
Unleash the Hidden Power Within



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COACHING



SHADOW VALUES

UNLEASH THE HIDDEN POWER WITHIN

Shadow Values eBook

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About Jai

One of the most influential books I ever read was *Man's Search for Meaning* by Viktor Frankl. For those unfamiliar, Viktor survived the concentration camps while his family was murdered by the Nazis. One of his profound revelations that Viktor had, even in the darkest circumstances, was that we always retain the power to choose our attitude and find meaning in our suffering.

This insight sent me on a journey of self-inquiry: Why do I get angry when a car cuts me off? Why are so many people depressed in this first-world country? Why do so many rely on prescription drugs that only mask the true issues? Drawing from a diverse range of courses, books, and personal development tools—from neuroscience to philosophical principles inspired by Buddha (which I view more as a way of thinking rather than a religion)—I began to understand that, whether it's a stranger, a friend, or a family member, the common denominator in arguments and disagreements is often unmet expectations.

My own struggles—going through a divorce and navigating parenthood—further strengthened this understanding. I realised that our reactions and conflicts stem largely from our unmet expectations and the stories we tell ourselves about how things *should* be.

Fortunate enough to be introduced to personal development early on, I embraced tools and techniques that helped me transform the way I think and, ultimately, my life. With over two decades of experience managing multi-million dollar projects across the corporate world—leading teams of up to 30 people and coordinating with up to five vendor groups—I developed a keen ability to analyse complex situations and find practical solutions.

With 15 years dedicated to personal transformation, I now specialise in helping individuals master their mindset, unlock their inner potential, and create the lives they truly desire. I've worked with a diverse range of clients—parents, managers, small business owners—all seeking to clarify their goals and realise their version of success and happiness.

What sets me apart is my ability to identify the core drivers of why we do what we do, why we behave in certain ways, what the root causes are of all our challenges and align thoughts, emotions and actions to help my clients unleash their strengths, visualise their goals, and turn aspirations into reality. I am passionate about empowering others to take control of their lives and create lasting change.

Ultimately, I've learned that transformational tools—when applied correctly—can truly change lives. And that's the journey I'm excited to share in this book on the power of Shadow Values. This will assist you in identifying your shadow values, so you can use them for your inspiration to achieve any goal you set in life.

Jai 🏆

Introduction To Shadow Values

Have you ever wondered what truly drives your actions—especially those habits or choices that seem difficult to break? The answers often lie beneath the surface in what we call Shadow Values. These hidden motivations are more powerful than the noble qualities we openly display like kindness, generosity, service to others, adventure, health, wealth, relationships, family and love. Everyone admires these fluffy Golden Values.

A golden self is the part of you that has all the love and all the wonderful traits and the things that you want everyone to think about you.

The shadow self is the part of yourself that you hide from everybody and most of us operate one-sidedly, focusing on our golden values while ignoring the shadow side. But in reality, we live in a world of duality—Yin and Yang, positive and negative, masculine and feminine. Just like a magnet has north and south poles, every trait or action has its opposite.

A Shadow Value is essentially a secondary gain—a hidden reason behind why we do what we do, often without even realising it.

For example,

Imagine you or someone you know smoking a cigarette for the first time. Their body reacts instantly—they cough, splutter, tears stream from their eyes, and snot runs down their nose. Why? Because their body is naturally trying to expel the poison.

Now, you'd probably agree—they didn't enjoy that activity at all. Yet, despite this repulsion, many people keep smoking—cigarette after cigarette, day after day, year after year. So, why does someone continue doing something that clearly repulses their body?

The answer is revealing: Our brains prioritise whatever we believe holds the highest value—in this case, it's not really about the cigarette itself. If they're honest, most will admit they started smoking for reasons like rebelliousness, fitting in, feeling cool, acceptance or belonging. These deeper motivations—these hidden drivers—are what we call Shadow Values.

Understanding and harnessing your Shadow Values can be transformative.

These hidden drivers often influence your behaviour more than you realise, you can change even the most ingrained behaviours—like addiction—in just minutes, not months or years. These values are incredibly strong—they can override your body's automatic survival mechanisms your body's natural survival instincts. So by identifying what motivates you beneath the surface, you can channel those motivations to achieve your goals—

Remember, your brain doesn't care if an activity is empowering or harmful; it's seeking to reward you with the feelings associated with your Shadow Values.

So whether it's saving money, quitting smoking, losing weight, be the best parent, being in control of your reactions, once you uncover these hidden motives, you can reframe and align.

Being honest with yourself about both sides of your nature is the key. Many personal development courses focus only on your positive qualities, but real change, the real breakthroughs come from embracing your shadow side.

So, I want to emphasize this again: **knowing your Shadow Values is the key to unlocking your true vision in life.**

Tap into the power of your Shadow Values, and you'll ignite what many call your *life purpose*— and you will have an unlimited source of energy and motivation. Link that energy to your goals, and you become unstoppable!!

