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CLARITY

Clear Mind,
Better Performance,
Bigger Results

SECOND EDITION

Jamie Smart[®]

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“A great book that provides deep insights into how to succeed without the struggle. Let Jamie Smart show you the way.”

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“Jamie does a terrific job of bringing the principles behind the human experience to light in a way that is both illuminating and entertaining. He builds a convincing case that we are indeed in the midst of a paradigm shift in our understanding of who we are and how we can realise our fullest potential.”

Ian Watson, Transformational Educator

“Jamie has written a classic book that is revolutionary in its simplicity. I have bought the original version of this book many times for clients, and I’m sure I will be buying copies of this updated edition for many years to come.”

Ankush Jain, Author of *Sweet Sharing: Rediscovering the REAL You*

“I am incredibly excited about the release of the second edition of *Clarity*. If you have read the first edition and thought it was game-changing, then you have to read this one. Its evolution over the past 10 years has pushed it to new heights in terms of its high-value insights into taking ownership of your life. Jamie has a special gift of breaking down complex concepts into easily digestible pieces, making them useful and actionable. If you’re looking for a transformative guide to reclaiming your clarity, resilience and well-being, then *Clarity* is an essential read – I highly recommend it.”

Dr Rani Bora, Holistic Psychiatrist, Mental Wealth Coach
and Author of *How to Turn Stress on Its Head*

“Take time to go through this book because it is packed with profound insights that will equip you with a deeper understanding of how the mind works and demonstrate how you already have what you need to transform your life.”

Simon Alexander Ong, Author of *Energize*

“The first edition of *Clarity* literally changed my life in a ‘nothing’s-ever-going-to-be-the-same-again’ kind of way. Is it possible that this life-changing book just became even more clear? It is. The 2nd edition reflects Jamie’s ever-deepening understanding of the principles behind clarity; re-visiting this newly updated work is a delight. This book is certain to bring abundant, life-enhancing insight to the open-minded reader.”

Mamoon Yusaf, Author of *Inside the Soul of Islam*

“The original version of Jamie Smart’s *Clarity* was one of the books I most often recommended to clients and friends, and this newly revised and empowered version is even more enlightening and liberating. A psychological classic for the ages!”

Steve Chandler, Author of *Time Warrior*

“The only personal development book you’ll ever need.”

Andy Cope, Ph.D., Author of *Shine* and *The Art of Being Brilliant*

What People Said About the First Edition of *Clarity*

“Jamie Smart takes an outdated paradigm of success and turns it on its head. Pull up a chair, get a copy of *Clarity* and discover how you can experience an exponential increase in clarity and quality of life.”

Rich Litvin, Founder of 4PC and Co-author of *The Prosperous Coach*

“Take your time reading this profound book. Jamie Smart is about to blow apart every circumstantial excuse you ever came up with. He’s about to put the steering wheel back in your hands.”

Garret Kramer, Founder of Inner Sports and
Author of *Stillpower* and *The Path of No Resistance*

“The insights you’ll get whilst reading *Clarity* will resonant in how you manage day to day but, more importantly, provide a framework for refreshing your priorities, goals and drive.”

Peter Lake, Group Business Development Director, JS Group

“The world of leadership, sales and customer engagement has changed radically over the past ten years. People are more savvy, better informed and sick of the same old story. Jamie Smart cuts through the noise of the marketplace and shows you what really works. Profound, practical and instantly applicable; *Clarity* is essential reading if you want to make your mark in the 21st century.”

Paul Chermatz, Former Managing Director, Camelot

“Jamie, you really hit the bullseye with this brilliant book; it’s a must-read for everyone who wants clarity of mind.”

Joe Stumpf, Founder of By Referral Only and Author of *Willing Warrior*

“Jamie Smart is *brilliant*! In his book *Clarity*, he has unlocked an insight into the real-life matrix. Be ready to have your world turned inside-out because, as Jamie so effortlessly demonstrates, *this* is how it works.”

Richard Enion, Founder of Enrichd Superfoods and
Co-founder of Dragon’s Den winner, BassToneSlap.com.

“At last – a book that explains the importance of understanding the nature of thought and how the answers are on the inside! I fully endorse and share Jamie’s vision for the ‘Thought Revolution’.”

