

• EVIDENCE-BASED • PRACTICAL

Be More Human
MASTER YOUR INNER GAME



A REFERENCE GUIDE FOR EVERYDAY CALM

Be More *Human*

+50 Practical Protocols for Personal Resilience and Exceptional Service Leadership.

Anxiety

Sleep

Habits

Overwhelm

Confidence

Ran Elfassy

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www.be-more-human-consulting.com

A HANDY GUIDE
Buy, Read & Practice

A note on this guide

Welcome, and thank you for adding this booklet to your library of resources. If you're reading it, there's a good chance something in your life — or in the team around you — feels stuck, heavier than it should, or harder than it used to be. If this is where you are right now, then you're exactly the person I'm writing for.

About me

I'm Ran, the founder of Be More Human Consulting, and I'm based in Hong Kong and work remotely with clients around the world. My expertise is in Cognitive Behavioural Hypnotherapy and Service-Network Leadership, which I use to deliver evidence-based help so people can move from feeling stuck to feeling capable again. My goal is to raise your feelings of self-efficacy, personal strength, resilience, Service-Network Leadership, and accomplishment.

What I offer

- Stress and tension control.
- Habit building or habit breaking.
- Personal and organizational performance consulting.

What this guide can and can't do

This is not a substitute for clinical, psychological, or medical attention. It is, however, a starting resource for people who feel stuck and want to begin experiencing the power of Cognitive Behavioural Hypnotherapy and the support offered by Be More Human Consulting. If your difficulties are severe, persistent, or affecting your safety, please treat this booklet as a first step toward and not a replacement for professional care. If you are in danger to yourself or others, please reach out to the resources in your area.

IMPORTANT — PLEASE READ

If you are in crisis, feel unsafe, or are having thoughts of harming yourself or others, please reach out for help right now. This booklet cannot and should not replace urgent professional care.

Contact your local emergency services, go to your nearest hospital or healthcare facility, or call a crisis helpline in your country.

Hong Kong: Shall We Talk crisis hotline — call 18111

US & Canada: Suicide & Crisis Lifeline — call or text 988

UK & ROI: Samaritans — call 116 123

CONTENTS

Table of Contents

This guide opens with a first protocol to try tonight, then continues in two parts. Part One addresses the person; Part Two addresses the team. Select any entry to jump straight to it.

THE FIRST PROTOCOL

00	The 4am Hamster Wheel	Protocol 00
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PART ONE – EVERYDAY CALM

I. MENTAL HEALTH & EMOTIONAL WELLBEING

01	Generalised Anxiety	Case 01
02	Depression	Case 02
03	Panic Disorder	Case 03
04	Specific Phobia	Case 04
05	Social Anxiety	Case 05
06	Post-Traumatic Stress	Case 06
07	Obsessive-Compulsive Disorder	Case 07
08	Insomnia	Case 08
09	Stress	Case 09

II. PHYSICAL HEALTH & PAIN

10	Chronic Pain	Case 10
11	Acute & Procedural Pain	Case 11
12	Irritable Bowel Syndrome	Case 12
13	Migraine & Tension Headache	Case 13
14	Chemotherapy-Related Nausea & Distress	Case 14
15	Labour & Childbirth Pain	Case 15
16	Dental Anxiety	Case 16
17	Dermatological Conditions	Case 17

III. HABITS & LIFESTYLE CHANGE

18	Smoking	Case 18
19	Weight Management	Case 19
20	Habit Disorders	Case 20

IV. PERFORMANCE & CONFIDENCE

21	Test & Exam Anxiety	Case 21
22	Public Speaking & Performance Anxiety	Case 22
23	Sports & Athletic Performance	Case 23
24	Self-Esteem & Confidence	Case 24
25	Anger Management	Case 25

PART TWO — MASTER YOUR SERVICE HABITAT

I. SOLVING PROBLEMS & INNOVATION

01	Is It Generic or Systemic?	Practice 01
02	The Build–Test–Improve Cycle	Practice 02
03	Design Operations That Absorb Complexity	Practice 03
04	Improvise on the Fly	Practice 04
05	Don't Let the Cure Cost More Than the Ailment	Practice 05
06	One Mistake Is Fine — If Everyone Learns	Practice 06

