

## **Ep #54: Understanding Emotional Ownership.**

Welcome, brothers. Today I am here to speak about the idea that controlling your thoughts can allow you to also control the emotions you feel on a daily basis. When you start thinking differently about the way you think, you start creating your life in a different, more intentional way.

I talk more about the three steps you can take to reprogramming your thinking in order to get out of a victim state and into one where you are in charge of your feelings. These steps are emotional awareness, emotional ownership, and finally, cognitive mastery. Picture your emotions like drinks at a bar that you can order. You get to choose which ones you drink!

One of the main things to remember here though is learning to distinguish uncomfortable emotions from self-indulgent ones. The first group is actually necessary and part of the human experience, whereas the second are crippling and inhibit us from taking a step into controlling our lives. Tune in and learn to take the steps toward future-focused thinking, amazing relationships, indomitable self-confidence, and total behavioral mastery.

**Want to know more about what I do and how I can help you? Sign up for a [free 45-minute session](#) with me, and I'll show you how this works!**

### **What You'll Learn from This Episode:**

- When we stop feeling bad about feeling bad, we actually feel better.
- Reprogramming the brain to think positively can't happen instantly.
- The alpha state does not judge bad thoughts as much as step back from them.
- Seeing bad thoughts as self-created leads to feeling empowered rather than sad.
- Emotional awareness and emotional ownership have to come before cognitive mastery.
- One has to transfer from a theoretical to a practical understanding of cognitive mastery.
- Picture emotions like drinks that you can choose from at a bar: which ones do you want?
- There are three steps to cognitive mastery.
- Step one is realizing we can choose what to feel.
- Step two is realizing that negative emotions are necessary and learning to deal with them.
- Step three is dropping self-indulgent negative emotions.
- Some 'negative' emotions are necessary, unlike self-indulgent ones.
- Seeing bad but necessary emotions as wanted gives us authority over them.
- Indulgent emotions protect us from taking action.

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### Tweetables:

“When you start thinking differently about the way you think, you start creating your life in a different, more intentional way.” — @KevinAillaud **[0:01:04]**

“The world doesn't cause you to feel anything. Your thoughts cause you to feel everything, and you are in control of your thinking.” — @KevinAillaud **[0:07:22]**

“Step one is emotional awareness. Step two is being willing to feel any emotion for as long as it takes, brother, because that is emotional ownership. And only then, step three is to change the way you think, and that's cognitive mastery.” — @KevinAillaud **[0:08:23]**