

Mind Matrix Wellness Studio Presents

# WeCare NEWSLTR

Volume 1, Issue 5: November 2020



"The very best thing you can do for the world is to make the most of yourself."

Wishing you the best this festive season and the years to come!  
Happy Diwali and a Prosperous New Year!

- Mind Matrix Team

WeCare



Vision: Creating Holistic Minds and Cosmic People



Mission: WeCare is an invitation to connect with  
ICTA Empanelled Wellness Coaches and Practitioners  
to live as an integral being and lead a purposeful life



Values: Connect - Collaborate - Contribute

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## Ahmedabad nu Autowala (Udhavbhai Jadhav) - Rajagopalan S Sreekumar

I want to talk about two things in the beginning. They may initially seem disparate and random with no apparent connection between them.

The first is what happened on 28th December 2016 when my family and I stepped out of the theatre after watching Aamir Khan's Dangal. My wife asked my son what his takeaway was from the movie; what was its message. For me, it was clear – live a life of inspiration and be inspirational for others as well.

Let me now come to the second point.

The concept of connecting the dots was made famous by Steve Jobs. He said that we can do so only backwards in our lives and that we need to trust that somehow the dots will connect in future.

We have to somehow trust our gut, destiny, Karma, life or whatever we may wish to believe it is. Essentially that leaves us with only the present moment – The NOW, the power of which is somehow underestimated by many of us.

And that's where I want to share a story that illustrates this point. I want to talk about Udaybhai Jadhav – an auto driver from Ahmedabad. Check out his story in this video –  
<https://www.youtube.com/watch?v=WcS5MEglwLw&t=19s>



**Rajagopalan S. Sreekumar**

Certified Strengths Coach,  
NLP Master Coach,  
Appreciative Inquiry Practitioner

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It may seem odd to connect the dots between what he did and the tyres of his vehicle but I will reveal the connection.

In October, I was to do a session for a group of senior managers at Apollo Tyres. On the eve of the program, I had decided to show them a video about Udaybhai. But based on a gut feel, I decided to call Udaybhai and asked him about the brand of the tyres of his auto. He said they were MRF. When he asked me why, I told him about the upcoming workshop. He then shared that just two days ago, he had replaced two of his Maruti Eeco tyres with Apollo tyres! It was in this Maruti Eeco van that he ferried children and tourists to heritage spots in Ahmedabad and had named it 'Sabarmati nu Savari'.

When I narrated the whole incident to the Apollo managers, they were so surprised and touched that they offered to take care of the servicing of Udaybhai's tyre needs. I shared his number with them. Back in 2010, when he started the concept of his auto where you pay not by the meter but from your heart, based on the concept of gift economy, he faced a lot of flak and teasing but like Steve Jobs said he trusted his heart and ploughed ahead and ended up becoming an inspiration for others.

Just a week after this incident, I shared Udaybhai's story with the managers of an IT company, some of whom were quite skeptical and cynical of things like trust and generosity having a spectacular impact on the balance sheet of a company. Unlike people like Udaybhai and Steve Jobs, these people belonged to the category of people who need to see it before they believe it.

I told them that Udaybhai is now on his way to deliver his second TEDx talk at IIM-Kashipur.

I asked the IT managers what they might want to ask him, if they ever had the opportunity. After hearing their questions, I shared Udaybhai's number with them and asked them to organize a virtual townhall with Udaybhai directly like it happens in the Google Talk events. As they saw Udaybhai's number pop up on their chat window, I could see from their video cam shots, their current belief systems shifting.

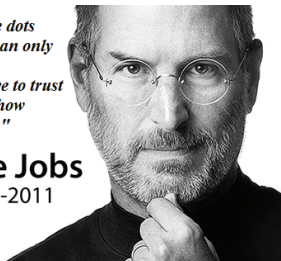
Indeed, the dots do connect going forward when you act from a space of generosity and become an inspiration to countless many and become an example of Robert Schuller's book title: Failure is Never Final and Success is Never Ending.

