

MINDLESSNESS

The Power of Articulations

Don't Believe It. Just Say It.

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Part One: The Journey

Picture this: Seven thousand square feet of medical office space. Sixteen examining rooms. Two treatment rooms. A physician office area built for twenty doctors.

And for four years, only three of us working there.

Every month, the rent came due for space I wasn't using. Every month, I was betting that a future I believed in would eventually arrive.

During those years, I said the same six words to myself — out loud — two hundred, sometimes three hundred times a day:

"I will survive. I will thrive."

Today, Westside Medical Associates is the largest family medicine facility under one roof in the Okanagan. Twenty physicians. Full capacity.

This book is about how I got from there to here — and how you can use the same method I used.

The Starting Point

I need to take you back further to explain why those words mattered so much.

I graduated from medical school in Nigeria in 1985. I was a doctor. I had trained for years. And then I came to Canada.

My credentials weren't recognized. In the eyes of the Canadian medical system, I wasn't a doctor at all. I was starting from zero.

For the first month, I was on social welfare. Then I found work as a security guard — three months of night shifts. After that, a factory job in Toronto. I started on the production line.

One day, the compounding compounder quit suddenly. Someone noticed I could read chemical formulas. Within a week, I was compounding — mixing chemicals for industrial use. I did that for five months.

I'm telling you this not for sympathy. I'm telling you because it matters for what comes next.

When everything you've built gets stripped away, you learn something about yourself. You discover what you're actually made of. And you find out what works.

The Climb Back

The path back into medicine came through the Canadian Armed Forces. They had a Medical Officer Training Program that would recognize my training and give me a residency spot.

So I joined. I did my rotating internship in Saskatoon. I passed my licensing exams. I became a Battalion Medical Officer with Princess Patricia's Canadian Light Infantry. Later, Deputy Base Surgeon in Calgary.

Over the next two decades, I worked across Alberta — rural medicine in Milk River, emergency medicine, rehabilitation medicine, pain management. I served as Medical Director of clinics, worked as a Medical Examiner, did everything from travel medicine to Norwegian offshore medical certification.

And in 2010, I moved to British Columbia to build something of my own: Westside Medical Associates in West Kelowna.

The Crisis

I had a vision. I wanted to build the kind of medical facility that this region needed — comprehensive family medicine, multiple physicians working together, enough space to serve the community properly.

So I built for twenty doctors. Seven thousand square feet. Sixteen examining rooms.

And I could only attract two other physicians.

For nearly four years, I carried that financial burden. The gap between what I'd built and what I could fill.

This is where the method I'm going to teach you became survival, not theory.

Every day — sometimes every hour — I would repeat my articulation. Ten times in a row makes one set. Ten sets makes a hundred. And when things were at their worst, I would do five rounds of that, each hour.

"I will survive. I will thrive."

Not because I believed it in that moment. Not because it felt true. But because saying it — out loud, over and over — was the one thing I could control.

The Turn

The turnaround came in two stages. In 2022, I was finally able to recruit to six physicians. Then in 2024, the real breakthrough.

But here's what's interesting — and I'm going to be honest with you about this.

The articulations kept me functional. They kept me persistent. They kept me in the game. But persistence alone wasn't solving the recruitment problem.

I had to see clearly what was actually happening. And what I eventually recognized was bias. I'm African Canadian. And the conventional recruitment channels weren't working — not because of market conditions, but because of something I hadn't wanted to see.

Once I saw it, I could work around it. I started recruiting physicians from minority backgrounds — people who wouldn't carry that bias, or who might even see my background as an asset.

I used a bias to fight a bias.

And it worked.

The Lesson

So what did the articulations actually do? Did they magically solve my problems? No. They kept me stable and directional while I figured out what the actual problem was. They bought me time and clarity. The solution still required seeing reality accurately and adapting.

But here's what I know for certain: without that method, I would not have survived long enough to find the solution. The financial pressure, the uncertainty, the years of waiting — that breaks people. It almost broke me.

The articulations didn't change external reality. They changed my internal state enough that I could keep functioning, keep thinking, keep adapting — until external reality shifted.

Part Two: The Framework

Now let me explain why that worked. Not just that it worked — but the mechanism behind it.

The framework is called SW+A+T=D. Spoken Word plus Action plus Thoughts equals Direction.

And I call this method "mindlessness" — because once you understand it, the work isn't thinking harder. It's repeating without thinking at all.

The Three Factors

Let me break down the three factors. Each one has a different nature — and understanding that nature tells you which one you can actually control.

Thoughts — The Gas

Thoughts are like gas. They expand to fill whatever space is available. They're difficult to contain. You can't grab them and hold them in place.

Try this right now: Don't think about a pink elephant.

You thought about a pink elephant, didn't you? That's the nature of thoughts. The harder you try to control them directly, the more they resist.

Thoughts include your beliefs, your emotions, your inner voice, your awareness. They're influenced heavily by imagination — and imagination doesn't take orders from willpower.

**You cannot control your thoughts directly. That's not a
flaw in you — it's the nature of thoughts.**

Actions — The Solid

Actions are like solid matter. They're more stable than thoughts. Once you've done something, it's done — it has weight and permanence.