Andy Gilbert, Founder & developer of
the Go M.A.D.® Thinking System

“Jamie Smart writes in a way that speaks directly to the challenges people face in today’s business environment. I’m buying a copy for all my clients.”

Cheryl Bond, Ed.D., President, Essential Resilience

“*Clarity* is an amazing book that provides you with the one realization you need to find happiness, wisdom and clarity in life. I highly recommend this book to anyone trying to deal with life stressors and find true wisdom and well-being.”

Mark Howard, Ph.D., Clinical Psychologist, ThreePrinciplesInstitute.org

“*Clarity* is an utterly engaging and powerful book that brilliantly elucidates what is undoubtedly *the* most important revolution in psychology. Jamie shares his understanding using a multitude of real-world examples that bring this understanding to life without jargon or hype.”

Chantal Burns, Founder of the Conscious Leadership
School and Author of *Instant Motivation*

“Jamie Smart has been a master of life change for many years now, but this is an incredible, perhaps the ultimate, expression of his already powerful wisdom. It’s quite simply revolutionary.”

Alex West, Co-Executive Producer of the original
BBC TV series *Who Do You Think You Are?*

“This book is the kick up the backside the self-help and success genre so badly needs. A word of warning – this book is very different!”

Simon Hazeldine, Author of *Neuro-Sell*,
International Speaker, Performance Consultant

“If you want real leverage and creativity in your life, read this book.”

Catherine Casey M.A., Clinical Psychology,
Principle-Based Consultant, San Jose, California

“*Clarity* is awesome. 500 words in and I was on fire and it didn’t stop. . . And what was particularly pleasant was it felt good. Do what every high-performer or entrepreneur looking for modern solutions to live a better life should do: get *Clarity*.”

James Lavers, Media Psychologist

“This new understanding not only gave more creativity and success when I was in a good place, it also gives me important insight at other, arguably more important, times. It’s massively valuable in my success as modern day businessman.”

Julian Freeman, Entrepreneur

“*Clarity* is thought-provoking and profound – a radical and yet common-sense approach to change, leadership and personal development.”

Amanda Menahem, HR Director, Hastings Direct

“Brilliant! *Clarity* is packed with inspiration, epiphanies and eureka’s on every page. Jamie Smart teaches that clarity is our natural state, and that when we get clear about who we are and about how life works, it helps us to be happier, more successful, and more loving men and women.”

Robert Holden Ph.D., Author of *Authentic Success*,
Loveability and Higher Purpose

CLARITY

CLARITY

Clear Mind, Better Performance,
Bigger Results

Second Edition

Jamie Smart



CAPSTONE
A Wiley Brand

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*To my daughters,
Matilda and Tallulah*

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Preface

Clarity is your mind's natural state. It reflects an innate capacity for resilience, wisdom and well-being that exists within everyone. As the world becomes increasingly complex and uncertain, our need to rely on these inner qualities becomes more and more important. Yet we live at a time when huge numbers of people are being told they *don't* have access to these resources, told they're in situations which render them out of reach, that they've been damaged in some way or that they never had them in the first place.

Fortunately, that's not the case. Your innate capacity for clarity (and the full spectrum of inner resources that accompany it) is your birthright. These pre-existing qualities are built in, as much a part of you as your ability to use your senses. This book is about what clarity is, why it matters and how to get it to work for you.

The first edition of *CLARITY* was published in 2013. What you are now reading is both a revision and a reworking of that book. So why a 10th anniversary edition and why is it worth reading (even if you read the original)?

The first reason is that the world has changed radically since *CLARITY* was first published. While the book warned that our mental clarity was under attack, it was written at a time before the effects of social media algorithms and the influence of "big tech" were well understood. The battle for our attention has accelerated exponentially since then, and its impact is all too evident. People have become more polarised and tribal, but *without* the experience

of connection and intimacy that comes with genuine belonging. Our sense-making apparatuses are being overwhelmed with information, misinformation and disinformation; it's becoming increasingly difficult to discern the true from the false. As cataclysmic changes sweep through society, people are losing faith in the institutions many used to rely on for their sense of security, purpose and meaning. Perhaps inevitably, a global epidemic of mental health problems is emerging at the very time when we most need the qualities of resilience, wisdom and insight this book is pointing to.

