



**Small decisions.  
Strong foundations.  
Better outcomes.**

*Mind Over Matter*  
**BUSINESS IN THE BRAIN**

# Thought **TIME**



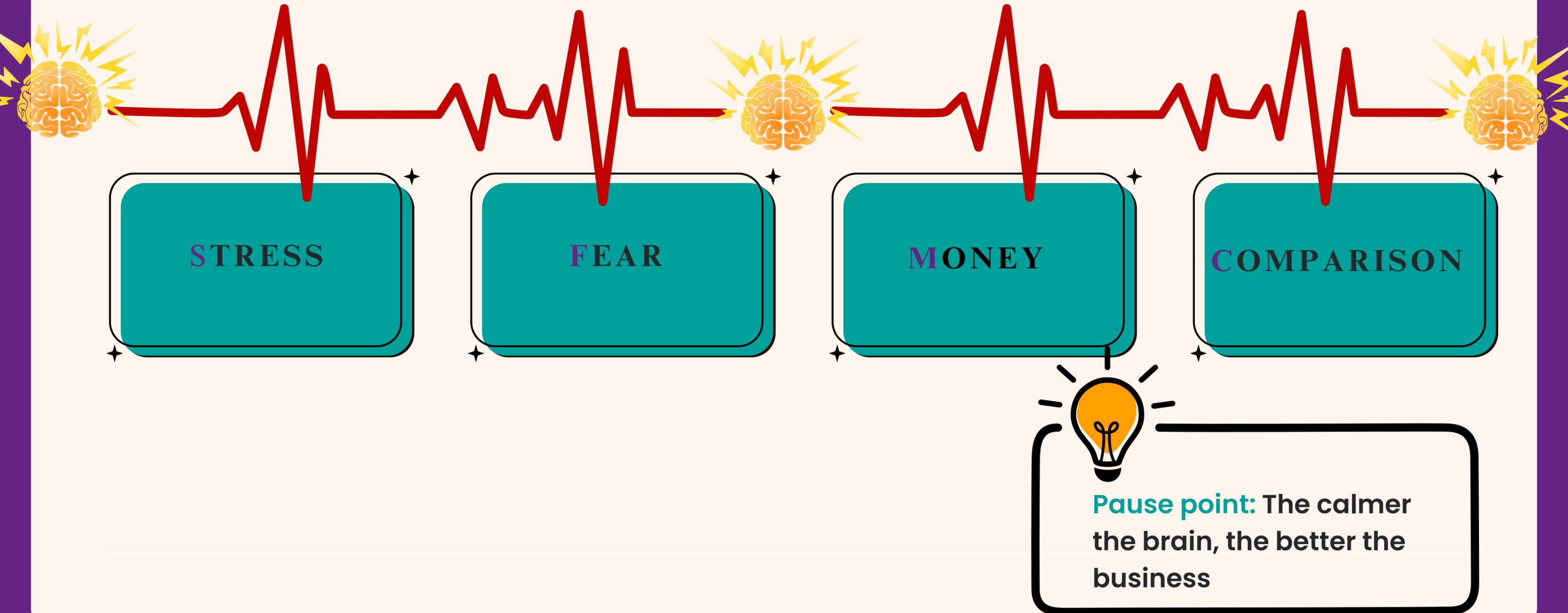
## Behind the Work