—

Sohum

*"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future."*

**Steve Jobs**  
1955-2011



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Book of the Month



## THE POWER OF NOW

**A GUIDE TO SPIRITUAL ENLIGHTENMENT**

The Power of NOW - by Eckhart Tolle

"You are here to enable the divine purpose of the universe to unfold. That is how important you are."

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## De-stress through Technology: - Siddhant Prabhu

### Overview:

This short article throws light on how the situation of stress in India is unfolding, and the approaches initiated through technology and communication.

### The problem at hand:

Almost everyone in the world is feeling the effects of COVID-19. People are stressed out, feeling anxious, and many are restless too. "WHO has declared that we are living in a 'mental health' pandemic in 2021."



**Siddhant Prabhu**

Co-founder - XIGA Design,  
Business Development Head for  
Institute for Design Entrepreneurship,  
Certified NLP Master Coach Practitioner

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Fifty-seven million people are going through mental stress-related issues. Thankfully, mental health has been getting some attention in the past decade. Several organizations around the country are working to help people face their mental troubles and seek timely treatment. In the past few years, technology and digitization have come up with practical solutions to treat or diagnose mental conditions.

Our research made us understand the power of mindfulness and meditation and how we can leverage technology to address it. But we all know that meditation practice is challenging to keep up, because it is not immersive and engaging, especially for the millennials. So, we wanted to address mental health with the combination of technology to make it immersive and experiential.

## A solution to tackle:

Meditation and mindfulness are an excellent tool for transformation for anybody and everybody, and we wanted to utilize technology to create an immersive experience to meditate with joy.

We created and designed a product to provide an immersive mindfulness experience. It was a pebble-sized device from which the user can kinetically feel the meditation practice through vibration and audio in sync.

It has hundreds of guided meditations, and based on the emotions, the user can choose guided meditation and kinetically experience it. From using the device, we would draw how the body responded after the meditation practice, making scope for the user to understand his meditation responses and growth better.

While understanding the space of mental health, it was interesting to see how the stress levels of a user could be calculated and given mindfulness guidance accordingly.

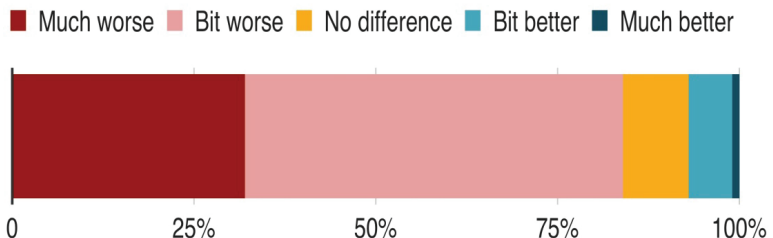
## Outcome:

Using the device for 5 minutes every day built a better meditation practice and reduced stress levels. The prototype device opened up new possibilities of how efficiently and responsibly technology can be used in the field of mental health. The product opened up space to critically experience and gauge the benefits that these mindfulness activities can have on our body and mind. Growing technology in the coming days is inevitable, but utilizing it in a responsible and impactful way is a power we all hold to authorize. The space of coaching, mentoring, therapy and mindfulness have a tremendous opportunity to create holistic experiences for people for the collective good.

For those who wish to connect and inclined to know more, please write to me at [prabhusiddhant@gmail.com](mailto:prabhusiddhant@gmail.com)

## How has coronavirus affected the mental health of young people?

Survey of 2,111 young people with mental health needs



Source: YoungMinds survey carried out between 20-25 March

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## WeCare MasterClass Schedule for November '20