Now, a lot of people are ashamed or they feel guilty about having values of being right, seeking attention, wanting money or having control and it's the shame and the guilt we feel about these authentic values that prevent us from ever having true success.

So as a result of this phone call, if anything, I'd really ask that everybody who listens to this makes a decision to stop feeling shameful about what they truly want most in life and start honouring and owning up to the things that they want, so they can start aligning tasks to their highest values. Because tasks that incorporate your highest values do not require any form of motivation. In fact, if you want to understand what motivation is, motivation is something that is required when the task you are doing does not fall into your top 5 values. So, if I have to motivate you to do something, it's because whatever I'm getting you to do does not align with your highest values. If you are inspired to do something, then chances are, the task that you are doing aligns with your highest values. So, I don't believe in going to motivational seminars or trying to motivate yourself as it is to do a tasks that you don't honestly value and when that happens it will only lead to a feeling of unfulfillment.

The description of a value is something you consider to be most important to you. So a value is any task that you consider to be most important to you in any area of your life.

Chances are that the reason it's important is that you're lacking something in that area. So, for example, if I took oxygen off you right now, oxygen would become pretty important and you create that quite quickly. If you're standing out in the middle of the street and I ripped all of your clothes off, you would go and get some clothes quite quickly, because all of a

sudden, that would be quite important. The reason it's important is because you no longer have it. As I said, you are inspired in life to do things that are high on your values list and you need to be motivated to do the things that are low on your values list. People that are inspired never need motivation. They don't need to be told when to get out of bed, they don't need to be told to go to work, in fact, they don't need to be told to do anything because they just do it. The tasks they're doing are so important and when things are important to a human, we just get on with the job.

So as a result of this eBook, I hope that everyone finds what is important to them and starts scheduling their day to only contain tasks that have their top 5 values in it. But in order to truly know your top 5 values, you have to look at your golden self and your shadow self and as a result from that, start to find which side gets the most action.

I found that the side that has the most drive in it is the shadow self or the ego side.

So if you learn to dance between the shadow self and the golden self using both sets of values, you will find you get a lot more done. So if I can say to my ego side or my shadow side, "I'm going to go and do a task that's going to get me attention and is going to allow me to be right. It's going to allow me to have control and it's going to allow me to look good and fit in," I'll be able to do that task quite successfully. So understand that you need to be open to listening to all of the sides of your ego, all the sides of yourself and all the sides of your values. As that's what really makes us whole,

...

Recording of me eliciting shadow value from a client. You can ask yourself similar questions and replace with your answers.

Are you ready to discover your Shadow Values? Let's be vulnerable

Intro into Eliciting Shadow Values (Transcription)

Alright, so whilst we're looking at values. And obviously that's really important. It's really important to look at our shadow values.

So what I'd like to do, um Sam is today we're just going to go through and identify your shadow values, and what I've really found is that if we can identify shadow values and you link your vision and your goals to your shadow values, you just become unstoppable, your shadow values actually give you more fuel as the driver to reach your goals and those golden ones.

As a result humans can overriding our own central nervous systems. That's how strong it is.

So if our vision, or our goal is to lose weight or stop smoking, or it could be to be a better partner. Whatever that is, we identify, what are those steps and activities that are required? And then we link that to the shadow value, our brain doesn't really know whether something's good or bad it just wants more of whatever value is fulfilling them the most.

Jai

So if you're ready, be vulnerable, be honest, but it's really just a conversation and look in the booklet. It is on page 51., but I'm going to lead you through it.

And if it's ok with you, I'll capture some keywords. And yeah, we can talk about all that through the process and after the process.

Sam

Yes

Jai

Alright, so the first question and just remember in this, there's no judgement, there's no criticism, definitely not coming from me and I don't want you to have any, so try and go into it as open as possible, and that's when you will get the most out of it.

Eliciting: Superiority and Validation

Jai

So what I want you to do is I want you to think about one of the most recent times that you have become really frustrated and angry. But go even go back to that moment.

Jai

Um, when you were frustrated and angry and tell me when you're there.

Sam

Yep

Jai

So when you were there, and whatever was happening. Um, you know, feel what you felt. See what you saw you.

Basically you're back there at that moment. And I want you to ask yourself at that moment when you got frustrated and when you got angry, what weren't you getting at that moment like, what was missing? Yep, so something was something was happening.

Sam

Respect

My boundaries are being crossed.

Jai

Yep, yep.

Sam

Not being listened to

Jai

Yeah, you weren't being listened to

Sam

Yeah, and I guess general, just like no overall thought for myself for me, just that the other person is selfish.

Jai

Right, so okay. So you felt back at this event that happened. You felt the person was being selfish.

