



“Companies cannot afford to sit on their hands. Big companies need to tap into the emotions of their customers. They need to recognize that their consumers live in an emotional world. Emotions drive most, if not all, of people’s decisions.”

—SCOTT BEDBURY

A sound mind makes for a robust body, but runaway emotions corrode the bones.

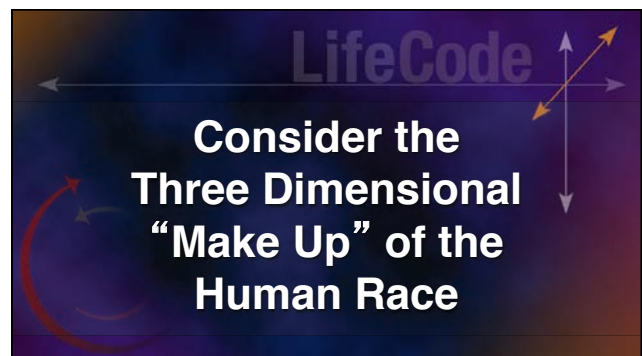
—PROVERBS 14:30 MSG

A cheerful heart brings a smile to your face; a sad heart makes it hard to get through the day. An intelligent person is always eager to take in more truth; fools feed on fast-food fads and fancies. A miserable heart means a miserable life; a cheerful heart fills the day with song.

—PROVERBS 15:13-15 MSG

A cheerful disposition is good for your health; gloom and doom leave you bone-tired.

—PROVERBS 17:22 MSG



May God himself, the God of peace, sanctify you through and through. May your whole spirit, soul and body be kept blameless at the coming of our Lord Jesus Christ. —**PROVERBS 5:23 NIV**

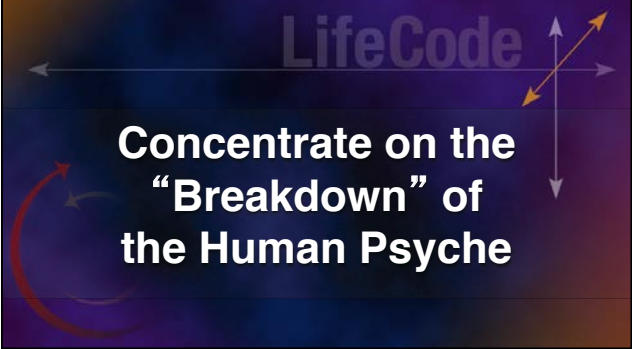
- Body = *soma*

- Body = *soma*
- Soul = *psyche*

- Body = *soma*
- Soul = *psyche*
- Spirit = *pneuma*

He has made everything beautiful in its time. He has also set eternity in the hearts of men; yet they cannot fathom what God has done from beginning to end. —**ECCLESIASTES 3:11 NIV**

LifeCode



Concentrate on the
“Breakdown” of
the Human Psyche

The diagram features a central cross with four arrows pointing outwards. A red curved arrow on the left points from the text 'Concentrate on the "Breakdown" of the Human Psyche' towards the center. A yellow double-headed arrow is positioned vertically on the right side of the cross.

**Psyche = Mind
Emotions
Will**

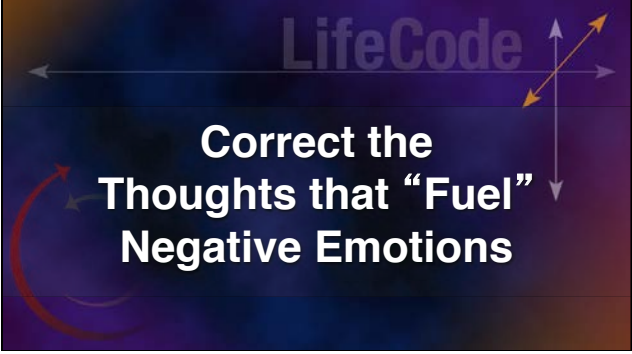
**Keep your heart with all
diligence, for out of it spring
the issues of life.**

—PROVERBS 4:23 NKJV

**“It is with our passions as
it is with fire and water—
they are good servants
but bad masters.”**

—ROBERTS L'ESTRANGE

LifeCode



**Correct the
Thoughts that “Fuel”
Negative Emotions**

Our feelings...

1. Are controlled or fueled by our thoughts

**“Once our minds are
‘tattooed’ with negative
thinking, our chances of
long-term success diminish.”**

Our feelings...

1. Are controlled or fueled by our thoughts
2. Are not good judges of whether life is good or bad

“Emotional experience in the western world has become the primary motivation of values, actions and spiritual beliefs.” —JAMES DOBSON

Our feelings...

1. Are controlled or fueled by our thoughts
2. Are not good judges of whether life is good or bad
3. Have great impact on the condition and well-being of our bodies

“It’s not what happens to you, but what happens in you that matters in life.”

—JOHN MAXWELL

Our feelings...

1. Are controlled or fueled by our thoughts
2. Are not good judges of whether life is good or bad
3. Have great impact on the condition and well-being of our bodies
4. Will change if our thoughts are recharged

“The greatest day in your life and mine is when we take total responsibility for our attitudes. That’s the day we truly grow up.” —JOHN MAXWELL

**A sound mind makes for a
robust body, but runaway
emotions corrode the bones.**

—PROVERBS 14:30 MSG

LifeCode

**Choose Happiness
and
Health Will Follow**

**A merry heart does good
like a medicine...**

—PROVERBS 17:22a

**For as he thinks in his
heart, so is he.**

—PROVERBS 23:7a NKJV

**Summing it all up, friends, I'd say
you'll do best by filling your minds
and meditating on things true, noble,
reputable, authentic, compelling,
gracious—the best, not the worst;
the beautiful, not the ugly;
things to praise, not things to curse.**

—PROVERBS 4:8 MSG

**“Better keep yourself clean
and bright; you are the
window through which you
must see the world.”**

—GEORGE BERNARD SHAW