

- MOTIVATION
- METHOD
- MEANS
- MANTRA
- MINDSET
- MISSION
- MEASUREMENT



I strive to be happy, healthy and whole.

This simple statement is the basis for the entire **M•CODE** program. What more motivation do you need than the knowledge that you can get to a place in your mind where you are happy, healthy and completely whole?

As simple as it may seem, we need to unpack the meaning of each important word to gain a better understanding of this key Fundamental Value (FV). We begin with *strive*.

Nothing worth having comes without hard work.

This FV does not say *I want to be*, or *I hope to be*; it doesn't even say *I deserve to be*. The word *strive* was selected specifically to acknowledge that this will be a long process and it will involve some hard work. There will be moments along the way when you stumble and slip back into old habits. To *strive* means to push past setbacks and overcome challenges on an ongoing basis with a long term goal in mind.

Strive means “work to earn”. Everyone deserves the opportunity to be happy but it still requires effort and dedication to make it a reality. By undertaking this program, you agree to put in the work to earn your happiness.

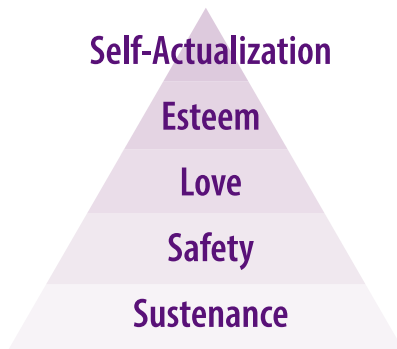
What makes you happy?

What does it mean to be happy? Can you define what makes you happy? For starters, let's clarify that there is a difference between *feelings* and *sensations*. Stimulation of your five senses can produce a chemical reaction in your brain that feels good. Enjoying a

delicious meal, listening to music or being excited by the outcome of a sporting event are examples of things you might say make you happy.

But sensations wear off relatively quickly and when the brain chemicals fade away, your happiness fades as well. Think of it as pleasures of the mind as opposed to feelings of the heart. Deeper emotions like love, security, confidence, belonging, accomplishment and recognition are the things that truly make us happy.

Maslow's simplified hierarchy of needs:



If we consider the simplified principals behind Maslow's hierarchy of needs, we see that human beings require sustenance (food, water, shelter, sleep) as a base minimum and an added layer of safety (physical and financial security) to be content. For the purposes of this program, we are operating under the assumption that you have achieved these things in your life already, and are looking to move up the pyramid to the higher levels of needs to find fulfilling happiness.

If you currently live in a situation where you are lacking in any of these first two levels of human needs, your priority is to seek help and change your situation immediately. The **M-CODE** program may assist you in finding the inner strength to change your life circumstances in time, but if you have others that are depending on you for sustenance and safety, then do not delay in securing their basic needs through outside support.

Perhaps you strive to achieve a greater sense of financial security, imagining that more money will make you happier. This is a worthy ambition but let's address the issue of money in relation to happiness.

You can't buy happiness.

Notice in the hierarchy diagram that the elements you can buy are all at the bottom levels. Money does not buy happiness. Purchasing more food, more homes, more physical comfort and security does not send you up the ladder to true happiness. Wealth can provide more opportunities to invest in the things at the top of the pyramid by giving you more control over how you spend your time. Money is not inherently bad, but a balanced pursuit of wealth is the path to true success.

Accumulating wealth for the sake of wealth is an empty and frivolous endeavour. Those driven by money are often investing so much of their time and energy into earning it, that they are neglecting their loved ones. If you strive to be rich, ask yourself what you would do if you won the lottery today and would that really make you happy?

The secret of true happiness.

True happiness comes from positive, engaged and connected relationships, with yourself and with others. Those deeper emotions we outlined before come from shared experiences and strong connections with other human beings. If you think of your happiest moments in life so far, they are always with someone else you care about, and never just by yourself. Anyone who isolates themselves from the world cannot find happiness.

Moving on to the concept of *healthy*, it is important to note that this refers to much more than your physical condition. We are talking about your mental health as much as your medical health, and specifically about a healthy *balance* of the things in which you invest your time.

