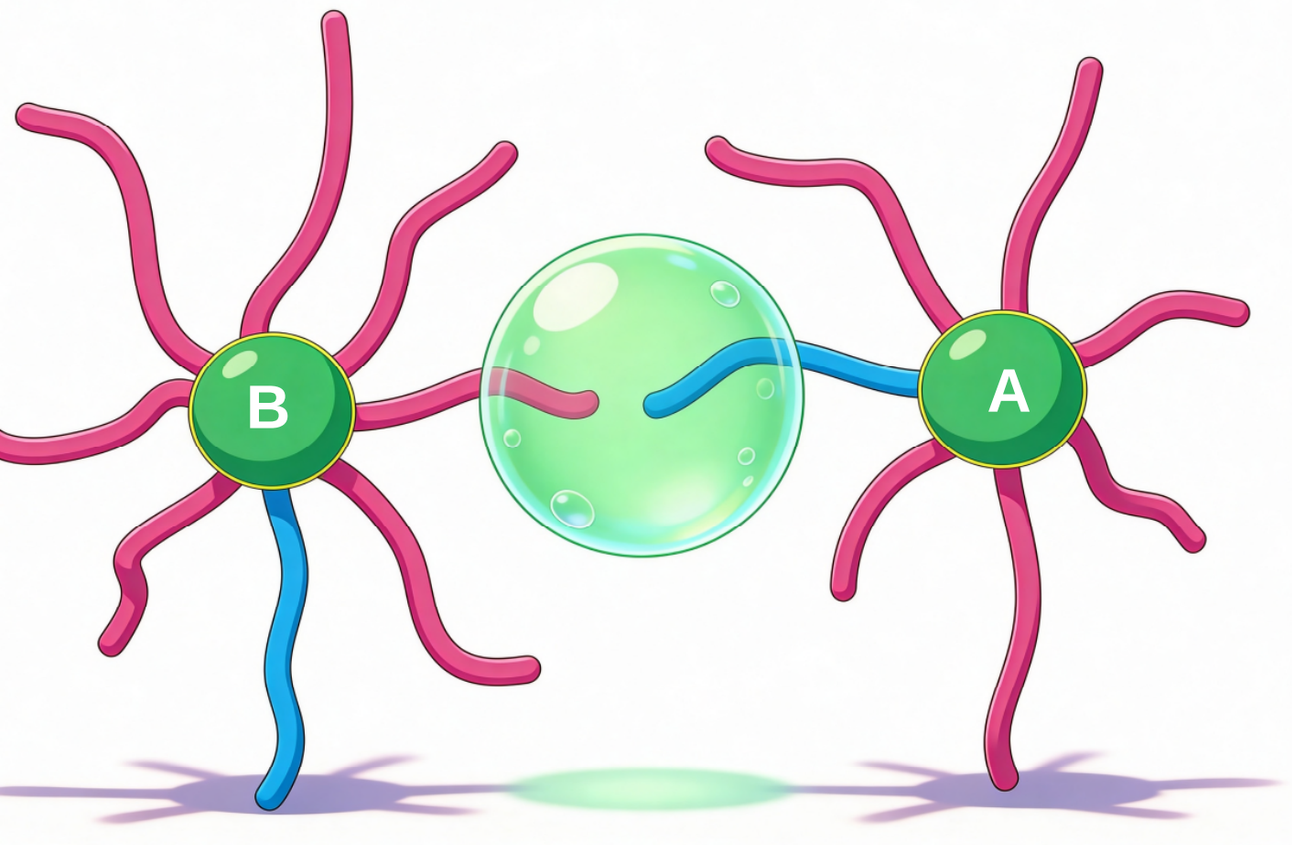

OFF-ROAD VERHUUR
TONY

“Whether you think you can or think you can’t - you’re right.”

- Henry Ford



The Science of Positive Thinking - How a thought works



1

Electrical impulse

2

Travels down the axon

3

The synaptic gap

4

The bridge is chemical



Positive thinking → Serotonin

Choose a positive thought and your brain immediately releases a happiness chemical.

Serotonin

The happy chemical

The same chemical released
by anti-depressants like Prozac.
You produce it naturally
through positive thought.