You weren't getting respect. And I think you said you felt like your boundaries were being crossed. Is that right?

Sam

I thought it was unfair and unjust

Jai

Ok, unfair and unjust. Okay, so what I want you to, you know, in that moment, feeling, that again. What would be the actual feeling that you're not getting, and it might be that kind of naughty, one that we grow up, keeping to ourselves that golden value. That we like to communicate, but there's also that shadow side that we hide, we don't really communicate. So what is it that you're not getting?

And what would you call that and usually, people don't want to admit it.

Sam

Um, I guess it's a sense of superiority.

Jai

Okay, you're doing well, it's um, very vulnerable. A lot of people find it hard to come up with anything like that. So you weren't getting the feeling of being superior is that what you're saying?

Jai

Okay, and what other feelings would you say you weren't getting then? Anything else popping up?

Sam

Being used and there's no gratitude

Jai

So you're feeling used there's no gratitude.

Sam

Yes

Jai

Okay, so I've got a question for you.

If you were the most egotistical person in the world, absolutely, there's no one judging you so you can be that person. What are you going to say is the name of the feeling that you're not getting the most?

Sam

Um. Recognition, yep.

Jai

Anything else that you're not getting at that time?

Sam

Respect

Jai

Yep. So when that situation's happening are your boundaries are being crossed, you feel that it's unfair.

You feel like that person's being selfish, you're not getting recognition. You're not getting respect anything else coming up?

Sam

I'm being used

Jai

Yeah, and you feel like you're being used.

Sam

Yeah, I suppose it's like what I said before, I feel like it's unjust, it's not an equal transaction.

Jai

Yep, okay. Alright, you're doing really well. So what I want to ask you is, imagine it's next weekend, and you've got a couple of events.

A couple of activities, you can choose to go to. So looking at it here, the main ones that I can see that are coming up is about respect, I think superiority and recognition.

Jai

So if you could get all the respect you wanted at one event or we can go to the other event and get all the superiority, all the feeling of being superior

It is filling you up with, you know, you are superior and the other event is recognition, so you're being recognise you're being appreciated. You're feeling a sense of gratitude. Which one would you go to that?

Sam

Recognition.

Jai

The recognition party, okay? Great. And if you had a party that you could go to between getting all the respect, you know, people on their knees and respecting the ground, you walk on or superiority, which party would you go to?

Sam

Respect

Jai

Okay. So out of superiority and recognition

Sam

Recognition.

Jai

And out of respect and recognition,

Sam

Recognition

Jai

Ok, so you get recognition. And what if you were put up on a pedestal and your superior and everyone's looking at you or being recognised, which one would you choose in this case?

Sam

Being recognised

Jai

Ok. So I think what we can clearly see just out of this quick quick example, that recognition's really popping up in the forefront of your shadow values, respect came up as well and superiority. So I suppose that

Sam

Just a step back, I think I missed, is that lack of appreciation, which, when you said it that rang really true.

Jai

Right? Okay, so the lack of being appreciated, okay, great. And so if you're going to a party and you could get all the respect you needed and all the appreciation.

Jai

Which one would you go to?

Sam

Appreciation

Jai

What about a party and getting all the superiority and appreciation?

Sam

Appreciation?

Jai

And if you're going between appreciation and recognition

Sam

Um. I feel like there. Kind of the same thing.

Jai

Yeah, and some of these do overlap, obviously a little bit different. So going to a party, you can get all, you know that feeling of that people really appreciate you, or you can go to that party that you're being recognised for who you are

Sam

Recognition

Jai

Great, and we'll just try one more time. All the respect or superiority?

Sam

Respect

Jai

And out of superiority and appreciation?

Sam

Appreciation

Jai

And out of respect and recognition?

Sam

Recognition

Jai

And superiority and recognition?

Sam

Recognition

Jai

appreciation and recognition?

Sam

Recognition

Sam

It's a tough call, but I think I'll have to say recognition.