Find your healthy balance.

You have likely heard the term “work-life balance” and we just finished illustrating this idea with our point about ensuring your drive for wealth does not compromise your relationships. The same concept of balance should be applied to every other aspect of your time, attention and energy.

Yes, a balanced diet is highly recommended, as is a balance of work and play, activity and rest, and all the things that contribute to mental and physical health. You should not feel guilty about small selfish indulgences on occasion, especially if they are celebrations or rewards for hard work on your part.

Unhealthy addiction is a happiness killer.

However, many people fall out of balance by fixating on certain things that give them instant gratification or offer a distraction from their emotional problems. It can become hard to resist the temptations of activating your senses as an alternative to dealing with your feelings, especially when you are not even aware that you are doing it. Addiction is a direct result of an unhappy mind trying to avoid or escape emotional pain, whether it be a vice of food, alcohol, narcotics, sex, gambling or any other indulgent activity.

When your time, attention and energy are thrown into an unhealthy balance of regular indulgence, you compromise your relationships with yourself and loved ones. You don't have to be a raging alcoholic or compulsive gambler to do serious damage to your relationships - even "controlled" indulgence can be harmful to your connections with the people you care about. Take time to look in the mirror and do a quick audit of where you may be too self-indulgent in your life today. What is driving you to seek this outlet?

Find your will to be happy.

A strong, healthy relationship with yourself is also important to your medical health. There are countless examples of people overcoming negative diagnoses and outliving their doctor's projections simply because their will to live is so strong. Similarly, there are many examples of people losing the will to live or giving themselves permission to let go before they pass.

This speaks to the concept that our mindset can directly affect our physical health, captured perfectly by the phrase "you're only as good as you feel". Stress and anxiety can manifest in physical

ailments very easily and become unhealthy over the long term. The goal of **M•CODE** is to help you find your balance and self-assurance so that you can build up a greater resilience to physiological challenges and be a healthier version of yourself.

Healthy is beautiful.

This resilient mindset will also serve you in battling any issues you may have with physical self-image. The balance that **M•CODE** promotes ensures that you see your full self worth as a person, not just how you measure up to societal expectations physically. Our quest for a healthy balance does not require you to be your ideal doctor-recommended weight or be able to run a marathon.

A person's beauty is defined by their character and how they treat themselves and others. Realigning your personal values to your basic human coding instead of feeling judged by the societal standards of today will help you feel beautiful on the inside. It may also inspire you to honour yourself by trying to be healthier physically, but the **M•CODE** program is strongly rooted in the idea that every person can be beautiful when they honour their core values.

Whole, wholesome and holistic.

Now that we have talked about a healthy balance, let's define the things that we are balancing. The first is your mind, your brain, the engine behind your thoughts and actions. We are driven to seek education and enlightenment and judged by others on our level of intelligence and awareness. We devote so much of our time and energy engaging our mind with "content" to be entertained or informed.

There has been a massive shift in the measure of human value over the last century – away from physical strength and ability – with the advent of industry, automation and the digital realm. We are expected to use our minds much more today and we can communicate with anyone, anywhere 24/7 and have content streamed to us constantly through our smart devices.

Thoughts and actions.

The second is your body, the machine to put your thoughts into action. It is your vehicle to true human interaction and remains an important factor in your personal value. Actions speak louder than words and we are still visual creatures by nature so the physical realm remains very relevant.

