

THE CATALYST FACTOR™

*The Science & Psychology
of Transformation*

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The following is an excerpt from **The Catalyst Factor** book (available 2022).

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The Catalyst Factor™ is the scientific and philosophical foundation informing **The Monarch Method™** is the 3-step process for identifying and shifting what's blocking you, so you can achieve your goals and move forward in your life. Rather than a replacement therapy, this groundbreaking approach is an inner foundation strengthening and empowerment process enhancing and increasing the effectiveness of outer efforts, therapies, and resources.

The Problem

The numbers are hard to ignore, in fact the American Psychological Association reports over 75% (2019) of adults experience mental and emotional struggles which contribute to physical and psychological challenges that impact life on every level including relationships, goal achievement, work, finances, health, energy, cognition, mood, habits, and more. With the onset of the global pandemic in 2020, that percentage has increased along with the depth and scope of struggles people are experiencing.

It's important to understand that mental and emotional struggles are simply part of the human experience, from minor to traumatic. However, personal struggles often feel insurmountable and, historically, the scientific and medical fields have been unable to offer deep sustainable solutions for independent sustainable change or for shifting from surviving to thriving. Dissolving the stigma attached to these struggles and providing more accessible support services is essential.

Recent research has proven you are more powerful than you realize, and you have the capacity within to resolve struggles, solve problems, and achieve your goals. It's all about the strategy. *The Catalyst Factor™* and *The Monarch Method™* provide the philosophies, science, and practices to address and resolve those struggles so you can move forward in your life – personally and professionally.

The Solution

The Catalyst Factor™ is grounded in frontier science and research (i.e., Epigenetics, Quantum physics, Neuropsychology) underscoring we are primarily beings of energy and belief, rather than merely bodies of matter and cognition (Darwin's genetic determinism). Blending the wisdom of psychology, neuroscience, and metaphysics this concept emphasizes the impact of your beliefs in establishing the

trajectory and unique quality of your life. In other words, we continually transform our minds, personalities, bodies, and experiences based upon our beliefs and thoughts which result from our perceptions of the world. In fact, scientists have proven that the power of our beliefs is so significant, it directs cellular development and gene evolution. It's no longer simply a matter of being hostage to your genetic makeup and DNA. This groundbreaking research has transformed the way we view and manage whole being health along with each person's inherent ability to create and sustain internal evolution and external change.

The premise of this approach is based on research demonstrating your core beliefs create the energy that drives your life and experiences. The majority of these core beliefs are subconscious. In fact, studies have proven over 90% of who you are is subconscious, leaving a mere 10% or less of conscious material from which to think, feel, choose, and act. Your core beliefs are the catalyst for every thought, feeling, and behavior. Reinvent your outdated core beliefs and you will organically generate the exact thoughts, feelings, and behaviors that support you in clearing your past, claiming your present, and transforming your future.

Because every behavior, feeling, and thought is generated by a subconscious core your beliefs are the catalyst for your entire life experience – physically, mentally, emotionally, relationally, and spiritually. To create significant sustainable change, which is mostly a conscious process, your subconscious beliefs must align with your conscious efforts. If they are not aligned, your subconscious beliefs, which have long become neurological patterns, will continually undermine your conscious efforts to create change and move forward. For example, the 'positive thinking' movement is only sustainable when your positive thoughts align with your subconscious core beliefs, otherwise your subconscious beliefs (neuropsychological programs or patterns) will undermine your conscious efforts.

It is important to understand, at one point in your life (typically in your first 12 years), you established a set of beliefs which optimized your mental, emotional, and possibly physical survival at that time and in those circumstances. Years later as an adult, those original beliefs are similar to tapes running in your head, of which you're probably unaware because they're subconscious. Many of those beliefs, which served you well in the past, no longer serve you. In fact, they (along with their associated thoughts, feelings, and behaviors) begin to work against you

because your circumstances, level of independence, and goals have continuously transitioned over the years. Those old beliefs are neither wrong nor bad, they are simply outdated. That also means your often unsuccessful efforts at establishing and/or sustaining change are not because there's anything wrong with you, your hard work, or the resources you use; it's because you're running up against long-term neuro patterns that are simply in need of updating. This concept is like your computer hard drive needing updates to keep up with advancing technology. To deeply and permanently change the unwanted thoughts, feelings, and behaviors contributing to blocks and struggles you must change your (outdated) core beliefs.

Who and What are *The Catalyst Factor*[™] and *The Monarch Method*[™] for?

These proprietary methodologies are for individuals and leaders who desire to overcome obstacles and move forward in their lives. Dr. Greene's services are for those ready to invest in themselves, commit to self-discovery, and eager to step into the next evolutionary phase of their lives, going from surviving to thriving or taking their success to the next extraordinary level.

These approaches are designed to apply across genders, cultures, age groups, industries, status, and lifestyles. They are applicable to:

- ✓ Past experiences
- ✓ Current circumstances
- ✓ Goals achievement
- ✓ Unexpected events/trauma
- ✓ Anticipated transitions

The science, strategies, and practices can and are meant to be used in conjunction with other resources in your life. For example, it works well with coaching, counseling, prescription medication, alternative medicine, conventional health care, holistic health, group work, self-help practices, and more.

The Monarch Method[™] is designed as an empowerment process which supports, enhances, and makes more effective all the internal sources you already have along with the external resources you utilize. Basically, this provides you with a comprehensive map to personal healing and growth, belief shifting, professional

development, leadership scaling, self-awareness, and above all, the rediscovery and liberation of incredibly special, enormously valuable extraordinary You!

Dr. Greene works primarily with high-profile individuals interested in the next level of impact and influence as conscious evolutionary leaders. Welcome to your journey of discovery, transformation, evolution, and the game-changing breakthrough of a lifetime!

*“At your core you are whole and radiant.
Your core beliefs are a guiding force in your life - they develop
and transform with you, they support you in living
your most extraordinary life.”*

Kimble