

a quick guide to focus and declutter your mind

THE  
**LITTLE BOOK**  
OF  
**CLARITY**

Jamie Smart®



“Most business books are running on empty after two chapters, but *The Little Book of Clarity* just keeps on giving! Read it and forever awaken your better self.”

**Jim Lewcock**, CEO, The Specialist Works,  
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“Business success in the days ahead will require a profound shift in thinking, mindset and behaviour. Jamie Smart offers a simple and practical way for you to navigate through volatility, complexity and opportunity.”

**Professor Vlatka Hlupic**,  
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“Jamie has a real gift for bringing the principles behind the human experience to life in an easily accessible way, and in doing so has changed the lives of thousands of people from all walks of life. This little book is a must-read for anybody wanting to experience more clarity, well-being and creativity in their life.”

**Kimberley Hare**, Managing Director, KaizenTraining  
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“If you want something different and far more effective than the same old shallow self-help material that has been cluttering up your bookshelf then *The Little Book of Clarity* is for you. This book is a rapid guide to getting your mind decluttered and fully focused. A very powerful piece of work that will make a real impact in your life. A word of warning though – this book is different!”

**Simon Hazeldine**, International Speaker, Bestselling Author of  
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“In *The Little Book of Clarity* Jamie Smart takes direct aim at the real source of resilience, productivity, and happiness. Everyone needs a ‘little’ dose of wisdom and truth when we struggle – this book is it.”

**Garret Kramer**, Founder, Inner Sports and  
Author of *Stillpower* and *The Path of No Resistance*

“Insightful, transformational read as a business leader, husband and father!”

**Colin Hunter**, Group Managing Director,  
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“This powerful book has been further simplified and illuminated by Jamie Smart’s fresh understanding of the beauty of the human mind.”

**Steve Chandler**, Author of *Time Warrior*

“The principles that Jamie Smart describes so elegantly and well, are very simple. Don’t underestimate their power. Take your time with this little book. The wisdom in it changes everything.”

**Sandra Krot**, Director of Learning, Insight Principles

“*The Little Book of Clarity* does an excellent job of explaining the basic psychological principles at the core of everyone’s work and personal life. Realizing these principles can be truly transformative for you, your team and your company. This book can be a real help in that process.”

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“*The Little Book of Clarity* will take you to the essence of who you really are, and give you the certainty to be whatever you wish.”

**Cathy Casey, M.A.**, Principle Based Consultant

“I love what Jamie Smart has presented in *The Little Book of Clarity*. If you are searching for the wisdom, happiness, and well being that lies within you then this book will be a wonderful guide.”

**Mark Howard, PhD**, Three Principles Institute

“*The Little Book of Clarity* is an insider’s guide to the psychological paradigm-shift that has profound implications for your performance, your relationships and your life as a whole.”

**Chantal Burns**, Performance Coach, Bestselling Author of  
*Instant Motivation: The surprising truth behind what really  
drives top performance*

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Jamie Smart<sup>©</sup>



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*To the pioneering community of Clarity coaches,  
practitioners, trainers and consultants...*



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# Preface

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This book's predecessor, *CLARITY: Clear Mind, Better Performance, Bigger Results*, evoked a "Marmite" response when it was launched in early 2013. Many people loved CLARITY (the book became an international number 1 bestseller, a gratifying response for any author). But while the majority of Amazon reviewers gave the book 5 stars, explaining how CLARITY had transformed their lives, a full 10% of reviewers gave the book 1 star, with criticisms ranging from "too simplistic" to "too complicated" and various points in between.

This polarity was not unexpected. I've been sharing the principles behind clarity with individuals and groups since 2009, and the response to the book mirrors those of my public speaking audiences. In fact, it's quite predictable given the core message of *CLARITY* – that a clear mind is your natural state, and there's nothing you need to *do* to clear it; that our misguided attempts to clear the mind often result in more of what was clouding them in the *first* place. This assertion flies in the face of the personal development norm of telling people "what and how to think and do" in order to have the results you desire.

But some of the most fascinating feedback began arriving six months *after* the book's publication. People started coming up

## PREFACE

to me after talks and telling me in hushed tones that when they first read *CLARITY*, it hadn't made sense to them, but when they went back to the book a few months later, something strange had happened. They discovered that it not only made sense, but that they'd incorporated the lessons from their *first* time reading the book *without even realizing it*.

This makes perfect sense. While most personal development approaches offer “additive” advice (tips, techniques and concepts to remember, practice and apply) the principles behind clarity are ruthlessly subtractive...

Understanding these principles takes things *off* your mind rather than giving you more to think about.

The revelation that the mind is a self-correcting system resonated deeply with many people. Liverpool striker, Daniel Sturridge, scored his first Premier League hat-trick against Fulham in May 2013, then arrived at his post-match interview carrying a copy of *CLARITY*. One of my clients, Bluecrest Health Screening, started including a *CLARITY Quotient* section in their screenings, empowering corporate clients to take charge of their engagement and stress levels. Demand for training in the principles behind clarity has continued to increase, and a growing community of professionals are being certified as clarity coaches, practitioners and trainers.

