



WWW.QUALITYOFMIND.BIZ

What If You've Been Looking in the Wrong Direction?

QUALITY OF MIND
EXPONENTIAL HUMAN POTENTIAL



A hand holding a crystal ball that reflects a sunset landscape with mountains and clouds. The background is a soft-focus sunset sky.

ARE YOU READY...

to explore the invisible misunderstanding that sabotages leadership, performance & well-being — and the surprising shift that dissolves it?

Ever notice that no matter how many productivity tips you try, you're left sensing there's something more fundamental at play?

"In 40 years of management training, I've never come across anything like this. It's genuinely different — and the impact is huge."

- Operations Director, Kerry Foods



WELCOME TO A NEW POSSIBILITY...

Mindset strategies are like rearranging furniture in the dark; Quality of Mind simply turns the lights on.

Most people are trying to improve their work and lives... in reverse.

They chase better habits, clearer thinking, healthier emotions — assuming these are causes of success or peace. But what if they're symptoms of something deeper?

What if your experience isn't coming from the world — but from your *Quality of Mind* in the moment?

This short guide introduces a radical new paradigm — **Quality of Mind** — a profound yet practical understanding that reveals:

- ***You don't need to fix your mind.***
You need to see what it really is.
- ***This isn't mindset work.***
It's realising something more fundamental.

And when you do, things start to *shift* — naturally.

"I'm not chasing anymore — life is coming towards me. I'm present. I'm lighter. And all that 'hype' from the brochure? It's actually true."

- Chris Plummer, Family Business Owner

WHAT IS QUALITY OF MIND?

It's not a technique. It's a shift in perception.




Quality of Mind is your moment-to-moment mental *aperture*. It governs:

- The very world we see and feel in any moment
- What feels true or possible
- How resourceful or reactive you are
- Whether you're in flow or friction

Ever noticed how the same problem looks entirely different after a good night's sleep? That's your aperture shifting naturally.

Think of your mental aperture like the lens on an infinite camera—sometimes narrowly focused, stressed, and reactive; sometimes effortlessly wide, clear, and expansive.

What if we realised our reactions aren't coming from outside circumstances—but from how expanded or contracted your Quality of Mind (aperture) is in that moment?

We can determine our aperture in the moment because of how things feel to us, so when we feel stress, frustration, confusion, they are helpful indicators to notice. Have a look at our short [video](#) on how to spot your aperture.  **YouTube**

This isn't fixing the mindset. It's the source of all mindsets.

Quality of Mind can unlock more performance, peace and potential, in anyone about anything.

Past clients nickname it the **Secret Source** to everything. The ultimate hack.... You can read more about what they say [here](#).  **YouTube**



"It's not a technique. It's not mindset coaching. It's a fundamental shift in how I see life, lead others, and perform."