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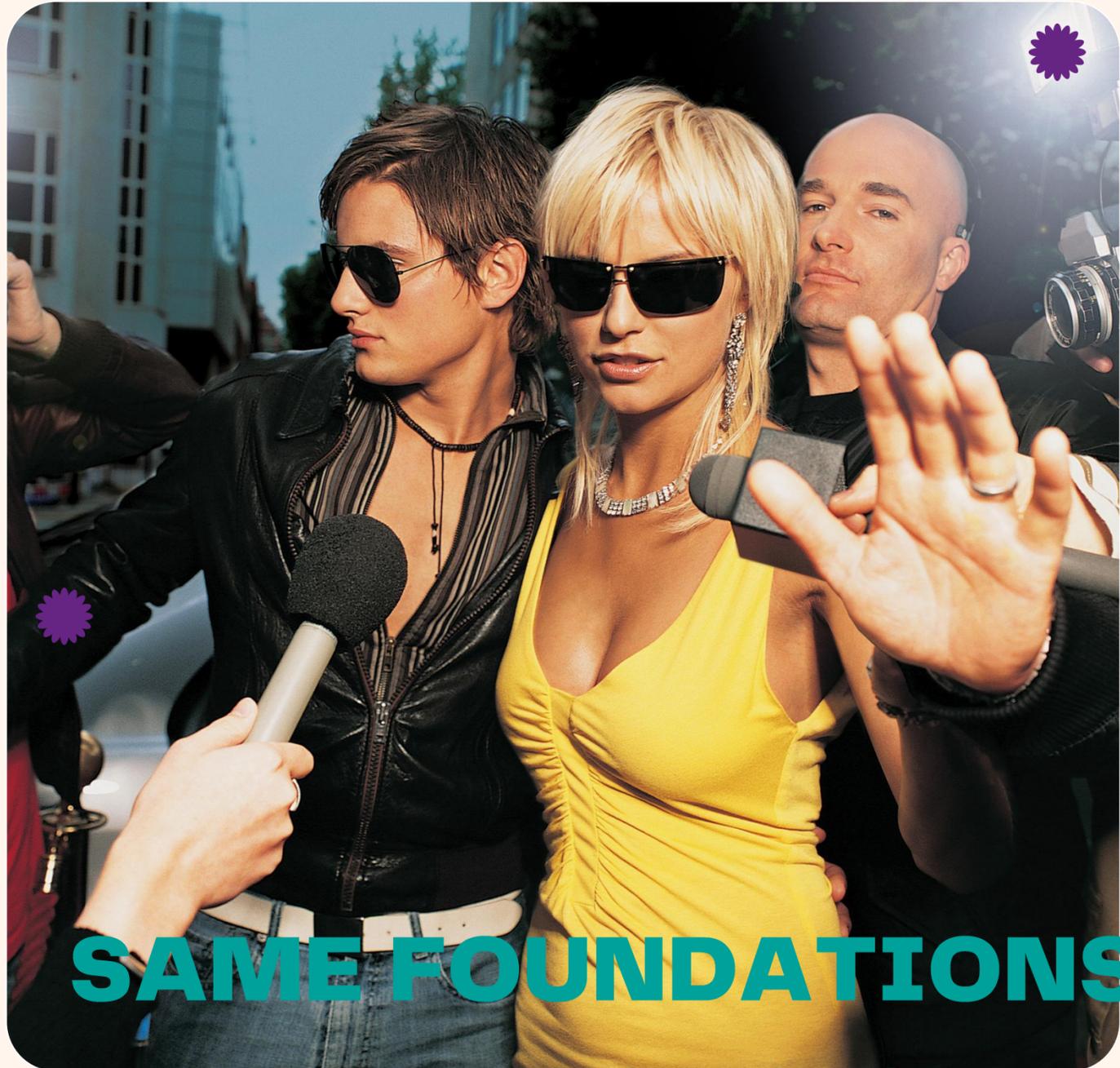
Across mental health and business, I see the same pattern – pressure changes how people think, and that quietly changes outcomes.