Jai

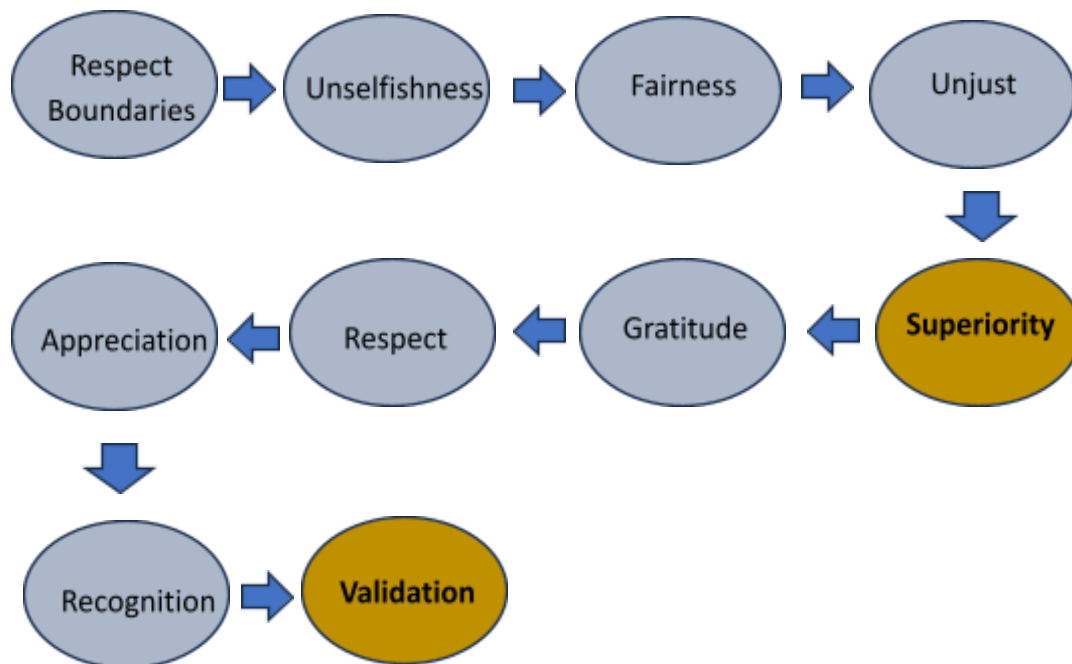
Alright, you're doing really well. You're being very vulnerable. Which is absolutely awesome.

So if you are getting all the Recognition and Appreciation what is that ultimately giving you at your core?

Sam

I suppose, Validation. It's giving me a sense of validation

So let's have a look at what Sam values.



Coach A - would've written down that they value unselfishness, being fair and respect.

Coach B – has captured Superiority and Validation (Appreciation respect and recognition are all strong values and ultimately Sam gets validation as a result of them so that is the shadow value that will drive her the most)

Eliciting: Control and Validation

Jai

Let's just do one more. I want you to think of another occasion or past event that has happened. So even if you think back most recent, an event that you go oh, that really got me angry, and it could be recent.

Sam

Yep. Do you want me to tell you the actual scenario?

Jai

Yeah, and yeah, okay. You can share if you like. Just to get yourself into it, you're more than welcome to share, but you don't have to.

Jai

So that's what's great about this. You don't have to. You don't share the details,

Sam

It happens all the time. It may sound really stupid but it does cause a lot of arguments between my husband and I when I'm driving and he's a passenger. He feels the need to correct, criticise, tell me which way to go and how to drive the car as if I'm going to crash every 30 seconds like I am completely incompetent and it drives me absolutely insane.

Jai

Right, well, fair enough. I think I would be as well. Ok.

Jai

So at that moment you get angry, you get frustrated. So at that time.

When that's happening, what aren't you getting? Oh, what's happening? What aren't you getting at that time?

Sam

The fact that I know what I'm doing. what's the word for it's like, um, trust?

I feel like the person doesn't Trust me.

Sam

I feel that he doesn't trust my 25 years of driving and I'm incompetent.

Jai

So you, so you've so it makes you feel incompetent and not trusted.

Sam

yep, yep makes you feel incompetent, not trusted, makes me feel undermined

Jai

And I can understand why that would make you feel angry and frustrated

Sam

If I go from A to B a certain way, in, he goes a different way. He wants me to go the way he goes. And so I don't like being told what to do. It gets us to the same place.

Can you tell this one annoyed me this morning.

Jai

I can actually, I can, and to tell you the truth, I think I'd feel a little bit undermined and get frustrated and angry. So yeah, that is a good one. Um alright, so at that moment, so just think about that moment when it happened this morning, um What is the name of the feeling that you're not getting?

Jai

So I know you said, you're feeling not trusted and undermined,

Sam

Also belittled

Jai

Ok, so you're feeling belittled, and when you feel belittled, what's the feeling that you aren't, Like when you're feeling frustrated and angry, you're not getting something, so you're feeling belittled, maybe we ask in the opposite way when you're feeling belittled, what feeling are you getting?

Sam

Ah, alright. When I'm feeling belittled, I feel like I'm not being respected.

Jai

Respected, yep.

Sam

I feel like I'm not in control. I'm not being allowed to be in control.

Jai

Yup, that's good. So any other feelings that come out from when you're feeling belittled, you're not getting respected, you're not feeling like you're out of control, you're not in control of the situation.

Sam

Yep, So yeah, just like that the person thinks I'm shit.

Jai

So when somebody, whether it's even in that situation or a different one, but when someone makes you feel shit.

Sam

Like a feeling of being incapable, Oh. Yeah, like, um, I don't know incompetent.

