



Shift Happens

Dr. Maurice Duffy

Small Shifts.

Big Results.

Lasting Change.

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What This eBook Is About — And Why It Matters

*“Shift means: if you do not consciously adopt a mindset, one is subconsciously adopted for you — and sh*t happens. But when you choose with intent, shift happens. And that’s when the path to success opens.”*

This eBook is a quick, powerful read to help shift you to think differently, act boldly, and take control of your mindset. It will be issued monthly.

Written by Dr Maurice Duffy — coach to leaders, athletes, and change-makers — it’s packed with real stories, sharp insights, and practical tools you can use straight away. In future it will include contributions from other Thought Leaders Inside, you’ll find hard truths, hard-won lessons, and bold prompts to shake your thinking, shift your habits, and sharpen your edge.

Why should you care?

Because in a noisy world full of fluff, this cuts through.

Because you’re tired of surface-level advice and want something real — and simple.

Because your mindset is either your engine — or your enemy.

Because small shifts lead to big results.

And because change doesn’t happen by accident. It starts here. No fluff. Just straight-talking help to move you forward.

“MINDSET
MEANS
TREATING AGE
AS DATA AND
LEVERAGE—
NOT A LIMIT—
AND TURNING
YEARS INTO
HORSEPOWER,
NOT
HANDBRAKES.”

Ageism?

F*** Off.

I didn't come this far to disappear. Age didn't soften me--it sharpened me. I'm not a legacy. If experience were a start-up, you'd pay billions--so why do we keep writing it off?

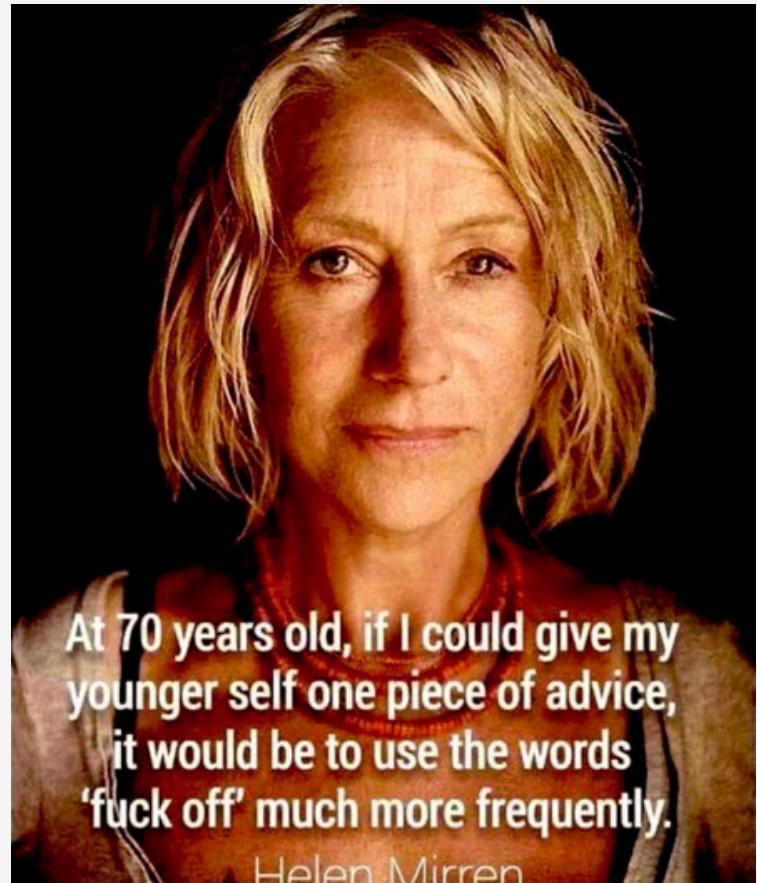
I love Helen Mirren for her work and for her refusal to play nice with ageism. She nails the everyday contempt older people face--especially the faux-sweet tone reserved for us in public.

"The hardest part is the condescension... If my husband and I are holding hands, someone might say, 'Oh, look. How sweet.' ... 'F*** off.'"

That's the point. We're not a museum exhibit; we're momentum with receipts. I'm part of the grey population, not the beige one. I will not go quietly into the night. I intend to rage against small expectations and skid into the grave sideways yelling, "What a ride." Ageism is the last lazy prejudice polite people still applaud. Boards worship "fresh faces" while binning the people who built the engine. Casting directors chase youth like it's a plot twist; hiring managers label curiosity "overqualified."