The second reason is that an understanding of the principles behind clarity has made its way into the mainstream. When I first stumbled across these principles, they were psychology's best-kept secret; hardly anyone had heard of this work and even fewer people knew how to share it effectively. I've spent the last 14 years deepening my own understanding and sharing it more widely. I've made videos, done interviews and appeared on TV news. I've spoken at conferences, written books and trained coaches, therapists and business leaders. A few years ago I was in the UK's largest bookseller (WHSmith) and I saw *CLARITY* and two other principles-based books in the nonfiction bestsellers list. Not long after that, my second book *RESULTS* became a *Sunday Times* bestseller. These were obvious signs that this understanding was reaching a much wider audience. At the same time, my own understanding has grown simpler and clearer. So ten years have passed and (thanks to the insights and actions of huge numbers of people) the understanding of every individual's innate capacity for clarity, resilience and well-being is on the map. The number of people sharing this understanding has increased significantly and (through them) many people's lives have been transformed.

The third reason is that we're living at a time of enormous potential. A new kind of world is being born, and (like any birth) it's a time of great vulnerability to threats (e.g. artificial intelligence, authoritarianism, climate change, cyberattacks, nuclear war, pandemics, societal collapse, terrorism, etc.). But it also holds great promise, potential and possibility. The popularity of audiobooks,

podcasts and video streaming has had a massively democratising effect on education (possibly the biggest innovation in this domain since the invention of the printing press). Digital technology enables us to do things on our devices (e.g. photography, music, banking) that would have taken a truckload of equipment in the past. A search engine gives everyone on the planet access to the kind of information that only the wealthiest in society would have had access to 50 years ago. New possibilities for the monetary system, forms of organisation and even government lie ahead. Exponential technology is providing incredible benefits, but our habits of thinking have not developed for an exponential world. We need to tap into our innate capacities for wisdom, realisation and transformation to meet the challenges of the digital age. We'll also need love, courage and compassion.

Like the original book, this edition aims to answer these questions: *What is clarity? Why is clarity essential? How does clarity work, and how can you get it to work for you? Why do we need clarity now more than ever?* Here are some of the ways this new edition builds on the first edition of *CLARITY*:

- The book has been updated to reflect the evolution of my own insights and understanding based on an additional ten years of field-testing with individuals and organisations.
- There are new case studies as well as updates on some of the case studies from the original looking at how an understanding of the principles has continued to positively impact the subjects' lives.
- Each chapter has a "What the Research Says" section, linking to journal articles, videos and other materials to help you develop your own evidence base for the material in *CLARITY*.
- You'll be introduced to *subtractive psychology*, simple but powerful principles that will start clearing your mind automatically and awakening your innate capacities.
- There's also a new chapter, "Troubleshooting Enlightenment," with case studies looking at some of the most common challenges and issues people struggle with (e.g. goals, stress, anxiety, depression, purpose, relationships, etc.).

Thomas Kuhn's groundbreaking book, *The Structure of Scientific Revolutions*, introduced the term "paradigm" to describe the prevailing worldview that underpins a scientific field. A paradigm shift – the superseding of such a worldview – is massively disruptive to normal science. Kuhn explained that a new paradigm opens up ways of perceiving and understanding reality that weren't previously available.

What this edition of *CLARITY* endeavours to describe is a genuinely new paradigm, in the Kuhnian sense. In his fascinating 2002 book, *The Discovery of the Germ* author John Waller says this:

"... a real revolution is something that transforms major aspects of our world and the way we see it. The extraordinary albeit bloodless, scientific revolution that took place between 1880 and 1900 provides us with a paradigmatic example. For in this short space of time, medicine underwent perhaps its greatest ever transformation. In just 20 years, the central role of germs in producing illness was for the first time decisively demonstrated and Western doctors abandoned misconceived ideas about the causes and nature of disease that had persisted, in one form or another, for thousands of years."

My assertion is that the principles you're going to be discovering in this book are to psychology what the discovery of germs was to medicine:

... a real revolution is something that transforms major aspects of our world and the way we see it. . .

That's what I believe the principles behind clarity represent and why I'm so passionate about sharing them with you. I envision a world where everybody on the planet is aware of their innate capacity for clarity, resilience and well-being. My mission is to

PREFACE

awaken people to this capacity and help them awaken others.
That's why I've written this book.