WeCare MasterClass – Online LIVE Workshops	Dates and Timings	ICTA Empanelled Master Coaches/ Trainers	To know more, and the Registration Link
Transformational Time Line Workshop	Nov 21 <sup>st</sup> – 23 <sup>rd</sup> (02:00 PM – 06:00 PM)	Ganesh Srinivasan	<a href="http://www.icta-asia.com/timeline-transformation/">http://www.icta-asia.com/timeline-transformation/</a>
Jump-Start Your Business Workshop	Nov 21 <sup>st</sup> (09:00 AM – 12:00 PM)	Smriti Goswami	<a href="http://www.icta-asia.com/jump-start-your-business/">http://www.icta-asia.com/jump-start-your-business/</a>
Access Business & Money Workshop	Nov 22 <sup>nd</sup> (09:30 AM – 05:30 PM)	Smriti Goswami	<a href="http://www.icta-asia.com/access-business-money/">http://www.icta-asia.com/access-business-money/</a>
NLP for Business Leaders and Corporate Professionals	Nov 21 <sup>st</sup> – 22 <sup>nd</sup> (02:00 PM to 06:00 PM)	Radhika Singh	<a href="http://www.icta-asia.com/nlp-for-businesses-professional/">http://www.icta-asia.com/nlp-for-businesses-professional/</a>
Transactional Analysis (Foundation Course)	Nov 25 <sup>th</sup> – 28 <sup>th</sup> (06:00 PM – 09:00 PM)	Pratima Jadon	<a href="http://www.icta-asia.com/transactional-analysis/">http://www.icta-asia.com/transactional-analysis/</a>

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Upcoming Certification Courses Conducted by Mind Matrix, Accredited to ICTA



ICTA Certified Online LIVE Courses	Dates and Timings	Organised by Mind MatrixWellness Studio and Facilitated by	To know more and to Register, kindly click on the following link
Certified Access Bars Practitioner Training	21 <sup>st</sup> and 22 <sup>nd</sup> November, 2020 (3:00)M – 7:00PM)	Kusum Gandhi Vig	<a href="http://mindmatrixwellnessstudio.com/access-bars/">http://mindmatrixwellnessstudio.com/access-bars/</a>
Certified NLP Coach Practitioner Training	5 <sup>th</sup> December – 27 <sup>th</sup> December, 2020 (3 pm to 7 pm )	ICTA Certified NLP Trainers and Master Coaches	<a href="http://mindmatrixwellnessstudio.com/certified-online-live-nlp-coach-practitioner-training/">http://mindmatrixwellnessstudio.com/certified-online-live-nlp-coach-practitioner-training/</a>
Certified Dermatoglyphics and Multiple Intelligence Consultant Training	7 <sup>th</sup> Dec to 11 <sup>th</sup> Dec, 2020 (3:00PM - 7:00PM)	Kusum Gandhi Vig	<a href="http://mindmatrixwellnessstudio.com/dmit-workshop/">http://mindmatrixwellnessstudio.com/dmit-workshop/</a>
Certified NLP Master Coach Practitioner Training	Nov 21 <sup>st</sup> – 27 <sup>th</sup> (3:00PM – 7:00PM)	ICTA Certified NLP Trainers and Master Coaches	<a href="https://mindmatrixwellnessstudio.com/certified-online-live-nlp-coach-master-practitioner-training/">https://mindmatrixwellnessstudio.com/certified-online-live-nlp-coach-master-practitioner-training/</a>
Certified Enneagram Practitioner Training	Nov 21 <sup>st</sup> – Dec 20 <sup>th</sup> (every Sat-Sun) (7:00PM – 9:00PM)	Julia Kubova	<a href="http://mindmatrixwellnessstudio.com/enneagram-practitioner-workshop/">http://mindmatrixwellnessstudio.com/enneagram-practitioner-workshop/</a>
Online LIVE Akasha Healing and Personal Empowerment Retreat	19 <sup>th</sup> Dec to 23 <sup>rd</sup> Dec, 2020 (3:00PM – 7:00PM)	Jack Makani : Founder ICTA & Akasha Coaching Alliances	<a href="http://mindmatrixwellnessstudio.com/online-live-akasha-healing/">http://mindmatrixwellnessstudio.com/online-live-akasha-healing/</a>

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## BUSINESS COACHING



### Discovering the Purpose and Vision of Life

- Mahua Gorthi

"Had it not been for Mind Matrix and my introduction to NLP, there are 2 events which I am sure would not have happened for me to start my journey in this vast field. I have been suffering with myopia from early childhood and have used high powered glasses for the longest time. I had always toyed with the idea of Lasik surgery but it never happened, for some reason or the other. I would just not get to it. After my practitioner course, I understood what was stopping me, and I went ahead with my surgery and got the block removed. Secondly, I always wanted to write a book, which has been a long-standing dream. Again, this came very easily as a result of my learnings. What I would otherwise procrastinate, now comes smooth and easy to me.