But actions are also harder to change than you might think. Habits are actions that have solidified. Behaviors have momentum. Getting yourself to act differently requires overcoming that solidity.

Actions are moderately controllable — more than thoughts, but they still resist direct commands, especially when emotions are running high.

Spoken Word – The Liquid

Spoken words are like liquid. They flow. They adapt to their container. And here's the key:

Spoken words are the most controllable of the three factors.

You can say anything you want, right now, out loud. You don't have to believe it. You don't have to feel it. You just have to say it.

Your thoughts might be screaming that you're going to fail. Your emotions might be in turmoil. But you can still open your mouth and say: "I will succeed."

The words don't require permission from your thoughts or emotions. That's what makes them the intervention point.

The Critical Mass Principle

Here's how the three factors interact:

When any two factors are aligned, the third will automatically try to align itself in the same direction.

Think about it this way: If your thoughts are sad and your spoken words are sad, your actions will follow — you'll act like a sad person. Your direction becomes sadness.

But here's what most people miss: It works the other direction too.

If your spoken words are confident and your actions are confident — even if your thoughts are full of doubt — those thoughts will eventually shift. They have to. The mind seeks internal consistency.

This is what psychologists call cognitive dissonance reduction. Your brain doesn't like holding contradictions. When two factors are aligned, it creates pressure on the third to fall in line.

The 'WILL' Loophole

You might have noticed that my articulation uses the word "will." That's not accidental.

Traditional affirmations tell you to use present tense. "I am confident." "I am successful." "I am wealthy."

The problem? Your mind immediately fact-checks present-tense statements. If you say "I am confident" and you don't feel confident, your brain says: "No, you're not. That's a lie." And it rejects the statement.

But the word "WILL" changes everything.

"I will be confident" is not a claim about current reality. It's a statement of intention about the future. Your brain doesn't argue with intentions the way it argues with factual claims.

"I am confident" → Brain: "That's not true right now."

"I will be confident" → Brain: "Okay, that's an intention. I'll allow it."

This is what I call the "WILL" loophole. It bypasses your mind's reality-checking function and lets the articulation through without resistance.

Why 'Mindlessness'

I call this method "mindlessness" for a reason.

Most self-help approaches tell you to engage deeply. Feel the words. Believe them. Visualize. Meditate on them.

I'm telling you the opposite.

Don't dwell on it. Don't reflect on it. Don't try to feel it.

Just say it.

Once you've crafted your articulation — which we'll do in the next section — the rest is mindless repetition. Like chanting. Like a mantra. Like saying "Krishna, Krishna, Krishna."

The less you focus on it consciously, the faster it permeates your subconscious.

Think about how you learned to drive. At first, every action required conscious attention. Mirrors, signals, steering, braking — you had to think about each one.

Now? You drive without thinking. The skill moved from conscious processing to automatic processing. It became part of you through repetition, not through reflection.

The articulation works the same way. You're not trying to convince your conscious mind. You're programming your automatic responses through sheer repetition.

Part Three: The Practice

You've heard my story. You understand the framework. Now it's time to build your own articulation and put it to work.

Step One: Identify Your Current Direction

The first step is to name where you are right now. Not where you want to be — where you actually are.

Find two or three action words that describe your current direction in the area you want to change. These are words that capture what you're doing, feeling, or experiencing right now.

For example:

If you're dealing with anxiety, your current action words might be: "worrying" and "avoiding."

If you're struggling with confidence at work, they might be: "doubting" and "hesitating."

If you're facing financial stress, they might be: "struggling" and "fearing."

Be honest with yourself here. This isn't about judgment — it's about accuracy. You need to know where you're starting from.

Step Two: Define Your Desired Direction

Now, replace those words with two or three action words that represent where you want to go.

These should be the opposite direction — the destination, not the problem.

"Worrying" and "avoiding" might become: "trusting" and "engaging."

"Doubting" and "hesitating" might become: "confident" and "decisive."

"Struggling" and "fearing" might become: "thriving" and "secure."

Notice I'm using positive words, not negations. Not "not worrying" — but "trusting." Not "not doubting" — but "confident."

This matters. Your brain has difficulty processing negatives. If I say "don't think about worrying," you think about worrying. So we use positive direction words — words that point toward what you want, not away from what you don't want.

Step Three: Craft Your Articulation

Now form your articulation statement using "WILL." This is the most important step.

The articulation needs to hit a sweet spot — what I call the Goldilocks Principle.

**Specific enough to have direction. Open enough to let
chaos find the path.**

Too Specific

"I will get the bank loan approved by March 15th and keep all twelve staff members employed."

This is too specific. You've locked yourself into a particular outcome that chaos may not permit. What if the loan falls through but a different, better solution emerges? You've been rowing against your own articulation.

Too Vague

"I will be okay." or "Things will work out."

These are too vague. There's no directional force. "Okay" doesn't tell your system where to go. It's like getting in your car and saying "I will arrive" without naming a destination.

The Sweet Spot

"I will survive. I will thrive."

