

*the*  
**INNER**  
**MATRIX**

*Leveraging the Art & Science of Personal  
Mastery to Create Real Life Results*

**JOEY KLEIN**

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## INTRODUCTION

If you're reading this, chances are there's something in your life that you would like to be different—perhaps many things. Maybe you've finally hit that big goal (or 12) you set for yourself, but you're just not experiencing the sense of accomplishment or joy you thought your achievement would bring. Perhaps you have a life that looks great from the outside, but you lack a sense of purpose or fulfillment. Or maybe your life just isn't what you hoped it would be, and you're not sure how to make a change. I know how that feels.

Like most of us, I did not grow up in an environment saturated in peace, love, and joy. On the outside things seemed idyllic; yet behind closed doors, life was permeated by anger, conflict, resentment, pain, and suffering. As I approached my teenage years, I noticed with increasing clarity how truly unhappy the people

around me were, not just at home, but everywhere I looked. My parents and teachers were disconnected, and everyone seemed frustrated and unhappy. There was no passion and no inspiration. Something was clearly missing. I wanted more than the unfulfilled, check-the-boxes existence they seemed to have. Somewhere deep inside I knew that a grand life was possible and I was unwilling to settle, *but how could I achieve it?*

I began to obsess about the idea of getting off the preprogrammed track everyone seemed to be on, a track that in my mind led nowhere fast. I was convinced that I could live in a state of peace and serenity. That I could experience unconditional love. The problem was I didn't know anyone who'd achieved that, so I had no model for getting there. I needed to find people to emulate and practices to adopt that would help me realize my vision of a better life.

As soon as I was able, I set out to seek my own path in the world. I already knew that no one in my world at that time had answers for me, so I turned inward. I started an internal dialogue searching for any clues that could help me. Over and over I asked myself: *What is my purpose? Who am I? Why am I here?*

Eventually, I felt a pull to seek out teachers who could show me other ways of being in life. I set a vision for myself and, armed with an intention of finding peace and fulfillment, I set out into the world. I stayed open and alert to opportunities to learn from people who seemed to know something that could be useful to me. As they say, when the student is ready, the teacher appears. I had put so much emotion and focus on wanting to learn that I began to attract what I so desired.

I happened upon a best-selling author whose focus was on healing modalities. I had a conversation with him and he ended up inviting me to train with him, which I did for a year. Then, one after another, I encountered experts and masters in a variety of disciplines from psychology and neuroscience to martial arts and meditation. With each teacher, I engaged in an immersive experience, turning the methods and ideas they shared with me into my lifestyle. I lived what I was learning.

I spent years studying and traveling the world as an executive and senior trainer with an international personal transformation company, teaching practical spirituality and self-mastery programs throughout Japan and Europe, and in

2005, was invited to speak at the International Peace Summit for the United Nations. I studied at ashrams in the United States and India where I watched one of my teachers guide people through personal evolutions that would eliminate deep, long-term suffering. Sometimes these evolutions, which modern psychology says happen over a lifetime, if ever, would take place in just a few hours. In rare cases, monumental shifts would happen in minutes. I began to see what was truly possible.

I also deepened my study of martial arts, which I'd begun as a kid, earning my black belt in Okinawa-Kenpo at age 14. In Los Angeles, I met a traditional master who taught me how to train my body as a warrior through not only physical training, but also deep internal practices to cultivate energy, or "chi." I learned the importance of discipline in developing true inner strength. I also learned that to perform well in competition, I had to manage my relationship with fear and train myself to deal with intense emotions. As I became better at managing my relationship with my feelings and channeling the power of my thoughts, I began to excel, winning three consecutive world championships in Hwa

Rang Do. I also developed leadership skills as I took on a teaching role at the martial arts studio.

Recognizing the value these ancient skills and traditions had to offer, I sought to embody them fully and share them with my clients. My life was improving dramatically and everything I learned only fueled my desire to learn more.

I trained privately with Dr. LaWanda Katzman Staenberg (Dr. Lu), a prominent clinical psychologist in Los Angeles. We developed a mutually rewarding relationship where she trained me in recognizing the dynamics of patterns and the sound psychological underpinnings needed to shift them, while I taught her various inner training techniques that I'd learned were particularly effective. During my more than 15 years of work with this mentor, I also became intrigued by the world of science and what Western research had uncovered in terms of human development. I interviewed and studied the work of several Harvard trained neurologists on the brain's impact on patterns and behavior. I had also begun to study with a Kabbalistic rabbi, as well as diving into Taoist principles and meditations. I was interested to discover how such traditions, along with the Eastern energy work I'd learned and the Hindu



practices I'd studied and begun to teach at the ashrams, were so effective.