**Mahua Gorthi**

Author

Certified Business Coach

NLP Coach Master

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Having said that, let me share my experience with you all. I am a business coach who uses NLP techniques to bring complete transformation and growth to my clients. When entrepreneurs sign up for my course, they look at business growth, cash flows and overall revenues, but soon I take them to an inner journey coaching them on two major areas - PURPOSE and VISION, where I use timelines for both. I take them to their early childhood to help them discover what impacted them most, as a part of their finding purpose. In fact, my book **'Discover your Mystique Edge'** is based on this deepest and earliest impact

When they are aligned to their purpose, I then take them to a 10-year futuristic period, to identify and polish their vision. Once this is done, the rest of business tactics and other training programs which I created become simpler and impactful.

One of my clients, who is a chartered accountant and advocate, signed up with me with the goal of revenue increase. He was quite successful at that time, but his problem was that while he tried networking within various networking platforms, he never seemed to get much referrals from his friends and network. During the first MYSTIQUE EDGE session, it became clear that what he was suffering was from a childhood block. His father, who was also a CA, was very orthodox, rigid and overwhelming. He always found himself arguing with his father in order to prove a point or get his own way. The problem was that this nature of arguing was seeping into all his relationships. With effect, he alienated people rather than fostering help. First step was to make him accept and appreciate this nature of arguing as his success as an advocate was surely attributed to this. In fact, he shared, "when I am in the courtroom, I see my dad's face over the judge, and I win all my cases as I do not take no as an answer from my dad".

Next step was to dissociate his relation with his father from his relation with everyone else. Before this, I used the 'three chairs approach' multiple times for him to understand his father's perspective and empathize. Then dissociating all his relationships was easy. After practicing relationship building for about 6 months, I then helped him chalk out a referral marketing plan to make his network help and support him. In the last 2 years, the revenues have increased by a whopping 400% and he says he is enjoying his life much more, now surrounded by friends and family.

Core values that I focus upon are:

- Relationships – Because of the way I was raised, I always had help and support from family and everyone around. That is why 'I feel' and connect through all my relationships.
- Personal growth – In my teens I would find myself reciting "Khud hi ko kar buland itna ki har faisla se pehle khuda bande se puchhe, bol teri raza kya hai". Every time I faced a huge challenge, whether it was scoring low in a subject or financial crisis at home or even a painful breakup, every problem can be solved by learning and outgrowing that problem. Self-loathing or victim-mindset is the biggest roadblock towards personal growth.
- Simple solutions - I remember being trapped alone in a room for half an hour, when I was just 5 years old and was terrified, running around, jumping up and down, shouting and crying. While my mother and other elders kept instructing me to open the door, I was so scared that this simple act of opening the door took 30 minutes of futile efforts. And this is a pattern that I have noticed with people who try all complexities but not the simple solution. I strongly live by this value.
- Mentoring others – As someone with a younger brother (6 years younger), I have always found myself as a natural mentor to others. Earlier as class monitor, later tutoring my own classmates and juniors, at work, mentoring colleagues (for free) and finally a job as a coach and mentor where atleast I am paid for what I naturally do.

Find me on every social media platform like FB, insta, linkedin, youtube with my handle mahuagorthi. Check out my website - [www.mahuagorthi.com](http://www.mahuagorthi.com)

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## Let's Raise Ourselves Before We Raise Our Kids - Priyanka Joshi

To be a parent is the most selfless role that exists or ever existed. It can be the most trying or the most joyful journey, depending on how open we are to learn from our children. If we take a closer look at the challenges that we face in our parenting journey, we will realize that our children are showing us our own unhealed wounds and weaknesses.

This is so well demonstrated by a client story I would like to share. A client had been dealing with his child's behavior issues for the past 5 years. So much so that he had developed health issues. His problem definition was "The child has no respect for elders, no interest in studies and wants to only stay out and be with friends."

