

My Perfect Brain © 2012 by Jeffrey Brooks (all rights reserved) Version 04-30-12 jeff@jbrookswa.com

You can find reviews and information on our practice on:

<http://www.teaspiller.com/accountant/jeffrey-brooks/> Please see a few of the reviews and the portfolio which includes a link to my blog at www.jeffbrookscpa.com.

A valuable guide to customize for you to work smarter with more success and in less time!

Why do I call my proven system “My Perfect Brain”?

1. Your brain would be perfect if it could remember where you left an item that you now need. If your brain was perfect, it would not spend 15 minutes of wasted time trying to find the item (i.e. keys).
2. Your brain would be perfect if it prioritized your tasks based on their importance to you.
3. Your brain would be perfect if it thought the same thought ONCE!
4. Your brain would be perfect if it looked at the outcome of your actions instead of just acting impulsively. Your brain is a “wild brain” just like riding horses or walking dogs that are out of control..zig zagging and wasting effort.
5. Your brain would be perfect if it focused on the present where you have 100% of your control and not on the past and future where you have 0% control. Your brain would be perfect if it fed you praise instead of insults.
6. Your brain would be perfect if it replaced unhealthy and unproductive habits with healthy and productive habits. We know that “working out” on a cardio machines and weight lifting are healthy activities and sitting all day eating high calorie foods and soft drinks are unhealthy activities but most American do not exercise enough and eat too much food although they know that these are bad habits.
7. I could give you more examples but you get the idea that we each need to help our brain to become “The Perfect Brain”.

8. If you could be happier, more successful, get that competitive edge, wouldn't you do it?
9. Your brain will never "do" those tasks that repulse it. It will only do those tasks that attract it. Did you know that different parts of your brain light up when you like (are attracted to) something and dislike (are repulsed) by something else. I love flossing not because my grandfather and mother had major gum disease but because when I am flossing, I listen to audio books and relaxing music. Our brains love routine because it uses less energy and give us a sense of the sense of control.
10. Learn to relax your brain. The brain uses glucose to produce energy. The brain is a very small part of the human body weight but uses up a large amount of the total energy of the human body! Try the five minute relaxation exercises. You can call me about this (after tax season please?).

Specific Instructions:

1. Your brain works best when we separate tasks into what is called "context" and small time chunks. We write short cut names for "Context" as well as estimated time on the MPB© 2012 form.
2. You cannot physically train your staff person when you are out of town. You must be at the office. If while you are driving your car, you should not be trying to operate your laptop computer. If you are at the office, you cannot mow the lawn at home. In these examples, "context" is At office, At car and At home.
3. You only need to write down tasks that you need to remember because your brain is great at fight/flight, emotions, and thinking but lousy at remembering to do what is good for you. You do not need to write down those "routines" that you have memorized. In other words, my memorized routine at home is turn off the alarm clock, give the dogs a treat in exchange for their "tricks", listen to a tax tape while performing my back exercises, preparing breakfast, eating breakfast, gargling, brushing teeth, shaving, getting current

on my emails, flagging those emails that I will decide what the next action is once I have time to focus on emails, working out on elliptical and using **the** Bowflex, shower, dress, etc, etc.

4. You need to make sure that you're "My Perfect Brain" ©2012 system sheet is printed in a **bright color** and on **legal sized sheet**. **I use the color "Golden Rod" color.**
5. Why do I use the **color "Golden Rod"** ? Have you ever lost an important piece of paper? By having a bright color like bright gold, your eye will always be able to find your list. I fold my system form into 4 quarters and keep it in my pocket along with a pen for writing down my brain's thoughts. Buy a pen that "attracts you to use it".
6. You're "My Perfect Brain" ©2012 system MUST go with you ALL THE TIME during your waking hours because your brain is constantly thinking of things to do. You need to write them down immediately before your brain forgets them. Our brain excels at failing to remember a task when it need to do!
7. Thoughts are like a "helium balloon" or an "elusive butterfly". One moment they are a thought and quickly in the next moment they are gone!
8. What if you are in the shower and you notice that you are about out of your favorite shampoo and you also need to bring that great novel to work to give to one of your employees (as you promised) but you have no paper to write this down? Visualize a shampoo bottle reading that novel. Then as soon as you are dry, write this down under "At car" and grab the shampoo bottle and novel and put it in your car. If you cannot go to the store and get your shampoo, then write it down immediately and then dump to your computer calendar by writing "shampoo" and color code "auto" on your calendar (I use Outlook TM).
9. You need as few inboxes as possible. The more inboxes you have, the more likely that you will procrastinate and have clutter. Examples of Inboxes are your email, the plastic tray at your office

and one at your home, your cell phone and office phone messages waiting, daily and weekly calendar.