I invite you to open to the possibility that major aspects of
your world and the way you see it may be about to transform.

To your increasing clarity!

Jamie Smart, November 2022

Introduction

.....

***“What information consumes is rather obvious:
it consumes the attention of its recipients.”***

Herbert Simon, Economist,
winner of the Nobel Prize
in Economics, 1978

“If a pond is clouded with mud, there’s nothing you can do to make the water clear. But when you allow the mud to settle, it will clear on its own, because clarity is the water’s natural state. . .”

Clarity is your *mind*’s natural state.

For many years, I’ve been sharing this simple metaphor in workshops and seminars with business leaders, military personnel, entrepreneurs, coaches, therapists and private individuals. As people allow their mud to settle, clarity emerges, and they discover they have what they need for the job at hand.

So what is clarity, and why does it matter? How does clarity work, and why do so many people struggle to find it? Most important, how can you find the clarity you need and start benefiting from it?

It's well known that outstanding leaders in every field, from Olympic gold medal winners to visionary entrepreneurs, profit from the flow states that a clear mind brings. With clarity of thought comes the qualities that drive sustainable results. These qualities and results are what individuals and organisations are searching for. But, due to *a simple misunderstanding*, we've been looking in the wrong place until now.

The purpose of this book is to clear up that misunderstanding and help you experience greater and greater clarity, with all the benefits it provides. The book asks and answers the following questions:

1. *What is clarity?* It turns out that clarity is a kind of “universal resource.” When we have a clear mind, we have everything we need for the job at hand. Ask a nervous speaker what's going through their head when they're onstage, and they'll explain their fears, worries and anxieties. Ask a confident speaker what they're thinking about onstage and the answer's fairly consistent: “Nothing!” This is the case in every field of high performance, from the classroom to the playing field, from the boardroom to the bedroom; when you've got nothing on your mind, you're free to give your best.
2. *Why is clarity essential?* You're going to discover why clarity is so important for living a life that's successful on the *inside* as well as on the outside. It turns out that many of the most desirable qualities people struggle to “develop” (such as resilience, creativity, motivation, intuition, confidence and even leadership) are actually expressions of an innate capacity; they're emergent properties of an uncluttered mind. These qualities drive the results people desire. Clarity is the source of authentic leadership and high performance. It allows us to be present in the moment and have an enjoyable experience of life. A sense of purpose, direction and entrepreneurial spirit are natural for people with a clear head. So are happiness, freedom, security, love, confidence and peace of mind.
3. *How does clarity work, and how can you get it to work for you?* You're going to be introduced to *subtractive psychology*,

simple but powerful principles that will start clearing your mind *automatically* and awakening your innate qualities. These are the principles behind the natural capacity for experience – thinking, feeling and perceiving – every person is born with. This innate capacity generates 100% of our experience of life, moment to moment.

Clarity is a naturally emergent property of this capacity – it isn't something you *do*; it's something you already *have*. The mind has its own “self-clearing” function, capable of guiding you back to clarity, regardless of what state (or circumstances) you're in. Although this is extremely evident in small children, all but a fortunate few have it conditioned out of their awareness by the time they reach adulthood.

As you start to deepen your understanding of the principles behind clarity, you're going to reconnect with your mind's natural self-clearing function. As a result, you'll find that you start having (a) an effortlessly clear mind, (b) more time for what's important, (c) improved decision-making, (d) better performance where it counts, and (e) more of the results that matter to you. Some of the “side effects” you may notice include better relationships, reducing stress levels, more passion and an increasing engagement with life.

4. *Why do we need clarity now, more than ever?* We're living at a pivotal time in history; millions of people are faced with uncertainty, complexity and overwhelm. As individuals, as organisations and as an entire species, clarity is the key to solving the big issues that face us if we want to create a sustainable future for ourselves and the generations that follow us.

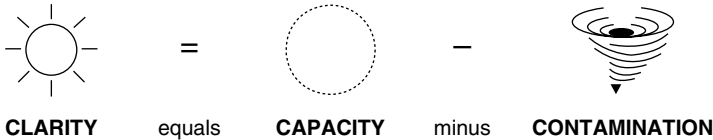
All of which presents us with a serious challenge: As our world becomes increasingly uncertain, complex and chaotic, we seem to have less and less time, attention and wisdom to navigate it with.