# Most business problems start in the brain



# DIFFERENT INDUSTRIES, DIFFERENT PERSONALITIES



Success doesn't start  
with advantage:

Rihanna

Steven Bartlett

Richard Branson

Jeff Bezos

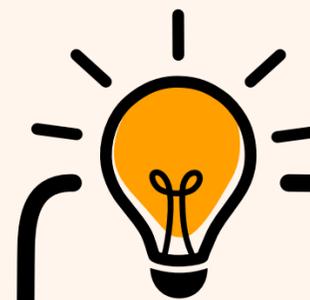
Elon Musk

**SAME FOUNDATIONS : EMOTIONAL CONTROL,  
CONSISTENCY AND PEOPLE**



## Pressure changes decisions:

- Anxiety narrows thinking
- Financial stress increases risk
- Self-awareness improves outcomes



**Pause point:** Self-awareness isn't weakness — it's leverage



**The 1 Degree of Difference:**

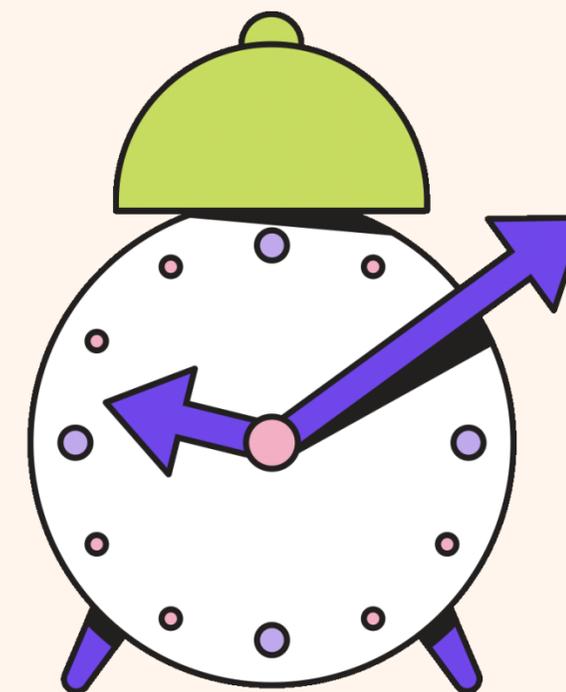
**Business isn't about big moves It's about consistent correction**

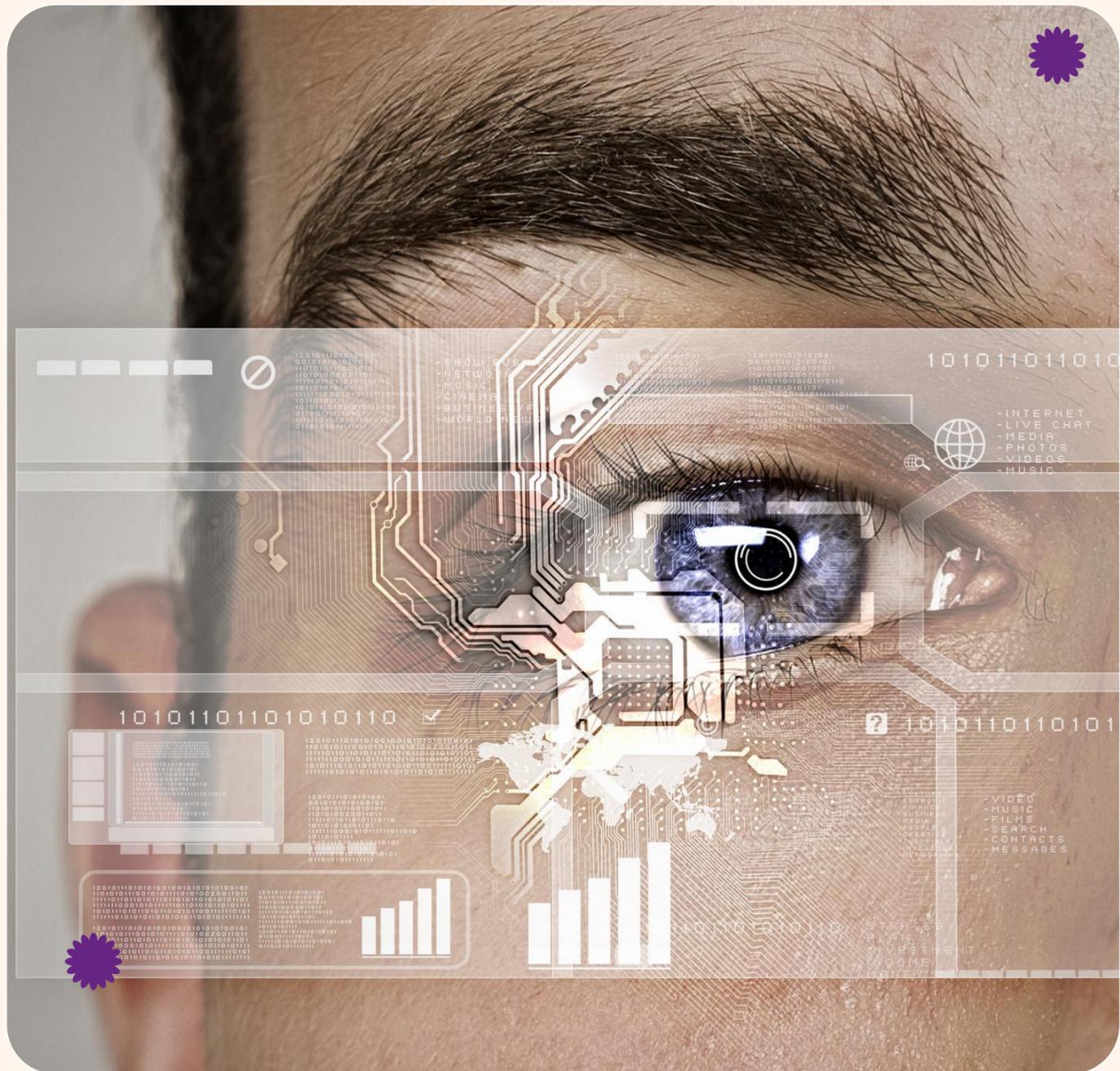
**This isn't about pushing harder — it's about making life easier to navigate**