10. The key is that you need to review these Inboxes regularly or they become stale and your brain says "I cannot trust you to remember something that needs to be done".
11. When this happens, your brain says: " Since I cannot depend on your paper/computer system, I need to constantly worry about forgetting this task, this appointment, this email, this phone call, this errand, etc" or "I need to do it right now". When that happens our brains use too much energy and frustration grows with poor results!
12. You have chosen to use your brain that has limited "RAM=random access memory" and limited energy to remember what needs to be done. you should put personal and business emails through your business email.,
13. You have limited time but unlimited tasks you could be doing. Your brain wants you to do everything "right now" whether it has to be done now or not. Simplicity is powerful! Remember, if you choose to do one thing, you have chosen to not do another things. Make sure that your choices are consistent with you goals and outcomes. If My goal is to be healthy and I choose to exercise, when I choose to sit at the TV eating snacks, I have chosen to not exercise and guilt and depleted energy results. MPB © 2012 allows you to number your choices in order of the importance to you. Your brain gets confused and frustrated when you number beyond 3 choices. Why is that? Your priorities change during the day.
14. I developed the 1 (one) hour system. Where did I get the idea from? In school, the classes were 50 minutes with 10 minutes to change to the next class. The human brain is a muscle and needs this time to rest and recharge. I use the 1 (one) hour system as my working tool during the day. For instance, at 8:30 AM, you would estimate what you could accomplish in the next 50 minutes. At 8:45 AM, an associate of yours comes by to ask a question. If you can answer the question in under 5 minutes, you answer it. If not, you

reschedule it to when you plan your next 50 minute cycle. At 9:35 AM, your 50 minute alarm goes off. Your intuition tells you that you are only 20-30 minutes away from completing the project. You give yourself permission to continue until you complete the project. At 10:05, you feel great because you finished the project. You take your 10 minutes to walk to the water cooler, stretch and plan your next 50 minutes. Then you begin working on the next 50 minutes.

15. Your brain is great at thinking but poor at remembering. "My Perfect Brain" ©2012 system has a way to help your brain but you need to reinforce these better habits by realizing how much trouble your brain can get you into when you do NOT write "things" down.
16. Print out the front and back pages of "MPB" ©2012 system on BRIGHT or NEON color LEGAL size paper.
17. One of the most important habits to reinforce is that you need to focus on DOING first the "Big Rocks" or Most Important Tasks before DOING the smaller and less important tasks. The author Steve Covey tells about the professor who had a large number of rocks on a table. The assignment was to get all the rocks in the large jar. The first student put all of the small rocks in first and found there was not enough room for the big rocks (the most important.. MUST BE DONE TODAY TASKS). The second student put all of the big rocks in first and then the small rocks and had room to spare! The moral is to work on your Big Rocks first before you work on your small rocks. The rewards will be that your self-esteem will skyrocket and you have a higher payoff!
18. Let us begin understanding the form by starting at the upper left hand corner (At Home) and then moving to the upper right hand corner (At Car).
19. At Home: What could be on your list? Telling a family member that you appreciate something specific they did for you and that you love them? Remembering to record a special TV program?
20. At Car: How many times have you forgotten to bring something with you?. How can you help your brain not to forget? Write down

what you need to bring on a colorful post-it note and stick it on the door. In addition, put the item in front of the door so you will see it on your way out the door to your car. The nice thing about my system is that since you have the MPB©2012 brightly colored system form with you during your waking hours, you can write on your bright colored form ideas that “pop” into your head. For example, a thought “pops” into your brain that you need to put the laptop in the car. So when you are about ready to turn out the lights for a good night’s sleep, you immediately write that reminder task on the section called At Car. Then in the morning before you are ready to leave the house, you check At Car section and your brain is reminded to put the laptop into your car!

