



“MAKE THAT SWITCH” & TURN ON the X factor in your attitude

**NZ Breast Care
"Pink Ribbon" Luncheon
Gulf Harbour – May 27th 2009**



Jamie Ford

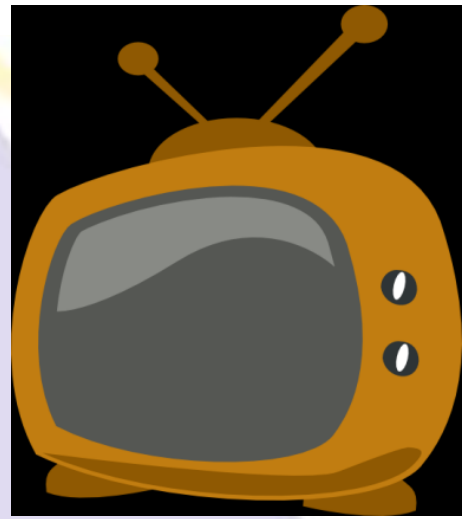






Three Propositions

- 1 There are Switches for your attitude**
- 2 You control which Switch is on**
- 3 Your well-being depends on which Switch you turn on, to a large degree**





No one can make you feel inferior without your consent

Eleanor Roosevelt, *'This Is My Story,'* 1937



“MAKE THAT SWITCH”

PGP Switches

P

Permanence

G

Global (Pervasiveness)

P

Personalisation



“MAKE THAT SWITCH”

TSE Switches

T
S
E

Temporary

Specific

External



In Adversity

Analyse your thoughts with the
PGP Formula

Do my thoughts make the cause of the
adversity or setback ...

**Permanent or Global or
Personal? If so ...**



Put on Your Teflon Jacket Every Time Things Don't Go Well "Make it TSE"





In Adversity

Turn on your positive attitude

Apply the **TSE Formula**

How can I make my thoughts about
the cause of the adversity ...

Temporary or Specific
or more External



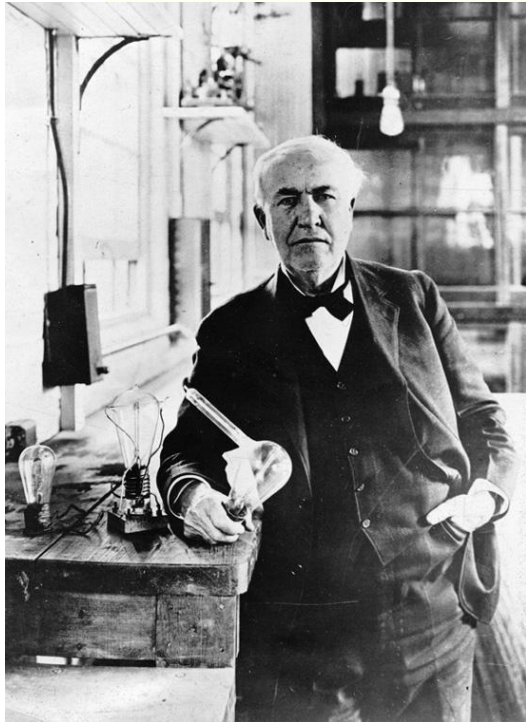
Who's the Hunk?



11 Olympic Medals

7 Gold

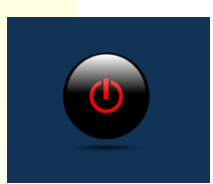
**American Swimming Hall of
Fame**



**Many of Life's failures
are people who did not
realize how close they
were to success when
they gave up.**

Thomas Edison

“MAKE THAT SWITCH”





“MAKE THAT SWITCH”



It's not what happens to you that matters. It's how you respond ...

Robbie Deans 2004

