

POWERFUL MIND

12 Simple Keys

Bill Harvey

The Human Effectiveness Institute
Gardiner, New York

Published in 2026 by
The Human Effectiveness Institute

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ISBN: 978-0-918538-23-9 | 978-0-918538-24-6 [eBook]

Library of Congress Control Number: 2025926029

For information, write to:
The Human Effectiveness Institute
12 Amani Drive, Gardiner, NY 12525
HumanEffectivenessInstitute.org

Editing, book design, and typesetting by Yana Lambert

Life Is Just a Bowl of Cherries

Words by Lew Brown / Music by Ray Henderson

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Printed in the United States of America

Preface

What does it mean to use more of our powerful mind, more of what's already ours?

Our minds have been excessively influenced by outside forces—parents, role models, and media—supplying us with ready answers we may be willing to fight for, without having come to those ideas on our own.

And we go on, day to day, not-so-blissfully unaware of this reality.

Eventually, as we grow older and the school of hard knocks makes us wiser, we suddenly come to this realization: we're clinging tightly to a load of baggage as if it were an essential part of who we are, when it's not us at all. It's the role we're playing, and we've never given ourselves time to study our true selves enough to have seen this much earlier in our lives.

This book aims to help us all discover the power of the mind and learn how to utilize optimally what is already within us.

Current world situation

Today, it's increasingly clear that the human race has seemingly lost its way. But as we know, it's always darkest before the dawn. We are undergoing a learning experience brought to us by the universe as a last resort to help

us return to being the practical idealists we once were, creatively collaborating to make the world a better place for our children and their children. We saw this better side of ourselves very clearly during World War II, referring to those who answered the call to serve as “The Greatest Generation.” The learning experience we are currently undergoing may potentially bring us back up to that level and, someday, even beyond.

The roots of the current situation go back a long way. Survival of the fittest is at the core of the instruction codes in the DNA of all living beings. Competing for food and mates—it’s no surprise that many of us still operate at that primitive level. It’s hardwired into our cells. The DNA in even our earliest single-celled ancestors taught them to fight for food and mates, and escape predators.

As we evolved, higher levels of learning and thinking were encoded in the DNA.

Initially, we learned only through association and reinforcement. Then, we developed higher powers of mind—empathy, understanding, logic, reasoning, holistic thinking, self-observation, imagination, “what if” simulated consideration of options, and the ability to avoid falling into negative emotions until we fully understand the causes. The list of such higher ways of thinking is wide-ranging and will be explored in *Powerful Mind*.

Unfortunately, most of humanity hasn’t developed these higher mental powers quickly enough to keep pace with the increasing complexity we’ve introduced into life. I call this condition Acceleritis, which I see as the root cause of today’s breakdown in the social contracts we’ve established. We followed our initial instincts because it was easier.

This has led us to our current plight.

But what about the future? How do we get out of these dire straits? How do we each, as individuals, make the

most of our lives and help our loved ones do the same? What can each of us do to help clean up the mess?

Are we going to compete for jobs with AIs now, on top of everything else we've been dealing with?

Shifting how we use our minds, and thus, how we live our lives, is within our reach.

We are far more imaginative, creative, and capable of enhancing the quality of life around us than any AI that currently exists or is being developed. We can give and receive love, which is probably more important than anything else in life, and is something that AI can't do.

*The greatest thing you'll ever
learn is just to love and be
loved in return.*

—Eden Ahbez,
Nature Boy

When enough of us master the trick of thinking with all of our intelligence, the world will start back on the road to utopia, where it seemed to be heading for a while before taking its most recent header. We and our work will be appreciated more than ever. We'll love life more than ever, and we'll find ourselves helping others from the heart without resentment, pretense, or expecting anything in return. It will all come naturally because all this is prepared for in our DNA, in the way the amazing brain and body-mind-spirit work together. We only need to learn how to switch to a more effective system. *Powerful Mind* provides a detailed yet straightforward approach to achieving this shift.