Jai

Incompetent, yep.

Sam

I don't believe I am.

Jai

No, you don't believe it, but you feel s*** And that's the feeling it draws out, is that what you are saying, yep, all right, so what I'm going to ask you.

Sam

Mainly I just feel really angry with that person

Jai

Yes, Yup, yeah. Yep, you feel. You're feeling angry, and I think just I don't want to put words in your mouth when you're angry.

Jai

The reason why is because you're feeling not respected, you're feeling that you've lost control because but because you keep saying it is that right.

Sam

Yep,

Jai

all right, so I've got another question. If you're the most egotistical person in the whole world, the most egotistical person and you absolutely can be, no one's judging you, what's the name of the feeling you're not getting at that very moment.

Sam

Respect! Trust!

Jai.

Yep, actually, I think trust came up earlier because you said, not trusted.

So that's good yeah.

Sam

Um, yeah, look, I think it's just common decency and respect.

Jai

Yeah, fair enough. And so um. Does it feel good when you get respect and when you have control, when you have trust does that feel good,

I think everyone likes those things. So it's a pretty common and a lot of people hide things, we may hear respect or trust, but control, like a lot of people are brought being conditioned that you are a control freak and people kind of try and hide their sense of wanting to be in control and that's just people's judgements. And it doesn't have to be bad, and really, that's what this is about identifying those things. And going, if that's something that you really like, and you can do an activity and get more control and more trust, you would do it, you would be getting out of bed at whatever time, if you could get all the control in the world. And that's what it's about.

So what I'm going to ask is let's say similar to before

Actually firstly, what's the feeling When you're not being trusted.

Sam

Um.

Jai

What's the feeling that arises?

Sam

I am not good enough,

Jai

What would you call that as a feeling, when you're feeling not good enough?

Jai

What aren't you getting to make you feel not good enough? What is it that you would need?
Because it would be the opposite?

Sam

Feel like I'm failing in someone else's eyes.

Jai

So you feel like you're failing. Yeah

Sam

Yeah.

Jai

And when you feel like you're failing

Sam

Yeah, then it goes back to feeling out of control I guess

Jai

And I think you mention not good enough, failing, so if we oscillate back to the golden side,
if you're feeling like you're not failing, so you're succeeding, you are good enough, what's
the feeling that you get

Sam

Proud

Jai

Proud. Yep, what else do you get?

Sam

Recognition

Jai

Yep, you get recognised yep. So when you're succeeding, you are good enough, you're getting that trust, you're feeling proud, you're feeling recognised,

Sam

Content as well.

Jai

So you feel content, yeah.

Jai

What other feelings are you getting when you are when you are respected when you are in control? When you feel trusted when you're feeling like you're succeeding rather than failing and that you are good enough, what are you getting?

Sam

Happy, energised in a good mood.

Jai

Okay. So then if you're not getting the feeling of proud. What's the opposite?

So what is it that you're not getting at that time?

Sam

Oh, I'm not getting recognised.

Jai

Yep Recognised.

Sam

I'm getting triggered.

Jai

Yep, you're getting triggered, yeah.

Sam

Um, I'm getting This sense that I'm a failure

Jai

Yep, And when you're getting the sense of failure, what's the feeling

Sam,

Anger

Jai

So what's maybe the emotion What is it that you're not getting at that time?

Sam

Give me an example of the emotion

Jai

I'm just, I suppose trying to tease out to get to the bottom layer of what else is there that you're not getting that feeling of being proud?

Sam

Yeah, I guess it comes down to just not feeling good enough. It's like, really boils down in those moments, that I feel that I'm not good enough.

Jai

Yep, yep, okay. Alright. So out of those I want to see what pops out the most.

Jai

If you're going to have an activity that you get all the respect that you wanted. All the control that you wanted. And the feeling of trust.

Jai

Actually when you're not being trusted, what would you call that? What aren't you getting?

Sam

I guess. If I'm not being trusted, I feel I am not being validated.

Jai

Okay. So you feel that you're not getting validated because they don't trust you, he doesn't trust you in that situation.

So what I'm going to ask is similar to before, you got 3 activities you can go to, you can get all the respect or go to another activity get all the control, or you go to a third activity and get validated, all the validation you need is just ready to soak you up,

Sam

validation party,

Jai

okay, out of respect and control.

Sam

Control

Jai

Okay, out of control and validation.

Sam

Validation.

Jai

Okay. What if you can get all the control at a party or you can go to this other event and get um, all the respect.

Sam

I think probably control

Jai

Okay, and you're going out tomorrow night. And you can get all the respect or validation, what would you choose?

Sam

Control.

Jai

All the respect and validation?

Sam

Validation

Jai

All the validation and control

Sam

Validation

Jai

Alright. So I've repeated a few there, and it's just to tease out and to get your mind thinking, And you know, sometimes you can oscillate between the two.