Ancient wisdom traditions have taught personal development for thousands of years with consistent results, which is why they've endured. I began to realize that many of these practices came with a series of external methods, which we can call ritual or dogma, that seemed to me to perhaps be unnecessary to realizing the true power of the work. I pored through books about psychology, neuroplasticity, and epigenetics and began to understand from a scientific standpoint how applying the principles I'd learned from my teachers had helped me to achieve such radical changes in my life, such as how inner training techniques including mindfulness and meditation can help us rewire our brains and alter the expression of our genes. I asked my teachers in these ancient traditions for permission to take all that I'd learned and create from it a new approach. While I respected the context and culture around the ancient practices I'd learned, for my purposes I let these more dogmatic aspects go and kept only the core principles and actions that were effective at producing results. And I knew they were effective not only because of the scientific research, but

also because I was experiencing real results, myself.

I was moving from a place of extreme suffering to experiencing for the first time a true sense of peace and well-being. I was finding my way. It no longer mattered what happened around me; I was able to maintain states of joy and calm regardless of what showed up in my life. Incredibly, the initial shift in my attitude and how I approached life happened in less than a year. But the shift wasn't just in me; those around me also began to change in ways I couldn't explain, even my parents. My father stopped his constant complaining and began to enjoy his work. My mother began to experience a sense of contentment with her life. Seeing these radical evolutions, I knew I had found my life's work. I started to collect data points from everything I'd learned to create a reliable system of evolution.

Now, I want to hit a pause button for a moment and emphasize something. My evolution, like those of so many of my clients, happened in moments, when I finally set my intention for something more. However, achieving what I refer to as *mastery* takes longer. It requires consistent focus and dedication. Please keep that in mind as you undertake your own

journey. **Radical evolution can be instantaneous, but mastery takes time.** Often when we remove an obstacle or shift our thinking, right away we eliminate some amount of pain and suffering, and that feels good and is real progress. But to realize your full potential and what's actually possible in your life requires long-term effort. Growth and expansion continue over time, as was and is still the case for me.

As I continued my work of inner training and collecting data points, my psychologist mentor, Dr. Lu, began to refer to me some of her most challenging cases—clients who were no longer making progress no matter what they'd tried. In many cases, the methods I provided sparked that breakthrough. It wasn't long before I had a thriving private practice with 60 clients on my books. My wait-list grew, but within the structure of a private practice, the number of people I could work with was limited. As clients began to experience meaningful change, they began to ask me to hold seminars so their friends, family members, and coworkers could learn my approach. I began offering weekend seminars where I could interact with many people at a time. Ultimately, these programs expanded and

today I teach roughly 40 weekends per year all over the United States and around the world.

My journey began with a leap of faith. I set off into the abyss not knowing what I'd encounter. What I found was that personal empowerment doesn't have to involve guesswork. There are consistent formulas for evolution. However, while there is research and scientific data on how to step into a powerful life, only small pieces of it have been translated into accessible language and made readily available for a mainstream audience. I took it upon myself to try and merge the ancient mystical practices I'd encountered with modern science on development and make it available to as many people as possible. The result is Inner Matrix Systems—a personal mastery training system for high achievers. IMS empowers individuals from all walks of life to become the architects of their lives and gives them practical tools to create any vision they choose. Over the past 20 years, I have developed and refined a proven approach (technology, tools, techniques and community) that teaches individuals how to apply the art and science of personal mastery to their lives. My programs are not based on a one-off experience, or reliance on an individual, but a process designed to create

self-reliance in your growth. By applying the Inner Matrix Method, a powerful synthesis of the art of mindfulness and the science of neurobiology, we rewire, train, and align the nervous system, emotions, and thought strategies to create real-life results.