Creates happiness

Gives the feeling of wellbeing and contentment — flooding your brain and body

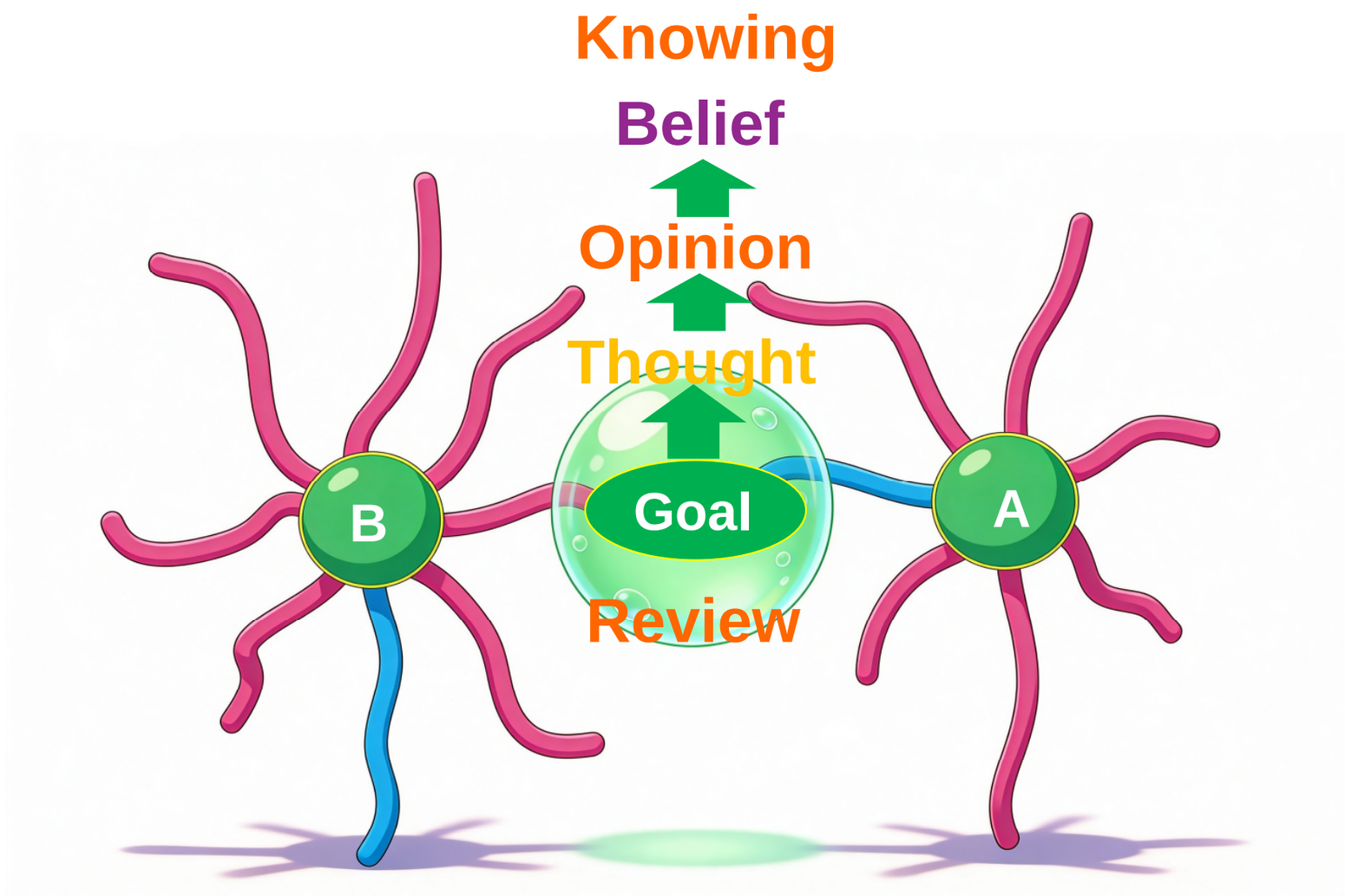
Bridges brain cells

Acts as a neuroconductor — connects brain cells together so thoughts can flow

Inspires and motivates

Gives the feeling of ‘I can do this!’ — that light-bulb moment of new possibility

The Science of Positive Thinking - Repetition builds belief





“Brain cells that fire together, wire together.”

Every time you review your goal, you strengthen the brain cell connection building from a spark into unshakeable certainty.

Thought	**15%**	A first spark — a possibility you’ve just considered
Opinion	**35%**	You’ve thought it more than once — it’s starting to feel real
Belief	**65%**	You expect it to happen — it feels likely, not just possible
Knowingness	**100%**	Complete certainty — the brain cells are fully wired together