Which brings us to an important question: *Why a little book of CLARITY?*

## PREFACE

The acceleration of technology, information and communication has continued to increase since *CLARITY* was published. People are even busier and assailed by even greater demands on their precious time and attention. In the face of this, the idea of a concise version of *CLARITY* pared down to the bare essentials started becoming more and more attractive. It would provide an opportunity for me to further simplify and clarify the central message of the book, and to refine some of the terminology. Perhaps most importantly, it would mean that new readers could be introduced to the principles behind *CLARITY*, and start experiencing the benefits in their work, their relationships and their lives as a whole.

Believe it or not, I receive messages most days from people telling me what an enormous difference understanding these principles has made in their lives. While some have found new relationships, careers and life circumstances, the more universal discoveries are new peace of mind, clarity and freedom. The promises of a clear mind, better performance and bigger results are underpinned by something that's there for all of us: the discovery of where your experience is coming from, what you're up to in life and who you really are.

To your increasing clarity!

Jamie Smart, 2015



# Introduction

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*“What information consumes is rather obvious: it consumes the attention of its recipients.”*

Herbert Simon, Economist, winner of the Nobel Prize  
in Economics, 1978

**“If a pond is clouded with mud, there’s nothing you can do to make the water clear. But when you allow the mud to settle, it will clear on its own, because clarity is the water’s natural state...”**

Clarity is your *mind’s* natural state.

For many years, I’ve been sharing this simple metaphor in workshops and seminars with business leaders, entrepreneurs, coaches, consultants, therapists and private individuals. As people allow their mud to settle, clarity emerges, and they discover they have what they need for the job at hand.

So what is clarity, and why does it matter? How does clarity work, and why do so many people struggle to find it? Most importantly,

how can you find the clarity you need and start benefiting from it?

It's well known that outstanding leaders in every field, from Olympic medal-winners to visionary entrepreneurs, profit from the flow-states that a clear mind brings. With clarity of mind comes the qualities that drive sustainable results. These qualities and results are what individuals and organizations are searching for. But, due to a simple misunderstanding, we've been looking in the wrong place until now.

The purpose of this book is to correct the misunderstanding and help you experience greater and greater clarity, with all the benefits it provides. The book asks and answers the following questions:

- 1 *What is clarity?* It turns out that clarity is a kind of "universal resource". When we have a clear head, we have everything we need for the job at hand. Ask a nervous speaker what's going through their mind when they're onstage, and they'll explain their fears, worries and anxieties. Ask a *confident* speaker what they're thinking about onstage and the answer's almost always consistent: "Nothing!" This is the case in every field of high performance, from the classroom to the playing field, from the boardroom to the bedroom; when you've got nothing on your mind, you're free to give your best.
- 2 *Why is clarity essential?* You're going to discover why clarity is so important for living a life that's successful on the *inside* as well as on the outside. It turns out that many of

the most desirable qualities people struggle to “develop” (such as intuition, resilience, creativity, motivation, confidence and even *leadership*) are actually expressions of an *innate* capacity; they’re emergent properties of an uncluttered mind. These qualities drive the results people desire. Clarity is the source of authentic leadership and high performance. It allows us to be present in the moment, and have an enjoyable experience of life. A sense of purpose, direction and entrepreneurial spirit are natural for people with a clear head. So are happiness, freedom, security, love, confidence and peace of mind.

- 3 *How does clarity work, and how can you get it to work for you?*  
You’re going to be introduced to the principles behind the natural capacity for experience – thinking, feeling and perceiving – that every person is born with. This innate capacity generates 100% of our experience of life, moment to moment.

Clarity is a naturally emergent property of this capacity – it isn’t something you *do*; it’s something you already *have*. The mind has its own “self-clearing” function, capable of guiding you back to clarity, regardless of what state (or circumstances) you’re in. While this is extremely evident in small children, all but a fortunate few have it conditioned out of them by the time they reach adulthood.

As you start to deepen your understanding of the principles behind clarity, you’re going to reconnect with your mind’s natural self-clearing function. As a result, you’ll find that you start having a) an effortlessly clear mind, b) more time for what’s important, c) improved decision making, d) better performance where it counts and e) more of the results that matter to you. Some of the “side effects” you may notice include

improving relationships, reducing stress levels, more passion and an increasing engagement with life.

- 4 *Why do we need clarity now, more than ever?* We're living at a pivotal point in history; millions of people are faced with uncertainty, complexity and increasing chaos. As individuals, as organizations and as an entire species, clarity is the key to solving the big issues that face us, if we want to create a sustainable future for ourselves, and the generations that follow us.