As Inner Matrix Systems has grown, we've learned. Our weekend intensives and training programs don't only offer powerful personal development opportunities, they're also an opportunity to continue to refine our offerings to ensure maximum impact. The ideas in this book aren't theories—the practices I describe here and in our programs are proven. They have been executed over and over by thousands of people all over the world, over hundreds of weekend programs, and through tens of thousands of hours of personal mentoring. Additionally, I've developed a cadre of highly trained facilitators and trainers who are also leading people to discover the patterns at work in their inner matrix. *The Inner Matrix* reflects all that we've learned. Contained in these pages are the most effective practices to help you master your inner world to get unstuck, break limiting patterns, and take your life to the next level.

How is a single approach so effective, and why does it work to change so many different aspects of life, from romantic and family relationships to career, financial, and business situations? It's because everything in your life centers on your inner matrix. By managing that single most important relationship—the one you have with yourself—you can shape any aspect of your life. When you master your internal state, you master your world. It is just that simple.

Reading this book is the first step in training your internal state. I encourage you to read it in its entirety, and to make your journey an interactive experience by accessing our in person or virtual training. Learn more and see what is available at [www.innermatrixsystems.com](http://www.innermatrixsystems.com).

Inner Matrix Systems isn't just an individual experience, it is a movement. This book is a stepping-stone to what I call the "IMS ecosystem"—a living, growing, robust community of people who have made the commitment you are making to themselves and to a better life, and who wish to support one another to create a better world. If you wish, you can share the work of Inner Matrix Systems with others by connecting with our in-person and online communities. We have groups in multiple cities

in the U.S. and internationally, with new ones forming every day.

Evolution is not something that just happens; it's something you consciously drive through the intentional and consistent execution of powerful practices. You train your inner matrix for mastery and success. This book will show you how.

## CHAPTER 1

# THE POWER OF THE MATRIX

“I am the master of my fate.  
I am the captain of my soul.”  
—William Ernest Henley,  
from “Invictus”

When I ask people to identify the most important relationship in their lives and the one with the greatest impact, almost everyone points to someone they love deeply, such as a child, spouse, parent, mentor, or best friend. It comes as a shock when I tell them their answer is wrong. The truth is that for everyone, no matter who you are, the most important, most impactful relationship you have in your life is with yourself. The fact that so many of us are unaware of this is an indicator of just how off base we are with our perceptions, and that’s why so many of us are unhappy. We’re either putting our focus on the



wrong things, or we're not focusing on much at all, and that is a major opportunity lost.

The reality is that your mind, emotions, body, and intuitive aspect comprise a matrix that shapes your inner experience. In turn, that *inner matrix* determines how you process and define your reality. The inner matrix influences every aspect of your life, from your experiences to your relationships, and it dictates your ability (or inability) to thrive. Everything passes through the lens of your inner matrix.

Most of us assume that because we eat, breathe, sleep, and generally get from one day to the next, we have some understanding of who we are and know how to *be* in the world. We never pause to consider that if we want to do anything exceptional—from creating a top-earning business to nurturing a thriving family—we need training and practice. Would you hire an attorney to represent you who'd never been to law school? Would you hire a mechanic who'd never repaired a car? Maybe it seems like managing your inner matrix should be something you just know how to do instinctively, yet few things (if any) worth striving for come without education, training, focused effort, and support from others, and that includes happiness and success.

Or perhaps you've already achieved a life that others dream of, with a wonderful partner, happy family, or a thriving career or business, yet something's missing. You're not sure how to take things to the next level—the place where you're able to feel that love and fulfillment you so desire. It all comes back to you—to your relationship with yourself and your awareness of the unconscious programming that's functioning inside you.

You wouldn't expect to just be gifted with a fit, healthy body. It requires consistent effort. Similarly, you have to train to achieve the life you want, to learn how your thoughts, emotions, and actions work to influence your experience of life. Just like you must train to achieve physical fitness, you can train your inner matrix to live the life of your dreams.

Your inner matrix defines the quality of your life and sets the parameters for what you can achieve, yet you've probably spent little to no time developing it. You're not alone. Most of us simply don't realize that we can consciously shape all aspects of our being. We tend to believe that we're set up or structured in a way that creates peace, well-being, and success in life, or we're not. You either got lucky or you didn't. The

truth is that if you learn and practice the skills and tools to master your inner matrix, you can shift your mental, emotional, physical, and intuitive state to realize any vision you have for your life. When you learn how to align your inner matrix with a vision, in that instant, that vision becomes your reality. If you wish to create a life of love, peace, and joy, you can. When you learn how to live in a state of excellence, you begin to evolve your inner matrix in a way that allows you to live your highest potential.