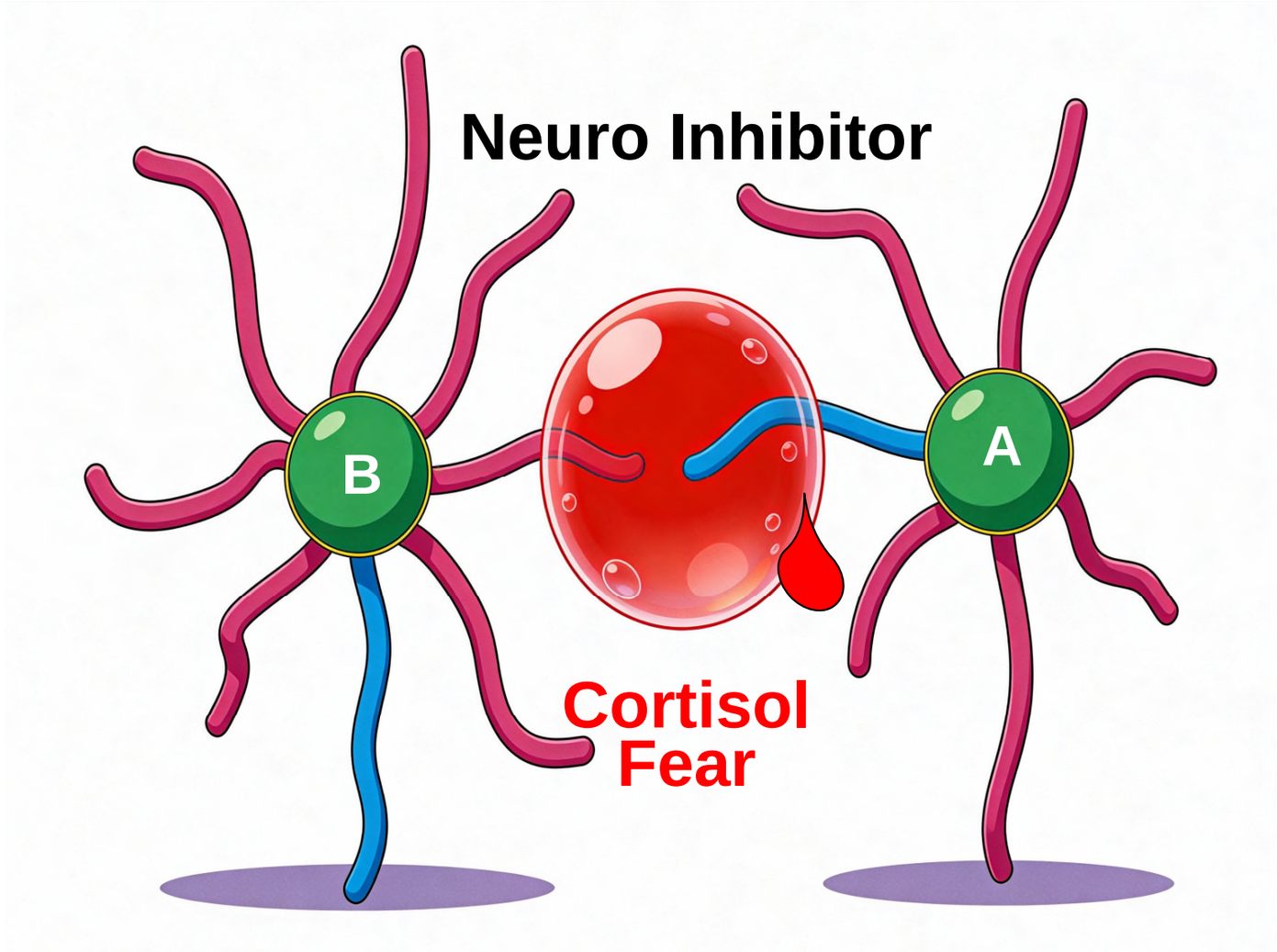
Right brain (creative) — vision, ideas, imagination, ‘the what’

Left brain (logical) — strategy, planning, daily action, ‘the how’

If You Think You Can: YOU CAN!

If You Think You Can't: YOU CAN'T!

The Limitation of Negative Thinking - Cortisol





Negative thinking → Cortisol

Choose a negative thought and your brain switches into survival mode — closing down creative thinking.

Cortisol

The stress hormone

An ancient survival system—evolved to protect us from physical danger.

Creates fear and anxiety

The stress response floods your brain and body with a sense of threat

Closes your brain down

Acts as a neuroinhibitor — the more negative you feel, the less clearly you can think

Modern worry = false fear

Your brain can’t distinguish a real danger from a worry. Worrying triggers cortisol just the same

Life's Modern Problems - Need Creative Solutions



digital overload
Feeling overwhelmed?



work-life imbalance



Struggling to juggle?



environmental concerns



environmental concerns
Worried about the planet?



Map your path to success!