Jai

so clearly there, validation is coming out. Control is coming out a lot. We've got respect in the previous example, superiority came out, and recognition came out. Recognition was big in the first one and validation is big here. So really, what I mentioned, how the linking is

Sam

They're quite similar.

Jai

Yeah, they are similar, and so what we'll do here is we'd look at saying,

What's the desired result that you're wanting?

And what we'll do in our next session, we'll have a look at that desired result and we're going to link that to your shadow values.

Sam

As a result, what in life

Jai

So you imagine if you're having problems achieving your goals, and you imagine the steps that you need to take is going to give you more validation, more recognition. A greater sense of control because these are the shadow sides that people don't want to talk about, but if you could be doing activities, whether it was work, whether it's trying to hit your goals, and you're getting more fulfilling of these shadows, without anyone judging, would it feel good, what would you say

Sam

Yeh Absolutely. Of course.

Jai

Yes, yep, Yup. So if you're having situations that are really making you angry and frustrated, it's because you're not getting these shadow values fulfilled.

So if we can use those shadow values as the energy and the fuel to reach our goals, that's where we're going to be pushing everything else aside, and what's really good in this too is not just goal setting, but breaking habits.

Jai

So what we would do is if there's a habit that's, I suppose, disempowering, we'd put resistance in front of that habit in the neural pathway. Because all it is as a set of neurons, and we'd put resistance in front of that pathway and we'd be saying, well, how is doing this old habit or the habit that you want to get rid of, how is that going to give you less of your shadow value? And the new action that you want to take to go towards your goal, how is that going to give you more of that shadow value, so that's what we'll do in the next session.

And what that is, is the neurological linking that all of a sudden, instead of a 'trigger happens' and you default to the bad habit, you're now defaulting to a new empowering habit, but you want to do it, because you're getting more of the shadow Values.

Sam

Yeah

Jai

That, does that, does that make sense?

Sam

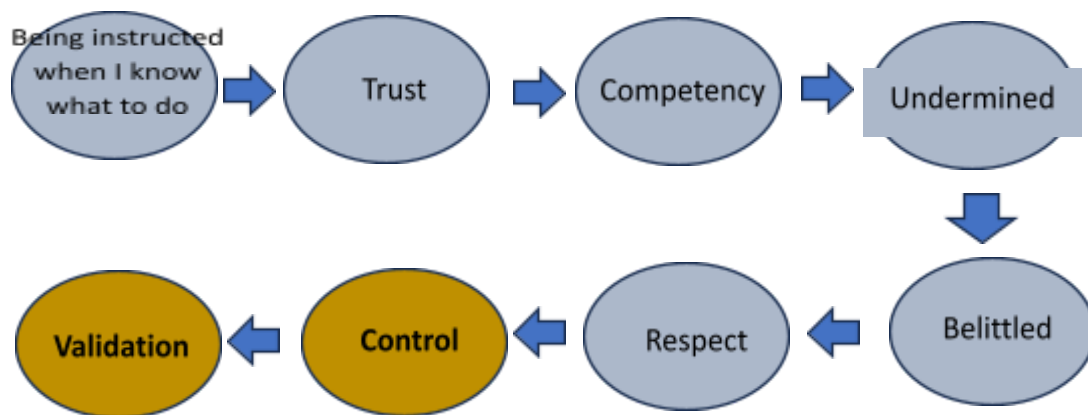
Yeah, I look forward to how it all pieces together

Jai

Yeah, yeah, okay. All right, is there any other questions?

I think that was a great session. You did awesome. You were very vulnerable and open which I think you always get the most out of it when you're like that.

So let's have a look at what Sam values.



Coach A - would've written down that they value Trust and Respect

Coach B – has captured Control and Validation

Summary

Here's where it starts to get a little bit interesting.

When you give up the need for control and you actually stop controlling things and let things go, you will actually be given freedom. So what you'll find is, your shadow values, when you feel them and neutralise them, allow your golden values to become who you are. When you give up the need for validation and to feel superior, you will start to feel the appreciation and respect from everybody. It's a bit of a mind screw-up. It definitely messes with your brain this one.

So you start with your shadow values and work your way across and you start to balance them out and you start to maybe serve people from the goodness of your heart, without wanting to be right or validated as a result. You start to offer freedom to those around you without trying to control anyone. You start to feel respected and appreciated without having to have attention and validation. Do you see how it works?