Most of us have at least one area in our lives that doesn't feel optimal, or where there's pain and suffering. Maybe you have a relationship that is filled with conflict (or perhaps several relationships). Perhaps you're not fully engaged with your work or believe your skills aren't appropriately utilized. It could be that your finances are an ongoing source of struggle and anxiety. Or maybe things appear fine on the outside, yet you just can't seem to connect with a sense of meaning and purpose in your life.

When you were born and throughout your childhood, chances are no one around you knew about their inner matrix or how to work with it. As a result, you've gone through life trying your best to make things happen the way you'd like

them to. But without an awareness of your inner matrix, you were left to do what most of us do—copy what others are doing and hope for the best. You were never trained to look inside and optimize your state of being. You weren't educated about the impact your internal state has on the experiences you create in this world, or even the fact that you do create your experiences. Instead, you believed, like most of us, that life just sort of happens to us and we make the best of it. Because of this lack of education and awareness, instead of being able to purposefully create your reality, a random set of experiences conditioned your inner matrix, and as a result, you react to your environment in a series of specific ways. Life becomes chaotic, confusing, and painful, and you have no idea how you ended up in such turmoil. Certain incidents, actions, and even key phrases, facial expressions, or tones of voice set in motion predictable patterns of reaction in you. As a result, you operate in your life without fully understanding who you are or how you function, why the same things seem to keep happening, or why you get into relationships with the same types of people over and over again. (If you sometimes feel like your life has become like the movie *Groundhog Day*, now you know why.) You

never realize the true extent of the influence you have on the world around you, as well as the influence the world has on you.

Such was the case for me in my late teenage years. Not finding examples of happiness and fulfillment in my parents or teachers, as soon as I was able, I set out to seek my own path in the world. My best friend and I moved out of our parents' homes and got an apartment together with our girlfriends. But our sense of freedom and excitement quickly morphed into something we neither anticipated nor intended. Instead of focusing our energy on finding a better way, we used it to rebel against the old one. I was trying to find a solution by focusing on the problem—on the life I didn't want—and as I know now, that's a surefire way to create more of the same.

My new world was chaotic and ended up being filled with even more suffering than the place I'd just come from. I worked a meaningless job by day, and by night we partied. Before long, my inner world was flooded with hopelessness and despair. I started to numb myself with drugs and alcohol to avoid the pain of my circumstances and choices. The more I numbed, the worse things got. My girlfriend and I broke up and my relationship with my best friend

plummeted into ongoing conflict. My attempt to escape the suffering of a meaningless life had actually made things worse. Even though I was aware of the patterns my parents and others engaged in and the pain and dissatisfaction these patterns created in their lives, I had fallen into the same ones. It was as if my awareness, rather than saving me, had put me on a fast track to suffering. It had done nothing to move me toward creating the happiness and fulfillment that I wanted so much for myself. Instead, my life became unbearable.

Eventually, as these situations typically go, I hit rock bottom. An evening of partying began like any other, but this time I spiraled out of control. One night of heavy drinking and drugs turned into three, with no food or sleep to help restore me. Well into the third night, I was watching a movie with friends when suddenly a band of dancing bears appeared, cavorting around the living room. I was delighted, but none of my friends seemed to share my enthusiasm. I couldn't understand why no one else wanted to dance with the bears, but of course it was because I was the only one who could see them.

Finally, I began to process the horrified looks on some of their faces and realized I was

hallucinating. I excused myself and went to my room to get some sleep. I lie there on my bed awake and eventually decided to get a glass of water, but when I went to sit up, nothing happened. I couldn't move my body. Suddenly I became aware of the sound of my heartbeat, and the fact that it was slowing down. Moments later I experienced the sensations of hovering above my own body, looking at my motionless form on the bed. Then, with a jolt, I was back in my body.

By the next morning, I had made a decision. After what I'd experienced the night before, I knew beyond the shadow of a doubt that if I stayed in my current situation, I would soon be dead. I also knew that I hadn't come into this life to waste it living in an alcohol- and drug-induced haze. I had no intention of living a mundane, meaningless existence. I was here to accomplish something more. I had to make a decision. And so, I said goodbye to what I'd thought was going to be a fairytale existence out on my own and went back to my parents' basement, where I began my journey into my inner matrix.