- **CEO, Global Marketing Network**



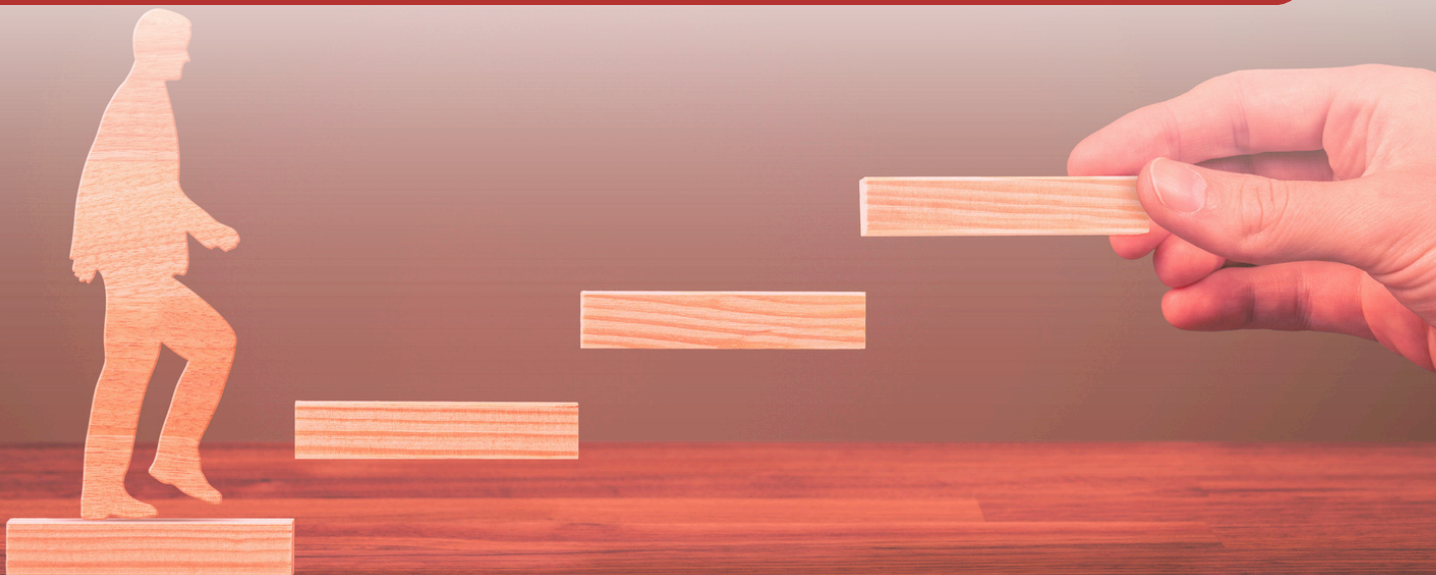
"The best way I can describe it is that the noise fell away, and I was left with a clarity that didn't need working at."

- **Senior Leader, Financial Services**



"I used to over-prepare, overthink, over-function. Now I'm more in flow, and the results are actually better."

- **Marketing Agency Owner**





THE BIG MISUNDERSTANDING

Most people innocently believe:

- Stress comes from workload
- Inspiration comes from people, places, or mood
- Connection comes from communication
- Creativity comes from techniques
- Personality is limited by past experiences

But what if those aren't the true cause of how you think, feel or perform?

Your experience is shaped by something more fundamental and subtle — the Quality of Mind you're in, what we call the mind's **aperture** in the moment ?

🔍 Start to explore for yourself: What if your reactions aren't coming from outside circumstances—but from how open or closed your Quality of Mind (aperture) is in that moment? [▶ YouTube](#)

And deeper still... what if the ***real misunderstanding*** is this:

We think we are a fixed 'self' creating our thoughts and feelings. But that "self" is just part of the mind's activity — not who we really are.

You are not your **stress**...

Not your **confidence**....

Not even your **story**...

Not even your **body**....

You are the awareness they appear in — always present, quietly untouched.

You're not the 'person' trying to manage life.

You are what's aware of the entire experience — the one constant, always present but rarely noticed.



This is the real paradigm shift: We call this innocent misunderstanding of the **Case of Mistaken Identity**

At the heart of the misunderstanding is the illusion of a fixed, separate self. This innocent 'Case of Mistaken Identity' keeps us chasing symptoms rather than seeing clearly.

Not managing your thoughts, but waking up to what's before them.

And what determines that aperture isn't effort, mindset, or tools — but the degree to which you're aware of something deeper than thought, feeling, or identity.



Might sound really obscure, profound and even “woo woo”!Just stay curious for moment...

We explore by going **Before Psychology** (and then we take it to the practical and day to day). Take a moment to learn more about what we mean by Before Psychology.  **YouTube**



“I spent years trying to ‘fix’ myself. Quality of Mind showed me that the self I was trying to fix was never the real me.”

- Founder, Creative Agency



“I didn’t realise how much effort I was making to ‘cope well’. Now I see it was always within me. And that changed everything.”


- Senior Leader



WHAT IS 'BEFORE PSYCHOLOGY'?

It's not a technique. It's a shift in perception.

We explore some common innocent and invisible misunderstanding about the nature of the mind and the human experience.

Before Psychology isn't another self-help tool; it uncovers the invisible assumptions shaping your every experience  **YouTube**

Through an approach called **Direct Experience Inquiry** enable you to have some profound realisations, and this makes the world of difference (quite literally).