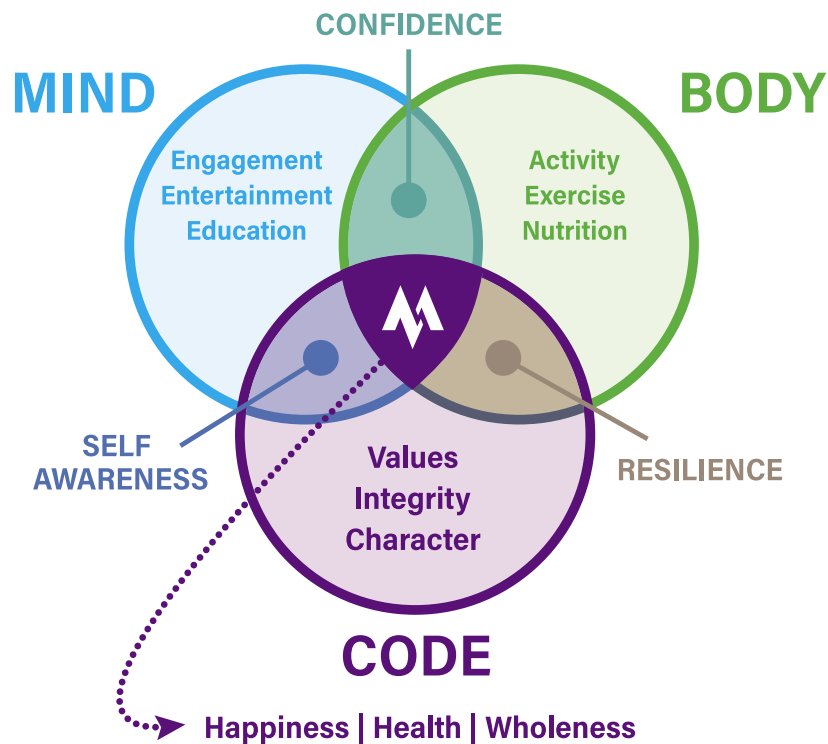
Society has traditionally driven us to spend more money on our physical appearance than any other aspect of human value. Fitness and beauty are the instinctive foundation for how our brains perceive attraction and continue to be key factors in what opportunities we enjoy throughout life. The world is generally an easier place to navigate when you are fit and attractive.

This human coding is not wrong, despite how new societal narratives are trying to overturn the trend. We do instinctively gravitate to those who appear healthy and strong, for the protection and propagation of our species. It just requires balance against other traits such as intelligence and character.

Your Code is the third element.

This brings us to the crux of the **M•CODE** program. So many self-help programs are on the market today aimed at helping you improve either your mind or your body, but the third element in a healthy balance may actually be the most important - your **code**.

Code in this context is defined as your ability to set a standard for yourself of thoughts and actions, and then adhere to them as best you can. It completes the trinity of mind, body and ... fill in the blank with whatever term resonates with you: spirit, soul, constitution, values, character. For now, we will refer to it as your personal code and focus on aligning it to your true human coding.

Diagram FV1.1**Painting the whole picture.**

Now comes the fun part as we start to map out these three elements visually in a classic Venn diagram. We will place **Mind** and **Body** as conjoined twins on the same plane, leading with the mind as the driver and the body following as the vehicle.

You will recognize the terms within these two elements as prominent goals in modern society, as we are all encouraged to seek (read: purchase) engagement, entertainment and education for our minds; activity, exercise and nutrition for our bodies. Where these two elements cross over is where we are promised self-confidence by reaching societal standards in both simultaneously.

Unlocking the code to change.

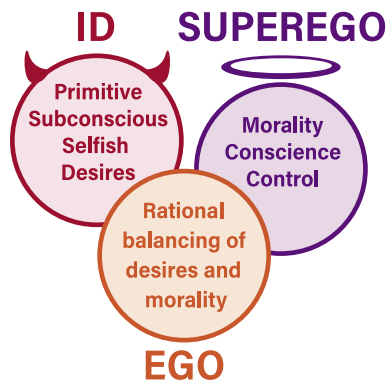
Overlaying our third element of **Code** is where we start to encounter less common goals: values, integrity, character.

Values are the standards you set for yourself based on your innate coding or conscience. The purpose of **M-CODE** is to give you 21 Fundamental Values as a starter pack. From there, you are welcome to adjust them or add others of your own.

Integrity is your ability to uphold those values and do the right thing when it matters. Some people have strong values at heart but struggle to maintain the integrity to embody those values in their actions.

Character is your track record of having integrity to your values over time. You build character, as they say, by being your best self in the tough moments and developing a trust with yourself that you can continue to do so in the future. That character is something others recognize in you which leads to trust, loyalty and love.