At a point in history when we most need clarity, it appears to be in shorter and shorter supply. . .

And so we try to compensate, as individuals and as organisations. From time management to mindfulness, from speed-reading to positive thinking, we try to get back in control. And at first, it *looks* like it's helping; we *feel* like we're back in the driving seat. But then we lose motivation, or forget to use the technique; our attention gets drawn elsewhere or we fail to apply what we've learned.

It's not working. And it's not your fault.

You see, without even realising it, we've been using an industrial-age *misunderstanding* of how the mind works to try to deal with the challenges of a digital-age world. This misunderstanding gives rise to the contaminated thinking (e.g. worry, anxiety, overthinking, etc.) that obscures our innate capacity for peace, presence, high performance, creativity, confidence, security and love. As you start to see through the misunderstanding, clarity will emerge more and more frequently and reliably. To put it succinctly: *Clarity equals capacity minus contamination.*



As you continue reading this book, you're going to start dissolving the conditioning that's been keeping you from clarity until now and notice yourself experiencing a clear mind more and more frequently (with all the benefits it brings). At the times when your mind *is* clouded, you'll know what to do (and more important, what *not* to do). The conditioning is based in three main areas:

1. *Contaminated thinking arising from the outside-in misunderstanding.* A widespread piece of conditioning mistakenly attributes clarity (and the lack of it) to a variety of circumstances. While this can easily be shown not to be the case, the misunderstanding is extremely persistent when it goes unchallenged. As your understanding of the principles behind clarity starts deepening, you'll notice stale habits of contaminated thinking dropping away and clarity emerging to take their place.

2. *The move from a manufacturing economy to a knowledge economy.* Just as factory workers need to keep their machines clean and well-oiled, knowledge workers, creatives, coaches, entrepreneurs managers and leaders need to take similar care of their minds. Individuals and businesses are paying the price as time scarcity, attention poverty and information saturation clog the “mental machinery” we rely on. But there’s good news. People are born with a powerful immune system that protects us from disease and illness. The immune system reflects an innate tendency towards health and wellness that also shows up in the body’s ability to repair wounds, breaks and other injuries. It is a little-known fact, however, that people also have a *psychological* immune system, able to quickly restore even an extremely perturbed mind to clarity and well-being.

As your understanding of the principles behind clarity continues to deepen, you’ll find that you have what you need to prosper in times of uncertainty, complexity and change.

3. *Attempting to find clarity using outside-in methods.* The mind is a self-correcting system. The primary condition needed for a self-correcting system to find its way back to balance is simple: an absence of external interference. Outside-in methods such as positive thinking, affirmations and other techniques can often be examples of external interference. Other examples include smoking, drinking too much and internet addiction. While they can be used to find relief in the short term, they are not a sustainable solution. In the long run, they often make matters worse if they give the busy-minded person even *more* to think about and do (I’m assuming that the *last* thing you need is more on your mind).

Subtractive psychology: less is more

As you read this book, there’s nothing you need to do, think about or implement. . .

- You won’t need new regimes, systems or processes to remember.

- You won't be given lists of techniques, tactics or interventions to put into practice.
- You won't have to reframe, monitor or manage your thinking.

This book is designed to *effortlessly* activate your innate capacity for clarity. As you'll find out, the principles you're going to be discovering will take care of the implementation for you.

Reality Check

"Seriously?" I hear you ask. "While I love the idea that my life could get better just by reading a book, it sounds way too good to be true. How's that supposed to work?"

Great question! Here's how I explained it in my book *RESULTS*:

Most approaches for creating results are additive, giving you theories, techniques and concepts to remember, practise and apply. While additive approaches are often compelling, they rarely yield the desired results (for reasons we'll explore later). Fortunately, the understanding you're going to be developing as you read this book is subtractive. Instead of giving you more to remember, the principles you're going to be learning will take things off your mind, giving you less to think about. As a result, you're going to have a clear mind more of the time and more space for the endeavours and experiences that matter.

DISTINCTION: Acting It versus Catching It

If you've ever pretended to have a cold (perhaps while phoning in to work), you'll know that it's not that easy and not very convincing. It's tough to fake a sneeze, never mind the other unpleasant symptoms. This is an example of **acting it**. Most business and personal development books aim at giving you the things to think, change and do so you can "act" in a certain way to get the results you want.