The choice you make in every moment

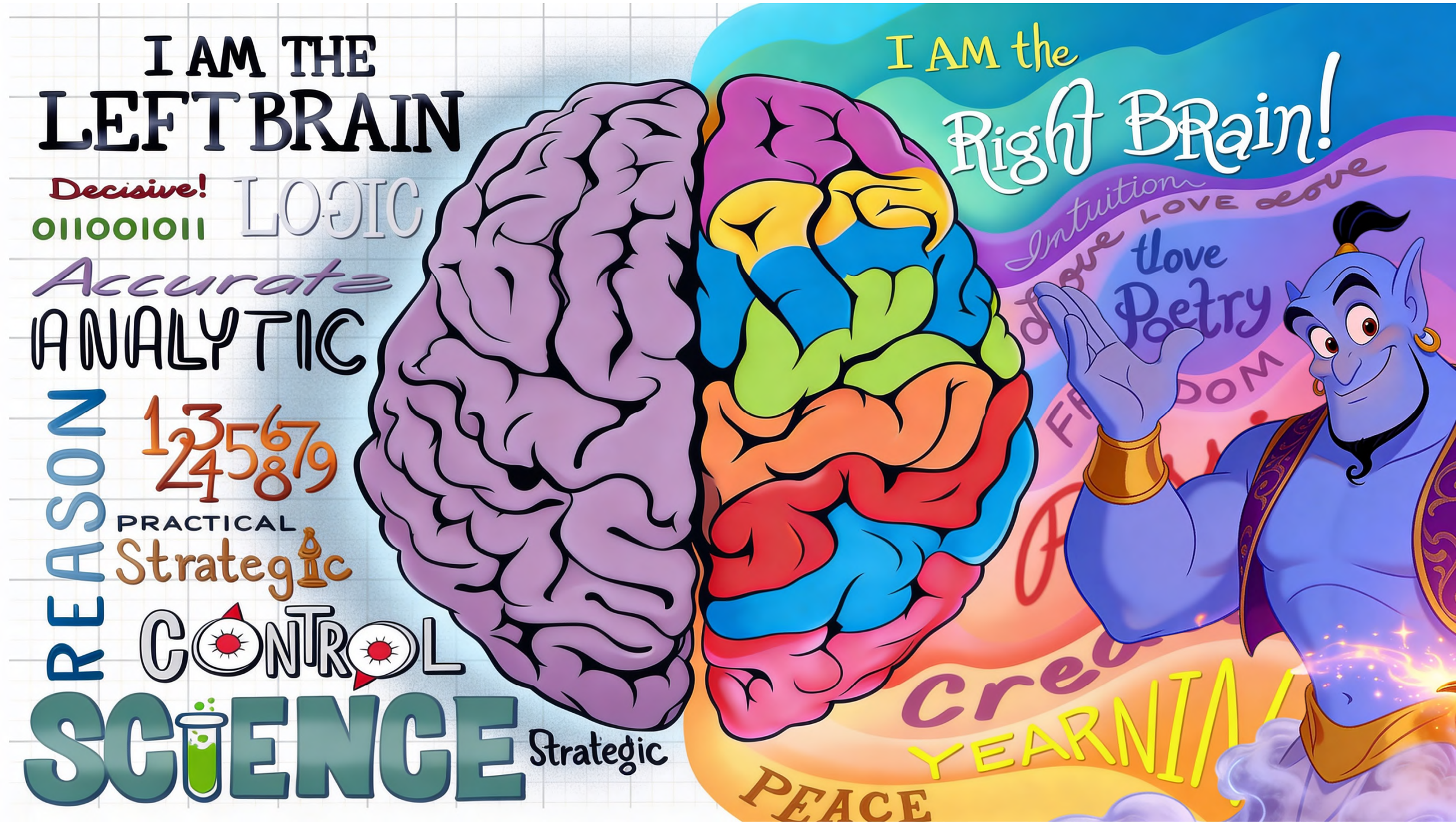
Two thoughts, two chemicals, two completely different outcomes.

Positive thought

- Releases serotonin (the happy chemical)
- Brain cells connect and communicate
- New ideas and light-bulb moments
- Feeling of inspiration — ‘I can do this!’
- Right and left brain work in harmony
- Creative solutions to life’s challenges

Negative thought / worry

- Releases cortisol (the stress hormone)
- Brain cells are inhibited — thinking closes down
- Fear and anxiety grow in the mind
- Energy sent to muscles for fight or flight
- Secondary systems (immune, digestion) shut down
- Trapped in a negative spiral — the worry loop


I AM THE
LEFT BRAIN
Decisive!
01100101 1
LOGIC
Accurate
ANALYTIC
REASON
1 3 5 6 7 9
2 4 5 8 9
PRACTICAL
Strategic
CONTROL
SCIENCE
Strategic
I AM the
Right BRain!
Intuition
LOVE
love
Poetry
PEACE