That's not just rude—it's economic vandalism. Every time we sideline seasoned talent, we torch decades of craft, networks, judgment, and calm under fire. The invoice for that bonfire lands on everyone.

Age is not decline; age is data. It's knowing the shortcut because we've been lost, and the lever that moves the room because we've pulled the wrong ones. It's range. It's mischief. It's saying what matters without begging permission.



Here's the stance, short, sharp, non-negotiable:

1. Refuse invisibility. Take the mic. Put your name on the credit. If a room won't hear you, build a better room and make them queue.
2. Reclaim your narrative. Stop narrating yourself as "past it." Lead with outcomes, not years. You're not a number; you're a track record.
3. Reignite into your mischief. Learn brazenly. Launch the idea they said was "too late." Wear what they call "too loud." Go where your pulse accelerates.

I won't fade. Helen put it more eloquently--I say-- I will not go quietly into the night.

**“MINDSET
MEANS...FINDING
CALM IN CHAOS, NOT
BY CONTROLLING THE
STORM, BUT BY
WALKING THROUGH IT
WITH SOMETHING --
OR SOMEONE -- THAT
REMINDS YOU YOU'RE
STILL HUMAN.
SOMETIMES HEALING
DOESN'T SPEAK.
IT LISTENS.
SOMETIMES
STRENGTH DOESN'T
ROAR.
IT BREATHES BESIDE
YOU – LOYAL, SILENT,
AND FULL OF HEART.”**

Luna: My Four-Legged Therapist

As a Mindset coach, I understand the science of the mind. I teach others how to navigate chaos with calm, to find strength in stillness, and meaning in adversity. But when it comes to restoring emotional balance, no one teaches me more than Luna, my therapy dog.

Luna doesn't speak -- she listens. She doesn't analyse -- she senses. She doesn't judge--she is loyal. She does not walk out the door when trouble walks in. When my wife's degenerative illness overwhelms the house and the air feels heavy, Luna moves quietly beside me, grounding me with her presence. Her heartbeat is rhythm therapy. Her gaze, a form of acceptance no human words can match.

Each morning, we walk the beach together. The sea becomes our mirror — its ebb and flow echoing resilience. That's when the fog in my brain begins to lift. In those moments, Luna is more than a companion; she is an anchor to the present.

As a mindset coach, I see in Luna what neuroscience confirms: oxytocin rises, cortisol falls, blood pressure steadies. The nervous system, overloaded by caregiving and loss, finds its equilibrium again.

Luna is living proof that healing isn't always found in words or workshops — sometimes it comes on four legs, with muddy paws and unconditional love.



1. ***“When the mind is tired of words, find silence with something that listens.”***

Step outside. Sit beside something alive — a dog, the sea, the wind. Not everything needs fixing; some things just need witnessing. That's where healing begins.

2. ***“Routine is the therapy that saves you when resilience runs out.”***

Walk the same path. Feel the same rhythm. Consistency calms the nervous system and reminds the brain it's safe. Healing doesn't demand heroism — it demands repetition.

3. ***“Connection is medicine — and it doesn't always come in human form.”***

When Luna rests her head on my knee, she's doing what every carer forgets to do: pause. Let presence replace pressure. Let love — wordless, weightless — do its work.

I write this to raise awareness of invisible diseases — and the invisible people who care for those who live with them. Behind every patient's struggle, there's often a caregiver quietly breaking, holding it all together while the world looks.

“MINDSET MEANS
PROTECTING YOUR
MENTAL SPACE —
NOT LETTING
PEOPLE OR EVENTS
WITH DIRTY SHOES
OR NEGATIVE
ENERGY WALK
THROUGH YOUR
BRAIN.”

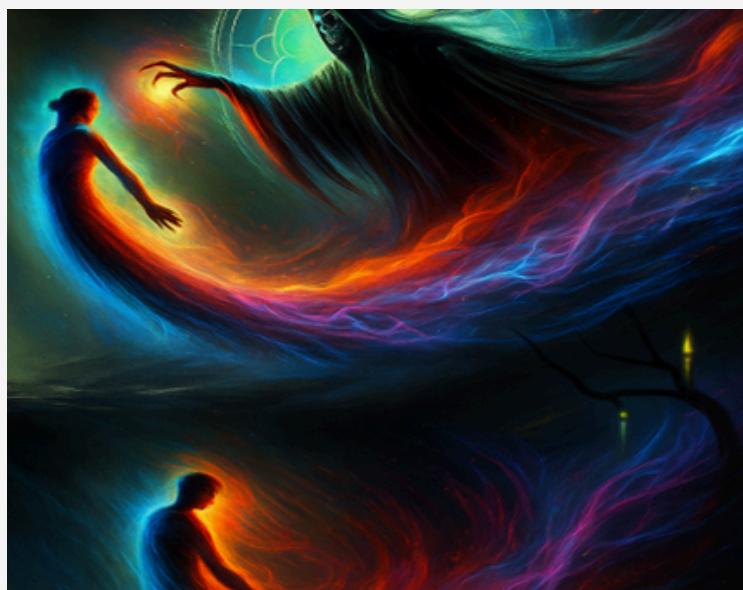
Physic Vampires: The Friends Who Bend Time and Space to Drain You