Bill Harvey
Gardiner, New York
Thanksgiving eve, 2025

Introduction

As an ordinary person living an ordinary life, I discovered the techniques of the mind described in this book over the course of thirty years. In my not-so-ordinary childhood, my show business parents encouraged me to perform on stage starting at age four. Though I didn't know what to call it then, I sometimes experienced being in the Zone (also known as the Flow state), which triggered my lifelong fascination with the mind, about which I would read and study tirelessly. From an early age, I attempted to identify the factors that led me to experience the Flow state, and then I discovered mental techniques to control these factors and thereby increase the time I spent in the Flow state.

With a degree in philosophy and a minor in psychology, I started my career in marketing. I became a behavioral/psychological researcher, working over the years with surveys, brain waves, in-depth interviews, eye tracking, “big data,” and many other forms of research. This experience led me to package the mind techniques I'd discovered into book form—originally titled *Mind Magic: The Science of Microcosmology*—intending to use it as a testing device to see if it would work for others.

To my surprise and delight, over 35,000 people bought the book over the next 25 years, and it became known as a New Age classic. Thousands of readers sent unsolicited testimonials, some of whom extolled it as the most life-changing book they had ever read. Some wrote that the techniques had brought them “incredible clarity,” leading

to a deeper understanding of their real goals, effective and creative planning on how to reach them, and carrying out their plans with a strength and courage they didn't realize they had. And achieving life satisfaction to a degree they didn't know was possible.

Here's what one reader wrote, which describes *Mind Magic* better than I can:

Dismiss thoughts that don't benefit you. Deny social impetus that would otherwise dominate you. Perceive new realities at your whim. Stop time and think. Leave this earthly realm behind and explore the diverse worlds of the hearts and minds of all living things. Restructure your actions, thoughts, perceptions, and desires into exactly the shape that suits your goals.

Not for the weak-hearted nor the easily scared, this book is THE owner's manual for the mind. This book presents nearly impossible challenges to even the most powerful and dedicated seekers. I've never known a single person who actually finished the work contained in this book.

—Benjamin Zabriskie in an Amazon review,
“Get this book” (November 2014)

Despite the effectiveness of *Mind Magic*, it was not yet complete: *why* the techniques work needed to be explained more fully. Hence, the book you hold or read on your device completes the picture.

After reading *Powerful Mind*, I hope you'll be able to see where you've been and where you are now, to realize your full potential. You will be confident, resolute, and patient, as if you have more willpower. Some of this will

result in greater clarity on what works for you, leading to better decisions about how you use your time and emotional energy.

Instead of daunting you, you'll enjoy problems as creative challenges. You'll rise to every occasion, secure and integrated inside. You'll think for yourself and not be easily swayed by other people's opinions.

You'll experience more effective and creative states of consciousness, and you'll find you've become more observant. You will move smoothly into and out of the Flow state—being in the Zone, as athletes and other performers call it—where your work, relationships, or anything important you need to work on will be done with grace and beauty.

Why do we need to learn such methods, perhaps now more than ever?

Surveys, divorce rates, suicide rates, depression diagnosis percentages, and other indicators suggest that too many people are unhappy too much of the time. The trend is worsening, not improving. It seems to have been quite a while since anything justified our high hopes for our collective future.

What if we could tap into the power of our minds with greater reliability? Not just with pep talks or woo-woo but through logical and proven steps, using methods of learning, thinking, and understanding that have been solidly established by science, but have simply not been used by enough people enough of the time.

If enough of us discover these methods and use them consistently, we can become more effective at collectively solving our *real* problems. We'll learn that our minds can choose to be happy, and our happiness won't be superficial or fleeting. It will last and spread. If we practice these methods and change our mindsets as individuals, we will

effect change in the world on a person-by-person basis—starting with the one person we have some control over.

*Carefully watch your thoughts,
for they become your words.
Manage and watch your words,
for they will become your actions.
Consider and judge your actions,
for they have become your habits.
Acknowledge and watch your habits,
for they shall become your values.
Understand and embrace your values,
for they become your destiny.*

—Mahatma Gandhi

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