If you go and speak to highly successful human beings and you ask them truly what their values authentically are, they will read out values that you will be embarrassed to tell your friends about. But they don't care about them because they know that they are being true to themselves. So if you ask the Murdochs or the Warren Buffets; Warren Buffet, one of his highest values is being right. He hates it when he's not right. That is why he dedicates hours and hours and hours of his life to analysing stock charts because he does not want to be wrong. But he then balances that out every month by doing the mistake of the day. He tells all of his investors at least once a month or once a year, the biggest cock-up that he made where he cost his investors the most amount of money. But if you ask Warren Buffet what does he value the most, it's not money. He values being right above everybody else in the stock market. Do you get the idea? He doesn't hide it behind saying, 'I like to be of service,' or whatever it is. He is being of service. He donates billions of dollars to all sorts of third world projects but he knows what truly drives him.

So, are you starting to get a picture of what really drives you?

The next question is how you put it into action? Well, it's quite simple. What you want to do now is say, 'Okay, I really have a dirty room at home and I can't clean my room. I haven't been able to clean my room for 5 months. I just can't clean my room. Well, ask yourself a very simple question. If I clean my room, how much attention and validation will I get from family and the people I know because of how clean my room is? If I clean my room, in what

ways is that going to make me feel superior about my life? If I clean my room, how much control does that give me? And you start to write out lists of 20 or 30 points of how cleaning your room gives you more validation, superiority and control then all of a sudden, you are inspired to clean your room.

Now, let's look at it from a money perspective because I know money is important to pretty much everyone. If I want to make more money, all I want to do now is write out a list of 100 reasons how saving or investing money every week is going to ultimately give me more 'control' and 'superiority' than I ever dreamed of. And as soon as I make that link, bang, I start saving money instantaneously. If I write down 100 reasons how saving money will allow me to be 'validated', I'll start saving money instantly.

Money gives people control like nothing else I'm aware of. So if I write down 100 reasons of how money will give me control, you watch how quickly you start saving money because all of a sudden now, it's become hugely important to who you are, it directly links to your highest values, and therefore you will need no effort, no motivation, you'll actually be inspired to save money because now you can see how much control, attention, importance, and validation this will give you.

I was saying to a person one time that it's important to have a pure intention. So, if your intention is to allow people to feel good and enjoy themselves, that's perfect. Use your shadow values to drive that. If your intentions aren't pure, then you've got all sorts of problems. But what I find, by honouring your shadow values, I can serve thousands of people a year. I can allow people to improve their life legitimately, experience more love legitimately, experience wisdom legitimately, have more freedom legitimately, laugh more legitimately. They get to experience all of that because of my need to be right, my need to control, my need to get attention from people.

So, by honouring your authenticity, you are of better service to humanity because you'll be more inspired to do your task and to do your work and you won't need any motivation in which to do it.

The rules of transformation never change. In all of our courses, we teach a 3 step process. Be aware, be aware, smile often. So, first of all, you just need awareness. Now you're aware of

who you authentically are. Second of all, just be aware that you are aware. The next time you're at a party and you lose control of the table and you feel yourself getting frustrated and you start to get annoyed, you then move to third step smile.

So the first step is to be aware. 'I love control.' Second step: 'I've lost control. I can feel myself starting to get frustrated and annoyed.' The third step is Smile. I put a smile on my face, I grin about it and I allow that to slowly balance itself out inside my mind. Because, it's just a synapse that's not neutralised so in order to neutralise my values, I must remain balanced and aware within my values.

If someone corrects me and I feel myself getting frustrated because I'm embarrassed and I wasn't right in that situation – I should have studied more, I should have known that – rather than reacting, the way I want to act is I want to put a gentle smile on my face, feel love and appreciation for the fact that someone has shared knowledge with me and then allow my value of being right to know that as a result of them correcting me, I'm now more right for the future.

So sometimes, when you lose control, you'll get more control because you would have learned how to take control better. Sometimes, when someone corrects you, you will now be more right because you can take their correction and tell everyone else about it. Sometimes, when someone takes your attention, you can learn from them on how to get attention in the future. So you're always allowing your values to break down and rebuild; going from that chaos to order. But if you keep reacting to the external forces that is giving you less of your shadow value then you've got a troublesome life. The idea is to remain balanced and aware throughout your entire life, but use what are pressed in your mind as values to drive success the whole time.

So, it's not about, 'do I change my values.' It's about neutralising them by not reacting when they're not being fulfilled and not overreacting when they are being fulfilled. But always use them to get results. And eventually, the values will change as you neutralise them and then eventually, you will move to the higher vibrational values like love, wisdom, service and all of that sort of stuff. But bear in mind, you can't have just the positives. There's always the balance.

So think of water coming out of your kitchen tap, it can be unbearably hot or ultra cold but it's still water. So we always have the opposite.

You can't feel happiness unless you have experienced sadness. We can't have peace unless we know turmoil.

So really the trick is to round the edges off the golden values and the shadow values so that you just have control and freedom harmonised with each other. Service and validation are harmonised with each other.