21. At Additional Space. If you need more space under At Home or At Car, you can “borrow” from this At Additional Space.
22. Why do I have double boxes? For whatever works best for you! What if you write down TL for a call you need to make and the person you called is not available? You can “X” the TL (now that you have made the call) and add EM or Email the person. Once the Email is completed, you will “X” that box too.
23. You CIRCLE or use colored marker so you will focus on what we call the “BIG ROCKS” or Most Important Items. Once these are completed, you cross through the line or put the big “X” to show that it is “done”.
24. Let us say that your email is requesting something and you want to make sure to get the information, the document, or something else, and do not want to depend on your brain to remember? You can save your Email to a mail folder in Outlook™ called @@Waiting for. Is this another Inbox? Yes! To keep this Inbox fresh and reliable, you will need to check and review this Inbox on a consistent basis.
25. What is the bottom section on the first page used for? You have limited time and unlimited tasks. Your brain can think faster than you can “do” and “get the task done”. The bottom section is used for writing down by date and context (i.e. At Car) what needs to be

done in the future. For instance, I am stopped at a red light and I remember that I haven't received my renewal for my auto insurance. I pull out my wallet and notice that the insurance expires at the end of this month in 15 days. My day is jam packed so I cannot call or email the insurance company. My "The Perfect System" ©2012 is in my pocket. I pull it out and note 7/24 TL XYZ Insurance car renewal. At the end of the day, I "dump" or "transfer" these future tasks to my computer calendar (or Smart Phone).

26. What if you use a "smart phone" and do not see any need for my system. I have competitively tested my system against the "smart phone" and my system has been easier and faster to use. However, if you think your "smart phone" is easier and faster to use then by all means you should use it. Remember, the brain works best when it is attracted by a habit.
27. See Page 2 (other side). At Meeting is used for posting and reminding yourself of meetings with your family, clients, customers, employees, vendors, friends and your dog. If you need room for additional meetings, then you can "borrow" from At Additional Space. At Staff is used for reminders. The human brain works best when it focuses on one thing at a time. I call this "unitasking". Unitasking focus is much more productive than "multitasking".
28. You may think "multitasking" makes you more productive. Time after time, tests have been performed that prove that humans who "unitask" perform better than those that "multitask". So, if you keep on interrupting your staff and changing their priority tasks, they will be much less productive. Who do we interrupt the most? Ourselves! Do you want to get more done in less time and be in more control? If so, then "unitasking" is the key. What if you are "unitasking" At Home and your spouse excitedly comes into your home office and screams "the toilet is over flowing", what do you do? VERY quickly you write down on your sheet where you were

interrupted. For example, you could write on your sheet "stopped on page 36" and run to turn the water off and then get the plunger.

29. At Ideas for Improvement. The human brain loves the feeling of getting smarter, stronger and receiving more self-esteem. During the day, we think of great ideas, lessons learned... when we could have done something better, and of course criticism such as "I should have known.., why I didn't do....? How often do we congratulate ourselves for giving it a good effort and having a "win"? Rarely. This section is great because we should be our own best friend. We build our feelings of self-wealth and confidence by praise and validating that we "do" mostly good things. Please look at my example to give you some ideas.
30. At Home. Maybe you have promised your spouse that you will take out the trash each Tuesday and Wednesday nights. It is not a big thing - how long does it take? A couple of minutes. You get home and your spouse expects you to take out the trash and container to the street for the next day's pick up. If your brain was so smart, when you saw a trash can, it would say "Oh, I need to take out the trash". No, you forget to take out the trash because you expect your brain to remind you. Your brain is great at thinking but poor at remembering. If you had written it down on your bright legal form and looked at your form when you got home, you would not have forgotten. If you forget to take out the trash, your spouse feels taken for granted and you have just deposited a negative deposit in your trust relationship. By getting in the habit of using "My Perfect Brain" ©2012 system, you would have been reminded and you would have put a Positive deposit into your spouse's trust relationship bank account!
31. When do you not need to write down a task on your sheet? When it become a "routine". A routine is a habit that automatically occurs. Driving a car is an automatic habit or a "routine".
32. What do I use in conjunction with MPB©2012 System and why? I write down many tasks, ideas and lessons learned, praise on my

MPB©2012 System sheets. Think of this as the Table of Contents, the headings in a book. To write in more detail the items written on the system sheets, I use an inexpensive College Ruled "Subject 1" notebook to investigate ways to improve my outcomes. I fold this notebook in my brief case so I have it with me. Here are a few ways I used this notebook for items that are on the MPB©2012 system sheets:

- A. Plan my 50 minute periods
 - B. To write down what I will say and my goal of a phone call and then write down the phone conversation. If the this information is worth keeping, I will scan it into my electronic files for future use.
 - C. To write down a list of possible alternatives to a problem or opportunity.
 - D. To think through a plan and solution to handle a problem.
33. I will be revising this system and adding new instructions based on your feedback and notes that I write in the At Ideas for Improvement section on page 2 of the form.

Jeff Brooks, CPA, CFP , MBA jeff@jbrookswa.com 602-292-2009 cell, 602-687-9900 x101 for office

For the firm