"A true friend leaves you feeling fuller, not flatter – a Physic Vampire leaves you wondering where your hour – and your sanity – went."

We've all heard of energy vampires – those friends who sap your strength with constant complaints and no curiosity about your life – but a new, more dangerous strain has been identified – the Physic Vampire. These aren't supernatural creatures – they're perfectly ordinary people who somehow manage to warp time, space and empathy every time you meet.

How to Spot a Physic Vampire

Their gravitational pull is so intense that your own problems collapse into a black hole – they can simultaneously ask for advice, dismiss it, and then berate you for not supporting them enough – even their compliments obey quantum theory – flattering and insulting at the same time until observed. After an encounter you may feel as though you've run a marathon without moving your jaw – experience a strange urge to apologise for things you didn't do – or realise you've lost an hour of your life you'll never get back – and you weren't even on TikTok.



Expert "Advice" (With Fangs)

- 1. Name the Monster Out Loud** – say: "When we hang out, my particles feel depleted" – if they hiss at daylight, you're onto something.
- 2. Put Up Psychic Garlic** – boundaries aren't rude – they're physics – limit the time, the topics or the number of texts before your mental battery hits zero.
- 3. Consider Ghosting** – Literally – sometimes the only way to restore your internal universe is to cut the interdimensional cord – if they vanish in a puff of dramatic WhatsApps, you've succeeded.

The Bottom Line

Ask yourself the new metric – is this person a +2 neutron star of support, or a -2 black hole of doom – a true friend leaves you energised – a Physic Vampire leaves you flatter, drained and possibly questioning your grip on reality – spot them early, protect your orbit and keep your own emotional universe intact.

**“MINDSET
MEANS BUILDING
SAFETY THAT
SURVIVES
WINTER --
BELIEVE
PATTERNS, NOT
POSTERS;
REWARD TRUTH,
PUNISH
RETALIATION”**

SHOCKING: You Are Not Safe- Inside the Corporates “ *Psychological Safety*” illusion.

Shocking. Scary. Institutional. That's not click-bait -- that's the Metropolitan Police on camera and in black-and-white print. An undercover BBC investigation shows officers swapping racist, misogynist bile and sneering at victims. Suspensions follow, inquiries launch, reputations get managed. We've been here before.

If you think it's one rogue unit, read the Casey Review: the Met is institutionally racist, sexist and homophobic -- not a few bad apples, a system that protects itself first. The force promises cultural change; Londoners are promised safety. What we get is another scandal and another apology tour.

Here's the obscene punchline: I'd bet the Met runs psychological safety workshops with earnest trainers and glossy slide decks.

Most big organisations do.

They love values posters and “speak up” helplines -- right up until the truth costs money, careers, or headlines. Then process replaces protection, and dissenters are quietly iced out.

Lift the lid on corporates and you see the same toxins -- bullying, racism, sexism -- tidied under policy. Look at Rio Tinto. I raised this again and again. An Independent Investigation called The Broderick Review put numbers to the injuries: 48.4% of employees reported bullying; 11.2% reported sexual harassment overall; 21 women reported actual or attempted rape/sexual assault in five years; 11.7% experienced racism overall.



Psychological safety?