With **Direct Experience Inquiry**, you won't just think differently—you'll effortlessly see through limiting beliefs altogether.



"Before Psychology took me beyond the models, tools and techniques I'd used for years. It showed me something far more fundamental and effective."

- **Coach and Former Psychologist**



"It's not about learning something new. It's about seeing what's already true. And that clarity affects everything — work, parenting, life."

- **Open Programme Participant**

WHY THIS CHANGES EVERYTHING

When you see through the illusion that the world creates your experience, everything *shifts*:

- Pressure becomes **presence**
- Conflict becomes **compassion**
- Uncertainty becomes **possibility**
- Strategy becomes **simplicity**

Imagine entering a high-stakes meeting without anxiety—not through mental effort, but naturally, simply because your perception shifted.

You'll find decisions become clearer, possibility flows effortlessly, and interactions naturally become more authentic and impactful. .



"It has changed my leadership, my relationships, my health — and all without needing to 'do' anything. It just came from seeing differently."

- **COO, Tech Company**



WHAT MAKES THIS DIFFERENT?

Most self-development works **within** psychology — managing stress, reframing thoughts, using willpower or tools.

Quality of Mind works **before** psychology.

It's not about fixing symptoms, managing thoughts, or controlling behaviour. It's about:

- Seeing through the illusion
- Realising your true nature
- Dissolving the interference

That's why change is:

- Exponential, not incremental
- Broad, across every context
- Effortless to maintain



"The most powerful personal and professional development I've ever experienced. It's like a 'Sliding Doors' moment — you don't see life the same way again."

- Tom Phillips



"This isn't something you do for three days and forget. It becomes part of how you think, lead, and relate to others."

- Programme Participant

EVERYDAY CLUES YOU'RE LOOKING IN THE WRONG DIRECTION

HAVE YOU NOTICED YOURSELF...

- Trying to feel better by fixing a situation?
- Blaming your state on someone or something?
- Seeking clarity by thinking harder?

These innocent habits are clues you're unknowingly caught in the ***Case of Mistaken Identity.***



Are you ready?
TAKE OUR
QUALITY OF MIND
QUIZ





A NEW KIND OF QUESTIONING AND INQUIRY

Give it a go now...

For example, take the everyday statement 'I am angry' – the more complete way of saying that is 'I am aware of angry thoughts and feelings.'

So pause and ask yourself ... **'what is the 'I'?**, the thing that is aware of that sensation – not the angry thoughts and feelings themselves, they come and go, but the thing that knows them. What is that?

Try another question 'Am I aware?' Not 'what am I aware of?' – which might right now be the screen you're reading this on, or your thoughts or body. Instead... Inquire...

Is there something that is aware of all that?

Awareness is what is observing everything else. It is what is the sky without the weather. Or water without currents. Or the screen to the movie.



Might sound a bit odd, abstract or pointless, but very quickly you will see there is real power in this direction... and if you want proof have a read [*here*](#).



"I let go of overthinking. Of attaching meaning to every thought. That's where peace and power live."

- **Executive Director of Strategy**



"Since doing this, I can spot when I'm caught in noise — and I can let it drop. That one shift has changed how I show up, every day."

- **Sales Director, B2B Tech Company**



WHAT'S NEXT?

*If something here feels... true... but not quite understood—
follow that thread! Explore more.*



QUALITY OF MIND PODCAST

Discover *paradigm*—shifting insights in less time than your commute.



TAKE THE QUIZ

Instantly discover your readiness for deeper *clarity and potential*.



ONLINE COURSE

Our new accessible, self-paced online course—*Striving to Thriving*.



WEBSITE

Learn more about Quality of Mind and how we work.

*You've just scratched the surface—imagine what life is like when you
see the world clearly from a whole new understanding...*



*"This has been transformational. I'm no longer chasing.
Decisions just seem to emerge."*

- Chris Plummer, Family Business Owner



*"Three days is only 1.5% of your working year. If it gives you
back at a minimum 15% more peace, productivity and
potential, that's not a risk — it's an upgrade."*

- Managing Partner, Law Firm