However, when you actually *have* a cold, the symptoms emerge effortlessly. They're entirely convincing because they're *real*. This is an

example of **catching it**. This book is designed so that you can “catch” an understanding that’s more closely aligned with how your mind (and life) really works. As you catch the understanding, it will spontaneously result in the “symptoms” of increasing clarity, resilience and peace of mind, with all the other qualities and behaviours that naturally proceed from those states.

For this reason, the book has been designed differently from a traditional business or personal development book. It doesn’t contain lists of things to do, and doesn’t attempt to be coolly objective. Instead, it includes

- Distinctions clarifying important points
- Simple thought experiments you can conduct in under a minute
- Mini case studies from the experiences of my corporate and personal clients
- Real-world stories as well as numerous metaphors and analogies
- Scientific explanations expressed in down-to-earth terminology
- Examples from history, current events and popular culture
- Personal details and anecdotes from my own life
- Reality checks where necessary
- Diagrams and illustrations

While you may find yourself reading this book again and again, you don’t have to work at it. You’re going to start seeing that you have a lot more going for you than you may have realised until now. One suggestion: This book is cumulative; Part Two and Part Three have plenty of interesting case studies and examples, but they will not make much sense until you’ve read Part One. Your first time through, I strongly encourage you to read this book from the beginning.

It may sound like a bold claim, but the understanding you’re going to be exposed to is, quite literally, effortless. The changes you can expect to see as you start to get a feel for these principles share three important qualities:

- Your changes will be *natural*, a perfect fit to who you are.
- Your changes will be *sustainable*; it's time to say goodbye to struggle and backsliding.
- Your changes will be *generative*. This means that the positive impact of what you'll be learning will show up in many different aspects of your life, without you having to "make it happen."

As you read this book, you may be struck by the universal nature of what you're learning. People are often stunned that no one has ever told them this before. Paradoxically, they also remark that they've always known this on some level. As you start to experience the profound impact of increasing clarity in your own life, you may start to notice yourself feeling more optimistic and hopeful for your fellow human beings. Clarity is our best bet if we are to meet the challenges of our rapidly changing world and leave a sustainable legacy for the generations to come.

But that's for later. The first step is for you to start discovering just how much *more* you've got going for you than you've previously imagined (even if you already know you've got a lot going for you). I want to assure you that you have the capacity for sustainable clarity and all the benefits it brings. But first, a question:

Q: If you're caught in a trap, what's the one thing you have to do before you can escape?

A: You have to realise that you've been caught in a trap.

Until you realise you've been caught in a trap, you're very unlikely to get out of it. But once you know about the trap, and you can see how it works, then escape is pretty straightforward. Especially if other people have escaped from the same trap and can show you how.

So please allow me to reveal the trap that's ensnared millions of people, including me. . .

***keep exploring ❖ connect with others
share your discoveries ❖ deepen your understanding***

At the end of each chapter, you'll find a section containing three elements:

Thought Experiment: *This is a statement or question for reflection to help you integrate what you're learning even more deeply. For example:*

Thought Experiment: We each experience greater clarity from time to time. As you look back now, what are some of the more memorable occasions when you've found yourself experiencing an unexpected increase in clarity?

When you reach a thought experiment, pause for a moment. You don't have to figure out the question or "get it right." You don't even have to answer it. Just reading the question and reflecting on it for a moment is enough to continue your process of integration.

What the Research Says: This is a description of (and where possible, a link to) peer-reviewed articles and other research that will help you "read around" the principles behind clarity. Because these principles aren't yet part of the scientific mainstream, most research won't refer directly to them. Nevertheless, each of these research elements will help you join the dots as you establish your own personal evidence base for what you're learning.

Additional Resources: This section will also contain a website URL to enter into your browser and a QR code you can scan. These will take you to web pages containing other material relating to the chapter you've just read, ranging from videos and audio recordings to articles, photos and infographics. Experience shows that sharing your discoveries is a simple but powerful way for you to continue integrating what you're learning, as your understanding of the principles behind clarity

CLARITY

continues to deepen. I encourage you to share what you're learning with others as you make your way through the book.

www.JamieSmart.com/ClarityIntro