Pillars of Purpose

I really hope you got a lot of value out of this interview and that you are able to implement it in your lives. The main thing I want you to do is to really take the time over the next couple of days to start to get truly authentic with yourself and find out what drives you at the shadow level. Find out what your golden values are, as in what truly fills you with love and light and also find out what your shadow values are, the so called darker side of what drives you. What is the pay-off?

Each day for the next week, just after you wake up, think about what you need to do on the coming day. Write down what you are going to do and then think about what your shadow values and your golden values are for taking this action.

Table 1 – Linking your action to your Shadow and Golden values.

Action	Shadow Values	Golden Values
1.		
2.		
3.		
4.		
5.		
6.		
7.		

I had a session with a client who had a crippling addiction to gambling which had destroyed his marriage, his house had been sold from under him and his life was a mess.

When I asked him what benefit he was getting from gambling he literally wanted to deck me, “What do you mean benefit, there is no benefit!!!! What the hell are you talking about, I get nothing”

It took him a while to move through the shame and guilt but eventually he admitted that he got a feeling of finally being in control, feeling rebellious and superior. And during the chat, quite quickly, we were able to see that it wasn't the pokies that he was addicted to nor what truly inspired him. It was the fact that he was finally not being told what to do by his wife, he felt she controlled him in every area of his life and before that other people did as well, but at the pokies he was in control, he felt free, felt like a rebel and was now feeling more superior and there is nothing to be ashamed of wanting to feel those things.

Now through an activity called '**Habit Hacking**,' we neurologically linked more empowering activities that aligned with his vision for himself. Most importantly, this process allowed him to access and experience more of his shadow values—such as control, freedom, rebellion, and a sense of superiority—without engaging in disempowering activities. This creates a powerful synergy between empowerment and inspiration, guiding him steadily toward his goals.

As I said, all values will eventually balance themselves out, but if you keep living in denial of what truly excites you and what truly drives you, then you will never be able to balance any of this out. And you will always be at the whim of others.

If you don't take ownership of that which is disowned, then other people will frustrate you and make you angry without your consent, because until you own those values, they're still raw and they still present a weakness in who you are.

So, make sure you know truly, if your value is wisdom, work out is it because you like to be right. If your value is freedom, is it because you love to be in control? If your value is abundance, is it because you actually love money? What are the shadow values of everything you are doing because once you truly own this, then you will know yourself.

I hope this has been beneficial and I hope you got value out of it. Go out there and find out what your values are. Spend time putting them into a hierarchy. Really get clear on what your values are and then know them and then start to seek out activities that fulfil your values. It's not about changing the activities that you do. It's often just seeing your values within the activity that you are doing because quite often, the activities of owning a business or working for someone or being a parent or whatever it is, the day to day activities don't change. What we're looking for is for you to be able to now seek out your highest values within that activity so that activity now inspires you.

Write down your top 5 values as you explore your shadow and golden motivations to do things. Review this list once a week for the next few months and see if your values change and become Inspiring to you in any way.

Table 2 – Top 5 values and do you need motivation or are you inspired? (See if your values change as you become more aware)

Top values now	+ 1 Month	+ 2 months
1		
2		
3		
4		
5		

Conclusion

I often talk to clients and I say to them, 'If you were lying in bed at 2am in the morning and I gave you a phone call, what would I have to say was happening in order for you to jump straight out of bed, get dressed and then come over and see me?' Because once you find the answer to that, then you want to start orchestrating your life to contain activities that only have that in it. Because, to jump out of bed and go and do an activity at 2am in the morning, you are what is called inspired. You are energised by inspiration which is an untapped energy source. It never runs dry.

I always explain that it goes in four phases; the four pillars of passion, I like to call it. The first phase is gratitude. Having that gratitude for everything you've got and then that gratitude allows you to experience love and the love is loving yourself for who you are, loving your authentic values. If they are control, money and influence, then love them. Own them for now because as you own them, they'll balance out. From there, that love creates what I call inspiration; something like a vibration inside your body. And that inspiration causes what is called enthusiasm and enthusiasm is the energy field that is unsurpassed in achieving what you want. So, you're looking for that enthusiasm; that excitement that can only come from inspiration, that can only come from truly loving who you are, that can only come from being grateful in what you have.

So, as long as you follow these processes and you have a pure vision that is beneficial to everyone, that's ecological; safe to you, safe to others and safe to the planet, then by all means, use whatever values you can to drive that because no values are right or wrong. It's how you view and judge them with shame and guilt that makes them right or wrong. As long as you can be congruent and true and authentic to who you are and your vision is pure, then make sure you are living every moment, passionately fulfilled because you are doing what you love most.

So, I hope that this has helped out. I hope that being authentic, taking the masks off and showing the world who you truly are is liberating for you.

Remember to stay humble, stay grateful, stay balanced, stay grounded and most of all start living the life you love.

Jai