During the sessions, I learnt more about the child's academic issues, and got to know that the child had issues in basic reading and writing.

He was getting promoted to the next level as his father was paying the school for promoting the child. Instead of offering support and encouragement for improving his comprehension skills, he was being rebuked for not paying attention, for not giving hours to study.

Most of my work is based on two suppositions -

- 1) Every child deep down wants to do well. Traditional parenting propagates 'Being strict and harsh'. Mindful parenting is about encouraging and inspiring conversations.
- 2) Every child needs love and connection. We as parents get so engrossed in our daily lives or in fixing our future, that we start ignoring their need for our love, attention and time.



**Priyanka Joshi**  
CCA Certified Coach,  
Parenting Coach,  
Certified NLP Practitioner

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Traditional parenting assumes just the opposite. Something similar happened with my client. There was no element of love and bonding or understanding the child. Based on the assumption that he is a disrespectful, unfocused kid; he was being rebuked by his parents. In my sessions with parents, and primarily the father, the whole puzzle started to solve itself. The missing pieces of the puzzle were "reason for father's irrational decision". The most important question to ask is: "What made him blind to his son's need for support and understanding?" What makes all of us blind to our children's need for love, attention, understanding and belief in their potential?

In this case, it was his father's past emotional wounds. As a child he had faced bullying and humiliation for failing in school. It led him to believe that failure is bad and should be avoided at all cost. Can you now see, why he was paying the school to promote his child? According to him, he was protecting the child from the bullies that might label his child a failure. But what he could not see that he had become the bully at home.

Tools like mindfulness, conversational therapy, enquiry-based coaching helped him see that he was completely ignoring his child's needs and basing his decisions on his own limiting beliefs. In protecting his child, he also saw that he was not allowing the child to experience his own failures or downfalls. The father wanted the best for his child and the child (deep-down) wanted to do well. The real devil was the father's deep-rooted conditioning and fear of failure.

Coaching helped him remove the layers of conditioning and his fear of failure. It allowed him to take decisions from the space of connection and support and on the assumption that "Deep down every child wants to do well". Amongst the hundreds of parents that I have worked with, I have come to this one strong conclusion "Every child deep down wants to do well, if not, they need our understanding, our belief in their abilities, not constant nagging, and demeaning".

So, before we start raising our kids, let's raise ourselves. Let's understand our behavior patterns, and our limiting beliefs. If the parent-child relationship is filled with struggle, in all probability, the source is the parents' unmet needs, unresolved emotions and fear of future. These three are like shackles that keep the parent from being the loving, supportive parent they want to be. Life-coaching is like a sharp sword that breaks these shackles that help the parent to be present with the child and be mindful of their connection needs.



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## Alumni Speak



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## My Tryst with NLP – Experience Sharing by Ashish Deshmukh

"I am Ashish Deshmukh and I live in Pune, India, with my parents, wife, daughter and son. Ever since I finished my Masters in Statistics, I have been working in the Technology industry for 24 years. I have been in many leadership roles globally for more than a decade now. I was fortunate to live and travel across many countries globally which helped me to build my beliefs. Over the last few years, I started to get interested in human behaviour and I was keen to learn. I connected with Shyam who introduced me to Kusum and Mind Matrix. I remember it was my first day of the NLP practitioner training and I came with expectations that how NLP could help me in my profession and how I could help people by transformation. But in the first two days of practitioner training, I realised that this is the best tool to transform myself. In our lifetime there are very few gurus from whom we learn life-changing lessons. My life was changed by two best Gurus I could get in NLP, Kusum and Shyam.



**Ashish Deshmukh**

Managing Director, Accenture-India,  
ICF Certified ACC Coach, Certified  
NLP Master Practitioner

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It was Kusum's deep NLP experience and Shyam's corporate practical experience that made my journey of learning NLP extremely enjoyable. Not to forget that learning Masters from Jack himself was a fulfilling learning. I still remember performing timeline thrice a day in the Masters coach. It helped me reach the depths of my mind and understand the tool to do that. I cannot forget Sulogna's 'always helpful' nature without which I cannot complete.