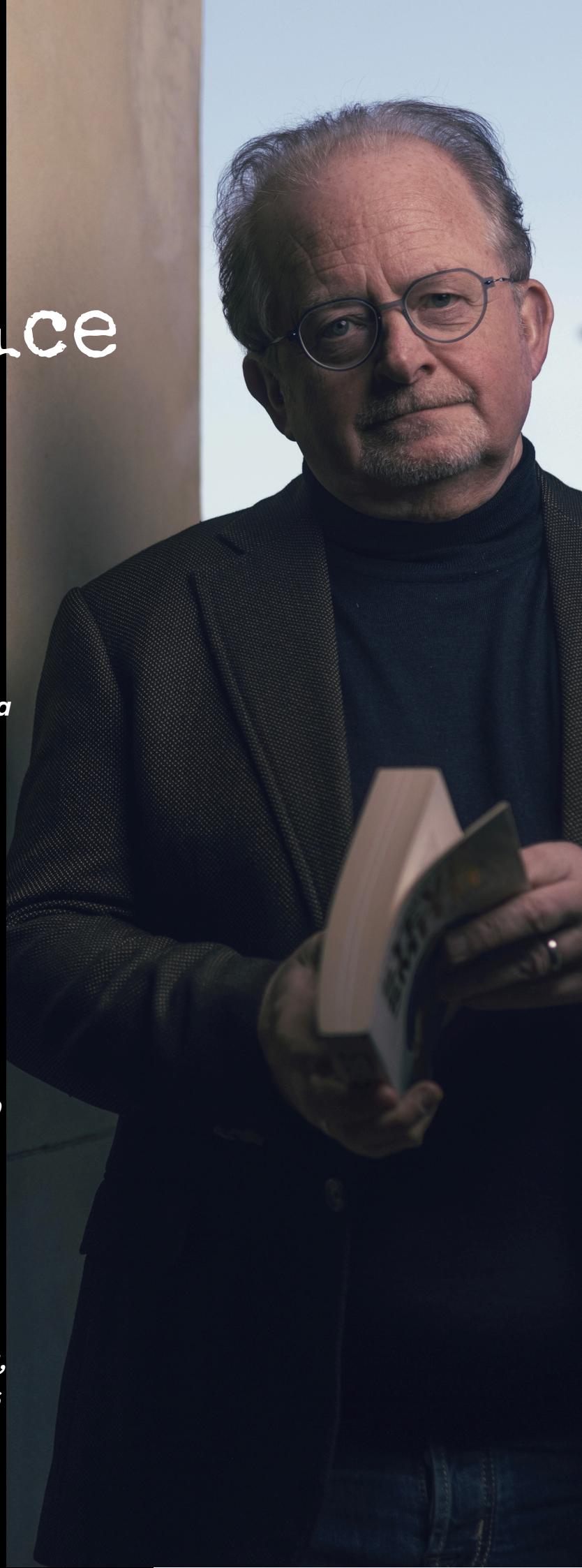
Employees didn't believe the system was safe to report; formal channels were barely used.

I advocate psychological safety -- but not the summer-weather version. The only kind that works through the long, cold winter looks like this: independent investigations with teeth; retaliation punished, not promoted; leaders measured (and paid) on outcomes, not workshops; radical transparency on case results. Until then, call it what it is:

.....theatre with a training budget.

Keep Connected with Maurice

Dr. Maurice Duffy is a globally recognised mindset coach, leadership expert, and motivational speaker with over 30 years of experience in transformative change. He serves as a Visiting Professor of Innovation and Transformation and Entrepreneur in Residence at the University of Sunderland, as well as this Dr. Duffy is a Visiting Professor at the University of the Commonwealth Caribbean. He has worked with a diverse range of clients, including global corporations such as Google, Sony, Coca-Cola, Siemens, HSBC UK, P&G, Barclays, JP Morgan, BP, and AXA. His expertise extends to elite sports, having coached international teams and athletes like the Australian Cricket Captain Steve Smith, Durham Cricket Club, Ryder Cup players, and Premiership football players. Additionally, he has advised political figures in Westminster, Washington, and Durban, and has served as Advisor to the Mongolian Government. Beyond coaching, Dr. Duffy is a bestselling author, columnist, and BBC presenter. He regularly shares insights on mindset and personal development through his blog and social media platforms.





In Dr Maurice Duffy Coaching, discover the raw truth behind elite performance.

No fluff. No excuses. Just real stories, sharp provocations, and practical tools from one of the world's top mindset coaches.

Whether you lead a boardroom, a battlefield, or your own chaotic life, Shift Coaching challenges your thinking, confronts your habits, and rewires your mental game. It's for the doers, the dreamers, and the disrupters. Success isn't luck — it's mindset. And mindset is a choice.

Choose yours. Start now.

Connect with Dr Maurice Duffy

 **Website:** www.mauriceduffy.com

 **Email:** media@mauriceduffy.com

 **Phone:** +44 7922 406 765

 **X (formerly Twitter):** [@DrMauriceDuffy](https://twitter.com/DrMauriceDuffy)

 **Instagram:** [@drmauriceduffy](https://www.instagram.com/drmauriceduffy)

 **LinkedIn:** [@Dr Maurice Duffy](https://www.linkedin.com/in/dr-maurice-duffy)