II. LEADERSHIP & DECISION-MAKING

07	Push Decisions to the Lowest Level	Practice 07
08	Strategy for Everyone, Tactics From Everyone	Practice 08
09	Blend Top-Down and Bottom-Up	Practice 09
10	Be Accountable	Practice 10
11	Reward the Good, Discourage the Bad	Practice 11

III. PEOPLE & CULTURE

12	Treat Company Values as Family Values	Practice 12
13	Interview for the Family	Practice 13
14	Hire for Character, Train for Skill	Practice 14
15	Teach Through Masters and Apprentices	Practice 15
16	Explain, Don't Just Teach	Practice 16
17	Leverage Covenantal Relationships	Practice 17
18	Design Pay, Bonuses and Benefits	Practice 18
19	Pay People Twice With Psychic Income	Practice 19

IV. PROTECTING & SUSTAINING THE HABITAT

20	Build on Trust, Respect and Moral Intelligence	Practice 20
21	Beware the Dark Side of Bad Politics	Practice 21
22	Start and Stay Virus-Free	Practice 22
23	Focus on High Value-Added Work	Practice 23
24	Respect the Pillars and the Walls	Practice 24
25	Clarify Your Signature Process	Practice 25

00 The 4am Hamster Wheel

THE PRESENTATION

Jennifer, 41, wakes almost every night at around 4am, wide awake and already braced. The house is silent but her mind is loud, spinning through tomorrow's to-do list, yesterday's awkward email, the bills, the children, the years ahead. The harder she tries to force herself back to sleep, the faster the wheel turns. By the time the alarm sounds she feels she has run a marathon in the dark, and she carries that depletion into the day. What unsettles her most is the private, 4am certainty that everything is somehow worse than it looks by daylight.

A NEW WAY OF COPING

Jennifer's nights begin to soften when she learns that 4am thinking simply isn't to be trusted, and that fighting the wheel only spins it faster. Rather than wrestling each thought, she learns to step off the wheel altogether: settling her body, letting the thoughts drift past without chasing them, and, if sleep won't come, rising calmly rather than lying in battle. She discovers that the catastrophes that feel so certain in the dark reliably shrink by morning. As she stops treating a wakeful night as a disaster, the pressure eases, and sleep, no longer chased, begins to return on its own.

TRY THIS — YOUR FIRST PROTOCOL

A Cognitive Behavioural Hypnotherapy-informed sequence.

Keep it simple; this is the one to try tonight.

1. **Don't fight the wheel.** When you wake, tell yourself: "This is 4am thinking. It always looks worse now than it will by morning."
2. **Settle the body.** Slow breathing with a longer out-breath than in-breath; let each exhale loosen your shoulders into the mattress.
3. **Park the thoughts.** Picture setting each worry on a shelf to collect in the morning. You don't have to solve anything now.
4. **Use the 20-minute rule.** If you're still wide awake, get up, do something calm and dull in low light, and return only when sleepy.
5. **Judge it by daylight.** In the morning, notice how much smaller the 4am worries have already become.



CBT QUICK TIP

Don't trust the 4am mind. In the small hours the brain reliably over-weights threat and under-weights your ability to cope, so problems loom far larger than they will by daylight. Postpone them to the morning rather than trying to solve them in the dark.

(Harvey, 2002)

More About Ran Elfassy



Ran Elfassy is an international business consultant, cognitive-behavioral hypnotherapist, and the founder of Be More Human Consulting, alongside Service Detox Consulting. Specializing in behaviour and mindset change, Service-Network Leadership, and strategic development, he helps individuals and organizations cut through operational noise to drive peak performance.

For over 15 years, Ran worked closely with DHL International's co-founder Po Chung to develop executive programs in Service-Network Leadership. Through his consulting practice, he has advised startups, SMEs, and global entities, such as including DHL, WSP | Parsons Brinckerhoff, FTI Consulting, Value Partners, McCann-Erickson, and others.

Through Be More Human Consulting, Ran emphasizes human-centered growth and change, helping people end bad habits or develop and practice new ones.

Ran practices cognitive-behavioral hypnotherapy, informed by extraordinary real-world resilience. Having fully recovered from a severe brain injury, coma, and months of paralysis, as well as surviving the 2004 Boxing Day tsunami, he brings an experience-tested perspective to living well and exercising psychological adaptability. He uses cognitive-behavioral hypnotherapy to help executives and individuals dismantle limiting mental blocks, master high-stress environments, and unlock their full potential.

Ran's name means joy, and his values of fun, learning, movement, and love are expressed in all that he does.