I am not into any formal coaching business but as a part of my job I need to transform individuals, resolve conflicts or take tough decisions or change myself where NLP has helped me.

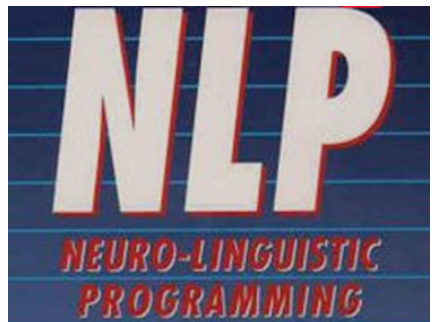
It was during November 2017 when I had my first practitioner class and I was facing some health respiratory problems. This went on throughout the winter. I could not do exercise and resulted in significant weight gain. This impacted my overall health. Doctors told me to reduce weight. I decided to use NLP tool goal-setting. I used SMART model for goal-setting and then my journey began. It was difficult initial days to be on the path but then I set small measurable goals for each week. I think achieving those weekly goals made me confident that I can achieve the weight loss I was aiming for. Also achieving small goals, motivate me for the next goal. I remember when I was doing my Master training, I narrated this story.

In my professional situations, I use the Representational systems for effective and engaging communication. I observe the audience in meeting responding to the words like "feel", "hear" and "see". It helps me identify which style they have. Then I keep using different words to connect to the audience to deliver message in their respective styles. This NLP tool has helped me immensely in my communication, presentation etc.

I also use Perceptual position frequently. This tool helps in resolving conflicts, taking balanced decisions in a Win:Win way. I have got into the habit of writing on paper two positions in two columns. I then write the third position below these two columns of two positions. This helps me in aligning the positions quickly.

These simple and effective techniques have helped me bring in change to myself, my communication and decision-making.

I have always kept two things in mind. Respond to situations rather than reacting and focus on changing myself rather than changing others. These are helping me in transforming to be a better human being with peace and harmony with myself. Once again, I am really grateful to Kusum and Shyam for providing me the opportunity to share my experiences. I wish all of you all the best for your wonderful transformational journey.



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## Neuro-Linguistic Programming

Unlock your **limitless** possibilities.

### What led me to NLP? - Deepa Srinath

My initial years of experience has been primarily in Leading teams. Working in an **international setup exposed** me to not just people with different values and believes system but also **cultural diversity**.

The **people connect led to my transformation** wherein after Marketing and Leading teams for a decade, I passionately chose training. The last 12 years of training experience has been extremely fulfilling. I found fascinating how each training would impact people differently. I would religiously read through individual feedback after sessions and work on it. As I read this, I think it was Stephen Hawkins who said '*I regard the brain as a computer ... something on those lines*. So true!

I like quotes that are simple to understand and easy to replicate. So, I will add one more for today, from one of my favorites, Marshal Goldsmith, '*What got you here, won't get you there*'. Today I would like to share - '*To help develop others, start with yourself*'. This has stayed with me along with many others.

While working through Leadership and Mentoring program and to some extent executive coaching, I really wanted to be able **to touch people lives**. This led me to NLP. One intro call with Kusum ma'am and I knew I had to connect with Mind Matrix.



**Deepa Srinath**  
Regional L&D Lead  
South Asia Region

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## IMPACT

The NLP course in itself has been **another transforming experience for me**. NLP gave me that simple depiction of that Brain (the Computer) and how it works. **How the intent of the communication can have a different impact based on our interpretation**. This was one of my personal favourite 'aaha moment' visualizing through simple depiction.

Mentoring comes naturally to me as people approach me for ideas based on my experience, plus if **you are a trainer you do love to talk**. I was having a conversation with a lead on a project, I was primarily using GROW executive coaching. NLP has added all these additional tools to my kitty and supported me in **my focused area of holistic development**. During my discussion with the Lead who had listed some ambitious goals but also timeframes, the conversations opened the person to **think beyond a dreamer and look at it as a realist**. The Walt Disney Model and coaching questions from Milton Model as an additional tool, not only support the person to look at areas to review the plan, but also over couple of session consolidate a plan which will set them up for success and not failure.