No matter where you are in life, you probably have an intuitive knowing that you can develop yourself beyond where you are now. You just haven't developed the skills you need to create

the life you know, or at least sense, is possible. This book provides practical information and easy-to-apply tools that you can use to evolve any aspect of your life. You're about to gain the power to change every experience you have in this world.

If your mind is focused, your emotions are peaceful, and your physical body is strong, you will have one experience of the world. If, on the other hand, your mind is chaotic, your emotions are frenzied, and your physical body is weak, the exact same world will feel radically different to you. When you train yourself to pay attention to and interact purposefully with your mind, emotions, body, and higher self, the world becomes a different place. If you want to change what's happening outside you, you must start with what's happening inside you. Then you'll automatically see your external world—your relationships with friends, family, and coworkers, your financial situation, even your sense of self and purpose—shift.

To truly thrive in life, you must first understand how you work, and that requires building a relationship with your inner matrix. Once you gain this understanding, you can execute the changes in your internal state, your



mindset, and your actions that will eliminate suffering, define your dreams and clarify your vision, and create a truly extraordinary life. First, you'll have to undergo some deprogramming, because many of the approaches we are commonly taught to achieve happiness and success in life simply don't work.

During the course of my studies and work, I've found myself challenging many of the longstanding methods our society typically offers as solutions to our human suffering. For example, lots of people go to a coach or therapist and are told that if they can simply become aware of what they are doing and why they are doing it, they can change their lives for the better. Unfortunately, as I found in my youth, awareness of a problem does not offer a solution. A lyric from a popular Depeche Mode song from the 1980s summarizes the experience most of us have: "Never again is what you swore the time before." We see what we're doing. Holding the best of intentions, we vow to change and never do it again. And yet then, to our dismay, we find ourselves engaging in the same destructive behaviors over and over. And the cycle continues.

Far from providing a solution, scientists show that when you think about a pattern you wish to

change, neurologically you reinforce that pattern. Again, the brain functions similar to a muscle, so the more you “exercise” a pattern by thinking about it, the stronger it gets. When you dwell on how you feel and try to think of the reasons behind your emotions, you engage the neurological patterns you’re trying to escape. As a result, your attempts at thinking your way out of a problem fail. That’s what happened to me when I moved out of my parents’ house and spent all that energy focused on who I didn’t want to become instead of creating a powerful vision for my life. You have to train yourself to approach life differently—to focus on what you want, not what you don’t.

Another popular approach to guiding yourself out of suffering is to follow your gut. The common misperception is that your intuition lives in your gut and if you follow its guidance, things will get better. As scientists in the emerging field of neurogastroenterology have discovered, a significant portion of our emotions lives in our gut. Many refer to the gut as your second brain, however this second brain doesn’t control any higher intellectual functioning. Instead, the gut’s neurological purpose is to serve as a site of your emotional patterning. You’ve

probably felt butterflies in your stomach when you were anxious or excited, or have gotten a bellyache when you were feeling sad or angry. Science now understands that the reason we have these common experiences is that some of our emotional neurology lives in our gut.

Your gut is a source of emotion, not reasoning. When you “follow your gut,” you’re accessing lower, often destructive emotional patterns rather than higher-level intuition. Yet because you’ve engaged these patterns over your lifetime, their familiarity feels comfortable (even the negative ones). They feel right, and you mistake this feeling for an “intuitive hit” that you’re on the right path. In reality, you’re just on a familiar path. We find comfort in the familiar—even if it’s painful—so we’re tempted to follow the same path over and over, even though it will lead to continued suffering. When you don’t understand the difference between accessing your emotions and accessing your higher intuition, you make the choice that feels comfortable and are left wondering how your intuition failed you.

Inner Matrix Systems teaches you how to train your thoughts and feelings to discontinue destructive patterns and engage your

considerable internal resources in ways that will help you create and fulfill the most powerful of visions for your life. For nearly 20 years as of this writing, over and over again I've seen people who've consistently engaged this approach achieve incredible results. People who were on the brink of divorce developed stable, loving relationships with their partners. Individuals who faced professional challenges achieved career and financial success. Clients who suffered from serious, even debilitating physical illnesses shifted into states of health and vibrancy. (You'll read some of their stories in this book.)