You see, without even realizing it, we've been using an industrial-age *misunderstanding* of how the mind works to try to deal with the challenges of a digital world. This misunderstanding gives rise to the contaminated thinking (e.g., worry, anxiety, overthinking, etc.) that obscures our innate capacity for peace, presence, high performance, creativity, security, love and the like. As you start to "see through" the misunderstanding, clarity will emerge more and more frequently and reliably. To put it succinctly: *Clarity equals capacity minus contamination.*



As you continue reading this book, you're going to start undoing the conditioning that's been keeping you from clarity until now, and notice yourself experiencing a clear mind more and more frequently (with all the benefits it brings). At the times when your

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mind is clouded, you'll know what to do (and more importantly, what *not* to do). The conditioning is based in three main areas:

- 1 *Contaminated thinking arising from the outside-in misunderstanding.* A widespread piece of conditioning mistakenly attributes clarity (and the lack of it) to a variety of circumstances. While this can easily be shown not to be the case, the misunderstanding is extremely persistent when it goes unchallenged. You're going to be introduced to a relaxing and enjoyable way of reading that will help you to "see through" this misunderstanding, and begin having insights and realizations that will make a difference to you immediately. As you deepen your understanding of the principles behind clarity, you'll find stale habits of contaminated thinking dropping away, and clarity emerging to take their place.
- 2 *The move from a manufacturing economy to a knowledge economy.* Just as factory workers need to keep their machines clean and well oiled, knowledge workers, coaches, creatives, managers and leaders need to take similar care of their minds. Individuals and businesses are paying the price as time-scarcity, attention-poverty and information-saturation clog the "mental machinery" we rely on. But there's good news. People are born with a powerful immune system that protects us from disease and illness. The immune system reflects an innate tendency towards health and wellness that also shows up in the body's ability to repair wounds, breaks and other injuries. It is a little-known fact, however, that people also have a "psychological immune system," able to quickly restore even an extremely perturbed mind to clarity and well-being.

As your understanding of the principles behind clarity continues to deepen, you'll find that you have what you need to prosper in times of uncertainty, complexity and change.

- 3 *Attempting to find clarity using outside-in methods.* The mind is a self-correcting system. The primary condition needed for a self-correcting system to find its way back to balance is simple: an absence of external interference. Outside-in methods such as positive thinking, affirmations and other techniques are examples of external interference. Other examples include smoking, drinking too much and Internet addiction. While they can be used to clear the mind in the short term, they are not sustainable. In the long run, they often make matters worse if they give the busy-minded person even more to think about and do (I'm assuming that the *last* thing you need is more on your mind).

This book is designed to *effortlessly* activate your innate capacity for clarity. As you'll find out, the principles you're going to be discovering will take care of the implementation for you.

### **DISTINCTION: Acting it vs. Catching it**

- Acting it: *Acting* like you have a cold is neither easy nor convincing. Most business and personal development books aim at giving you the things to think, change and do so you can "act" in a certain way to get the results you want.
- Catching it: When you *catch* a cold, the symptoms emerge effortlessly because they're *real*. This book is designed so that you

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can “catch” an understanding that results in the “symptoms” of increasing clarity, resilience and peace of mind.

I want to assure you that you have the capacity for sustainable clarity, and all the benefits it brings. But first, a question:

**Q:** If you’re caught in a trap, what’s the one thing you have to do before you can escape?

**A:** You have to realize that you’ve been caught in a trap.

Until you realize you’ve been caught in a trap, you’re very unlikely to get out of it. But once you know about the trap, and you can see how it works, then escape is pretty straightforward. Especially if other people have escaped from the same trap, and can show you how.

So please allow me to reveal the trap that’s ensnared millions of people, including me...

***keep exploring ✨ connect with others  
share your discoveries ✨ deepen your understanding***

At the end of each chapter, you’ll find a section containing a “thought experiment”. This is a statement or question for reflection to help you integrate what you are learning even more deeply. For example:

***Thought experiment:*** *We each experience greater clarity from time to time. As you look back now, what are some of the more*

*memorable occasions when you've found yourself experiencing an unexpected increase in clarity?*

When you reach a thought experiment, pause for a moment. You don't have to figure out the question or "get it right". You don't even have to answer it. Just reading the question and reflecting on it for a moment is enough to continue your process of integration.

This section will also contain a website URL to enter into your browser and a QR code that you can scan using your smartphone. These will take you to web pages containing material relating to the chapter you've just read, ranging from videos and audio recordings to shareable articles, photos and infographics. In addition to the resources, you'll find features that allow you to post your comments and share what you're learning with others.

Experience shows that sharing your discoveries is a simple but powerful way for you to continue integrating what you're learning, as your understanding of the principles behind clarity continues to deepen. I encourage you to explore, comment on and share these resources as you make your way through the book. You can start now...

[www.LittleBookOfClarity.com/introduction](http://www.LittleBookOfClarity.com/introduction)