The other story is also after my NLP program when I was so into Anchoring, which was primarily accordingly to me **reliving a positive memory and using that energy in the present**. And believe me this is coming from a person who considers herself very logical. I was having my coaching session and **the person wanted to feel happy after a challenging day**. I used the steps from session notes methodically. Believe me, it works! **I know you guys know this is already but for me this was another 'Aha moment'**. I saw the person smile and say – 'it was magical and I could visualize the day and relive the moment. What was further interesting was, the feeling stayed for a long time as shared, now that was, big!' **because I haven't experienced that myself yet! I guess again we are all wired differently**.

**I wouldn't completely call them my impact stories because** it is not just about sharing our experiences but believing and using those tools that makes them a success. About me, I believe if you enjoy what you do, life becomes a party.

**I will end on this new personal favorite quote from NLP** – "You control your mind and thus your results! All the best to each of you in your journey."



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# GIFT IVAL



As part of 'WeCare MeetUp' which is inspired by the 'The Go- Givers' philosophy and a celebration of the gift culture, 'Giftival', Mind Matrix Wellness Studio congratulates the following winners.

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## Neuro-Linguistic Programming

Unlock your *limitless* possibilities.

The Go-Giver Winner 1: Deepa Srinath

The Go-Giver Winner 2:  
Amer Qyazy

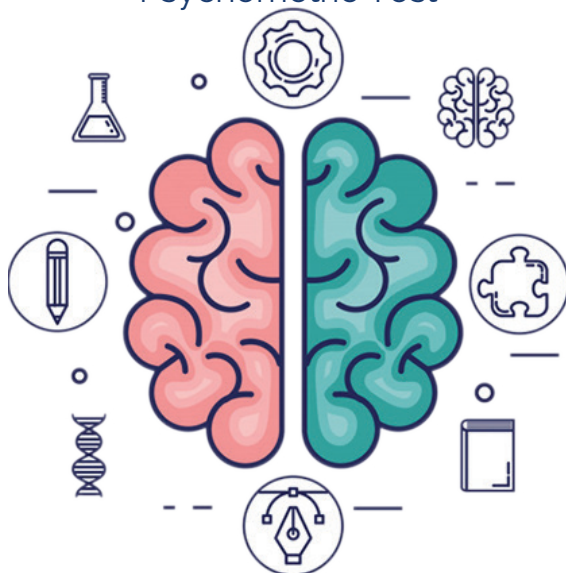


D.M.I.T.  
TEST

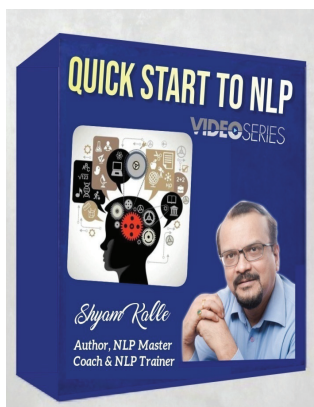
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Psychometric Test



The Go-Giver Winner 3:  
Prathibha Parmeshwar



13 Video Series  
PACK



BONUS 3 Videos



eBook

The Go-Giver Winner 4:  
Niharika Datta

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## Mind Matrix Wellness Studio – The Editorial Team



**Kusum Vig:**  
**Founder Director**



**Sulogna Gupta:**  
**Director - Operations**



**Shyam Kalle:**  
**VP - Training & Development**



**R.S. Sreekumar: ICTA Accredited  
NLP Master Coach & Strengths Coach,  
Appreciative Inquiry Practitioner**

Contact us:

Want to know more or speak to any of us, feel free to write to Mind Matrix Wellness Studio at [info@mindmatrixwellnessstudio.com](mailto:info@mindmatrixwellnessstudio.com)

**WeCare....coz we truly do!**  
[www.mindmatrixwellnessstudio.com](http://www.mindmatrixwellnessstudio.com)