## The 1 Degree of Difference Business Reset

15 minutes that could save  
you years





# Identify the pressure

- One decision I'm avoiding
- One habit costing me energy or clarity
- One area I feel pressure (money / people / confidence)



**What's the smallest useful change:**

**One realistic change in the next 30 days**

**Not impressive — just doable**

**Examples:** track spending, ask for feedback, reduce comparison

## Future-proof the decision

If I don't change → what happens in 6 months? If I do → what improves?





## Unmet needs drive behaviour:

- Safety
- Belonging
- Identity
- Autonomy
- Validation
- Creativity
- Purpose

## Same needs. Different language.

- Financial safety
- Networks & mentors
- Brand identity
- Control & pace
- Feedback & data Problem-solving
- Meaning beyond money





Who you surround yourself with matters

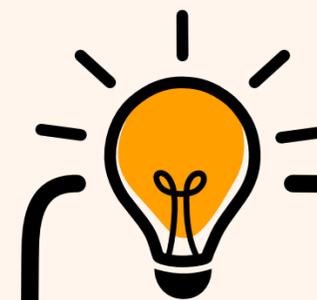
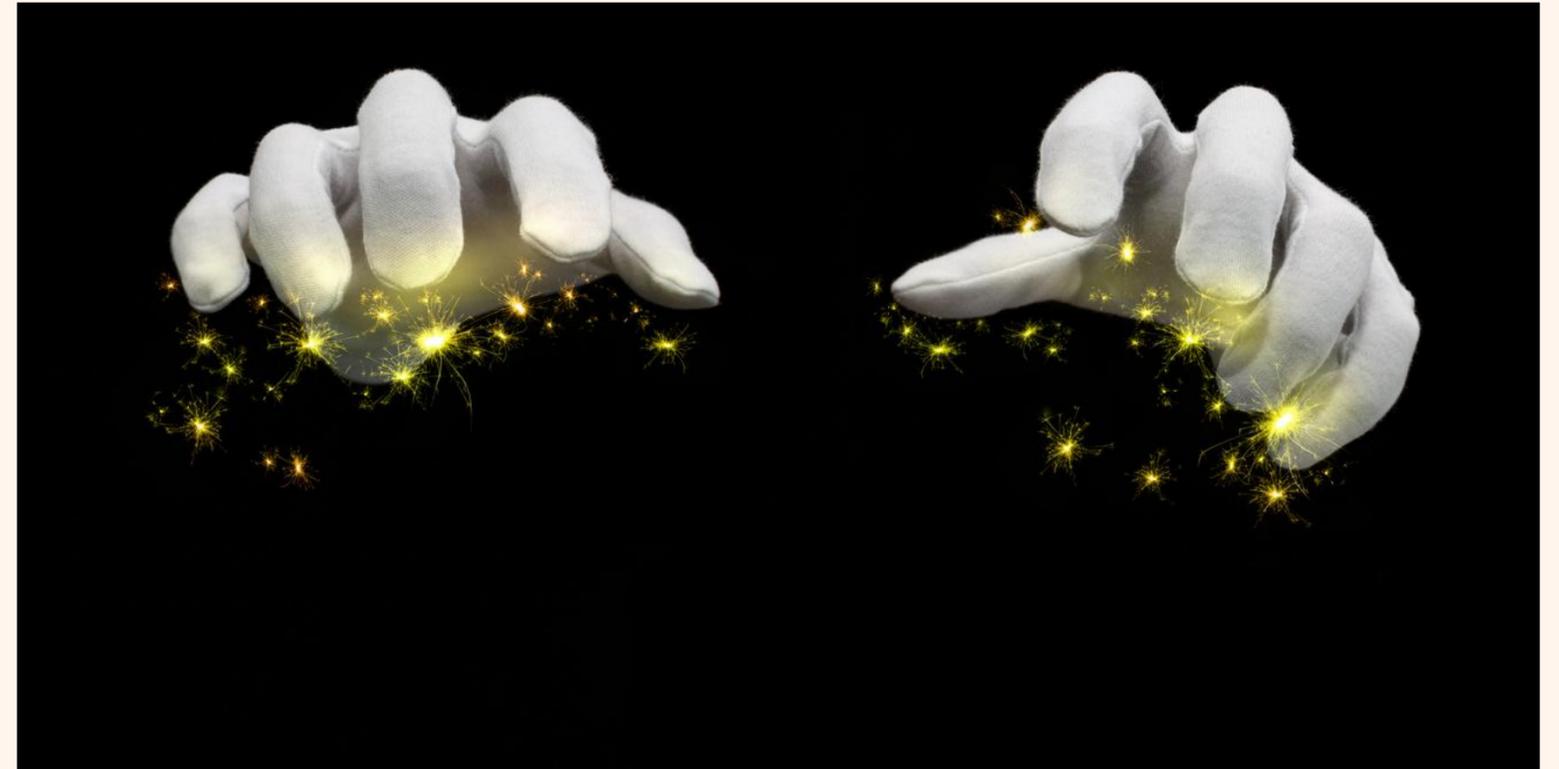
Isolation increases risk

Honest feedback protects you

Wrong voices distort decisions

## No shortcuts. No magic.

- Didn't start rich
- Didn't start confident
- Managed pressure
- Built the right circle
- Played the long game



**Pause point:** You don't need to be exceptional — you need to be consistent.

# The full picture



**BUSINESS IN THE BRAIN**



**1 DEGREE OF DIFFERENCE**



**SIGNIFICANT SEVEN**

# FINISH WITH ONE SENTENCE:



“My next 1 degree business decision is.....”



# FOR FOLLOW UP TRAINING OR COACHING SUPPORT CONTACT:

DECLAN HARRIGAN



TRAINING@SMILECOUNSELLING.ORG.UK



[HTTPS://SMILETRAINING.ORG.UK](https://smiletraining.org.uk)



Declan Harrigan  
Founder & CEO at S.M.I.L.E.  
Counselling & BetterU Group Ltd / M...