The world is full of examples of how those who master their internal states are capable of looking tragedies in the face and thriving, while those who do not are crippled by life's challenges. World-famous physicist and author Stephen Hawking—who was diagnosed with amyotrophic lateral sclerosis (ALS) when he was 21 and was not expected to live beyond age 23—is a powerful example. As Hawking once wrote on his website, “I try to lead as normal a life as possible and not think about my condition or regret the things it prevents me from doing, which are not many.” The scientist, who lived to the age of 76 and was married with three children, was not able to walk

or talk for most of his life, but his work as founder and head of the Centre for Theoretical Cosmology at the University of Cambridge literally changed the way humanity sees the universe and our place in it.

In the course of my work, I've trained individuals from all socioeconomic backgrounds, religions, cultures, and ethnicities. People from every walk of life have benefited from the practices in this book, and in its pages I'll share some of their stories. Their names and certain identifying details have been changed to protect their privacy. As you will see, conscious evolution is possible for anyone if you meet it with a spirit of openness and possibility.

Knowledge alone is useless. Evolution requires that you apply this knowledge thoughtfully and consistently. While you engage with this book, I challenge you to drop your preconceived notions of who you are, how you function, and what it is that will evolve your state of being. Dive into your inner world with a spirit of openness and exploration and a willingness to see what's really there. As Socrates famously declared, "The unexamined life is not worth living." Set an intention to stay open to what you learn about your inner matrix and the patterns at play in

creating your current reality. Entertain the idea that your world and your past may be different than you imagined them to be, and that your role is much more powerful than you realized. If you are willing to drop your current worldview and allow the possibility of a different one, a grand journey—one that takes you to the depths of your being—will unfold before you. If you engage with this quest fully, you will discover who you truly are, along with a radical new ability to create the experiences you desire.

It takes courage to embark on such a journey and determination to see it through. I encourage you to as much as possible see your experiences through a lens of love and humor—it will help, I promise you. What I am offering is a no-risk proposition. If you choose to commit to taking the journey into your inner matrix, you'll access a totally new way of experiencing life. If, however, you choose not to engage, your old existence will still be right there waiting for you.

Whether you are plagued by stress and anxiety, searching for greater meaning, purpose, and fulfillment in your life, trying to break unhealthy habits or drop things that just are not serving you, or are plagued by self-criticism and doubt, you can become the architect of your

mind, emotions, and physical body. You can develop your ability to access your intuition. And you can have the life you want, whatever that looks like. By reading this book, you're making the first of many powerful choices that will change your life.

Tens of thousands of people around the world have learned that they can have the life of their dreams, and that they can thrive even in the most challenging circumstances. They have learned that it is not pain that leads to gain, but shifting their inner matrix. Armed with the tools of Inner Matrix Systems, these people have stepped out of suffering and into states of joy, satisfaction, fulfillment, and love. You can too.

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# NOTES

## Chapter 1

**Never again is what you swore the time before**

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**As Hawking once wrote**



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## ABOUT THE AUTHOR

Joey Klein is the founder and CEO of Inner Matrix Systems (IMS), a personal mastery training system for high achievers. For more than twenty years, IMS has delivered a proprietary methodology that rewires, trains, and aligns the nervous system, emotions, and thought strategies to create real-life results.

Klein has been a lifelong learner whose current work at IMS is a synthesis of intense study and practice in several disciplines including meditation, martial arts, psychology, and spiritual traditions.

Prior to founding IMS, Joey was an executive with an international personal transformation company, working as a senior trainer teaching practical spirituality and self-mastery programs throughout Japan and Europe. In 2005, he was invited to speak at the International Peace Summit for the United Nations.

In addition, Klein's own journey has taken him from getting a black belt in Okinawa-Kenpo at the age of 14 to being a consecutive three-time

world champion martial artist. He also trained privately with Dr. LaWanda Katzman Staenberg (Dr. Lu), a prominent clinical psychologist in LA. In addition, he interviewed and studied the work of several Harvard trained neurologists on the brain's impact on patterns and behavior.

As a result of his research, training, and experience, Klein has long been considered an expert on the inner game of performance. His writings have been published in 14 countries.

Joey maintains his own sense of balance by hiking, skiing and biking in the mountains of Colorado.