A Freudian flip.



Sigmund Freud would say that you equip your *superego* with **values** to keep your *ego* in check from becoming self-important and your *id* in check from becoming self-indulgent. Your **integrity** is how well your *superego* keeps you balanced and **character** is what your *ego* enjoys as a result. If we can all agree that the *id* represents primitive instinctual desires, then we have to recognize that our values are also hard-coded into our brains.

We overlap the **Code** element as the supporting base in our FV1.1 diagram to illustrate how these underlying **Code** elements *support* the **Mind** and **Body** elements. If activating your mind and body are not giving you fulfillment or happiness, it may be because you are not activating your code for a true balance.

Your Code supports good thoughts and actions.

Where the **Mind** crosses over with the **Code**, we achieve self-awareness, a key factor in supporting any kind of happiness. Applying your values, integrity and character to your mindset allows you to put your experiences into perspective and achieve a certain level of emotional intelligence. If you can avoid the trap of thinking your feelings are more important than anyone else's, you can reach a greater level of understanding in your relationships and build stronger connections that make you happier.

It all comes together when you are whole.

Where the **Body** crosses over with the **Code**, we achieve resilience, a key factor in supporting both mental and physical health. Developing your values, integrity and character will allow you to have more control over how you feel and how that affects your body. A strong code will drive you to take action once you understand the right thing to do, even when it is difficult or painful.

Where all three overlap in the middle represents the wholeness we need to ascend the pyramid and discover love, esteem and self-actualization (a.k.a. happiness). Being whole means honouring your mind, body and code. There is no way to achieve fulfillment without knowing you are being your best self and doing what is right according to your innate coding.

You may have already surmised that historically the Code was represented by a belief system or religious creed. As we alluded to earlier, there is no singular unifying belief system that we can refer to as the law of mankind. Religion itself is losing its hold on modern society as science and technology advance to challenge the doctrines and attitudes of ancient beliefs.

The world needs wholesome values.

Yet despite a fractured culture, we can all generally agree on what is fair, just and right when it comes to how human beings should be treated. We are at a point in our evolution where we have made great advancements in the name of diversity, equity and inclusion based on those shared values. Our feelings on how the

world should operate without injustice or cruelty are ingrained, undeniable and shared.

By honouring your code, you recognize that you are a citizen of this world and your duty is to uphold these intrinsic values wherever you interact with others. That is how you lead a wholesome life.

360° approach.

Leaders	Elders	Teachers
Peers	You	Partner
Team	Children	Students

Finally, **M•CODE** promotes a holistic approach to how you manage the relationships in your life. We have already established that your happiness comes from strong, positive relationships with yourself and others. Now we're going to get more specific about the order and alignment of these relationships.

A holistic approach starts with a healthy relationship with yourself, and your peers. This includes your significant other, partners, friends, generational family, neighbours, co-workers, and all the people that you consider your equals.

Next is your relationships with those that look up to you. This includes your children, dependents, staff, team, next-generation family, students, and all those to whom you feel some sense of responsibility.

Last is your relationship with those that *you* look up to. This includes your parents, previous-generation family, elders, bosses, managers, coaches, teachers, leaders and those who have some level of influence over your future.

By approaching these levels in this order and with specific goals in mind, **M•CODE** promotes a holistic approach to relationships that offers the best chance at creating happiness. We will address these different levels later in the program.

M-I in summary.

This first FV has been a lot to process. We have established that:

- you need to do the hard work to achieve your goals
- you need to define what really makes you happy
- setting your code and working to adhere to it will build up your emotional intelligence and resilience
- these are the tools you need to find balance and develop healthy relationships with yourself and others

Try not to be overwhelmed with these big first steps. They are foundational concepts that we will come back to and build from as we progress through the program. For now, we just want to show you what is possible and that there is an actual process to achieving what you truly want.

Think of it as building your vision board. It starts with visualizing your goals and using that vision as motivation to bring the dream to life. You can be happy, healthy and whole when you are ready to work for change.