"I will be confident and decisive."

"I will trust and engage."

These have clear direction — survival, flourishing, confidence, trust — without dictating the specific route. They leave room for solutions you couldn't have predicted.

Step Four: The Resonance Check

Once you've drafted your articulation, test it. Say it out loud.

Does it feel natural? Does it resonate?

I don't mean "do you believe it" — we've established that belief isn't required. I mean: Does it feel like something you could say? Is there anything awkward or forced about the words themselves?

Every word matters. If one word feels off, change it. "I will be confident" might feel better to you than "I will have confidence." "I will thrive" might feel better than "I will flourish." Trust that instinct.

The articulation has to feel like it could be yours. Not mine. Not something from a book. Yours.

Step Five: The Dosage

Now we talk about repetition — how much, how often.

The baseline prescription is what I call 10 by 10.

Ten repetitions make one set. Ten sets per day, spaced throughout the day.

That's one hundred repetitions daily. Morning, mid-morning, lunch, afternoon, evening — spread them out.

But here's the key: the dosage scales with intensity.

If you're facing mild stress or working on gradual change, 10 by 10 is enough.

If you're in crisis — real crisis, survival-level pressure — you scale up. Not by adding different articulations. By adding more sets of the same articulation.

During my worst period with the clinic, I was doing 10 by 10, five times per hour. That's two to three hundred repetitions a day. The same six words, over and over.

One articulation. Maximum volume. No dilution.

This is important: Don't split your repetitions across multiple different articulations. That dilutes the pressure. You want concentrated force on a single direction.

Think of it like chanting. Krishna, Krishna, Krishna. You don't switch to Buddha halfway through. The power is in the saturation of a single message.

Step Six: Check Your Progress

After you've been using your articulation for a while, ask yourself two questions:

How confident am I that I can say this articulation consistently? Rate it 0-100.

How convicted am I that this is the right direction for me? Rate it 0-100.

Confidence is about your ability to do the practice. Conviction is about your sense that the direction is right.

Both should be above eighty percent.

If confidence is low — if you're struggling to actually do the repetitions — look at what's blocking you. Is it time? Environment? Embarrassment about saying things out loud? Solve for those practical barriers.

If conviction is low — if the articulation doesn't feel like the right direction — revisit the wording. Something isn't resonating. You might need to adjust the action words or the scope.

Common Mistakes

Mistake One: Trying to Believe It

Don't try to believe the articulation. Don't try to feel it. That engages your conscious mind's fact-checking function and creates resistance. Just say it. Mindlessly. Let the repetition do the work.

Mistake Two: Multiple Articulations

Don't create multiple articulations for multiple problems. Pick the most important direction. Craft one articulation that's comprehensive enough to carry the weight. Put all your repetitions into that single statement.

Mistake Three: Dwelling on It

Don't spend time analyzing whether it's working, whether you feel different, whether you believe it yet. Say it and move on. The conscious analysis is counterproductive.

Mistake Four: Giving Up Too Soon

This isn't a one-week experiment. Think months, not days. I used my articulation for years. It became part of my daily practice, like brushing my teeth. Even now, when pressure rises, I return to it.

Closing: Now Begin

Let me summarize what you need to do:

One — Identify two or three action words describing your current direction.

Two — Replace them with action words for your desired direction.

Three — Craft an articulation using WILL that hits the Goldilocks sweet spot: specific enough to have direction, open enough to let chaos find the path.

Four — Test it for resonance. Say it out loud. Adjust until every word feels right.

Five — Begin your repetitions. 10 by 10 as baseline. Scale up if you're in crisis. One articulation only. Don't dilute.

Six — Check confidence and conviction periodically. Both should be above eighty percent.

This method got me through years of financial pressure, professional uncertainty, and the gap between vision and reality. It's not magic. It won't solve your problems for you. But it will keep you stable and directional while you figure out what the actual problems are and how to solve them.

The articulation buys you time. It buys you clarity. And sometimes, that's enough.

Now go build your articulation. And start repeating.

Resources

The Rules Framework — A companion decision-making tool for navigating choices under uncertainty. Available free at therulesframework.com

Westside Medical Associates — wsmed.ca

About the Author

Dr. Toye Oyelese is a family physician and Medical Director of Westside Medical Associates Ltd. in West Kelowna, British Columbia — the largest family medicine facility under one roof in the Okanagan region.

He serves as Clinical Associate Professor at the University of British Columbia Faculty of Medicine. He previously served as President of BC Family Doctors and has held numerous medical leadership positions throughout his career.

Born in Montreal and raised in Nigeria, Dr. Oyelese graduated from medical school in 1985. After immigrating to Canada, he rebuilt his medical career from the ground up — working his way from social welfare through security guard and factory work to the Canadian Armed Forces Medical Officer Training Program, and eventually to establishing his own practice.

The SW+A+T=D framework emerged from that journey — developed through survival necessity and refined through clinical practice. Dr. Oyelese continues to use the method himself and teaches it to patients navigating their own challenges.

He is also the author of "Navigating Blind," a philosophical work exploring consciousness and uncertainty.