

COSTA COFFEE

Costa Unbelievable x The Uncertainty Experts

UNBELIEVABLE PROGRAM

My years of research across neuroscience have shown that our brains are truly unbelievable.



UNBELIEVABLE FACT

Did you know that you can grow new brain cells at any age?

It's true! By overcoming our nervousness at the unknown and embracing the unbelievable we can start to grow and change the very wiring of our brains, so we can do more and be more.

It's super important to take risks so I'm excited to collaborate with Costa Coffee on an 'Unbelievable Programme' this year.

YOU GOT THIS!



Katherine Templar Lewis

Lead Scientist in The Uncertainty Experts, the world's first course scientifically proven to increase uncertainty tolerance.



Why you should EMBRACE THE UNBELIEVABLE

Fear of the unknown is a fundamental human fear. Our brain is over eager to keep us safe and can sound an alarm when something feels unfamiliar like the 'funny feeling' you get when things seem out of the ordinary or go against what you have been led to believe (like the idea of a Hot Milkshake). All of this can too easily drive us away from 'Embracing The Unbelievable'.

This is such a shame as neuroscience tells us that when we embrace moments of the unbelievable our brains become more pliable and open. We are more able to learn, grow and seize the possibilities and opportunities that the unfamiliar, new or uncertain can present. It is in trying new things that we grow as people.



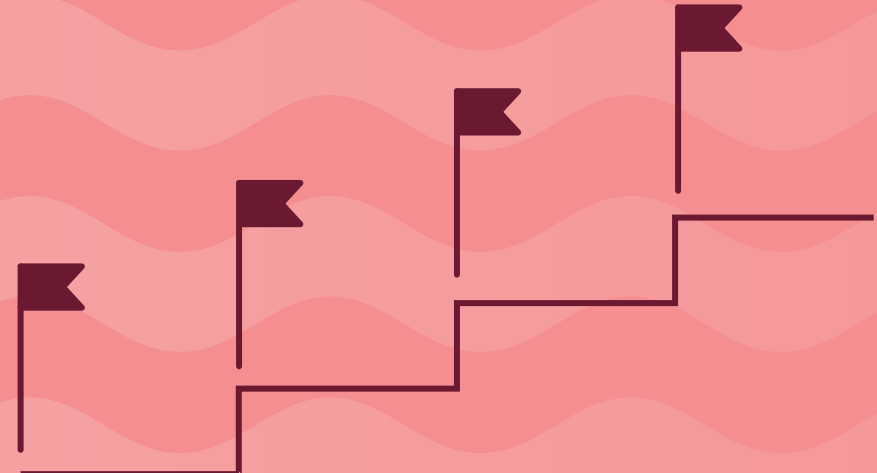
Trying something new not only helps our brains grow new pathways but leads to the release of a 'reward' chemical – dopamine. This not only makes us feel good, but can reduce stress, increase creativity, boost memory and motivate us to try more new things. Whilst not having new experiences or learning new things will slow your brain down and make it less responsive.

Launching ourselves into the new unknown, and towards what may seem unbelievable helps us develop a growth mindset, allowing us to broaden our experiences, try new things, face new challenges and become the incredible individuals we know we can be.



Costa Coffee x Uncertainty Experts

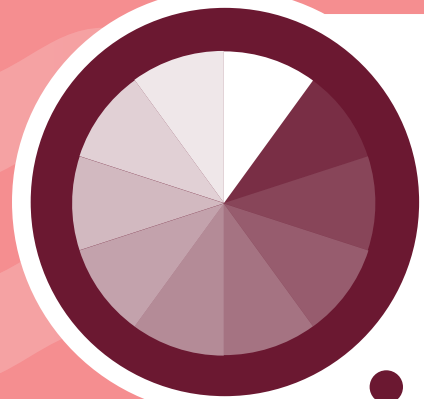
HOW TO EMBRACE THE UNBELIEVABLE



1

TAKE SMALL STEPS

Trigger that feel good feeling aka 'the dopamine effect' by breaking down your objectives into small manageable steps. Achieving these goals activates the brain's reward system, producing the neurochemical dopamine, boosting motivation and creativity, supercharging us to through these dark wintery days.



UNBELIEVABLE CHALLENGE

Take a goal you have for 2024, write it down and then break it into 10 or more small steps. For example, going on a walk every day – wonderful for your mental health but so much harder when it's freezing cold outside! Break it down into small steps and start today. Prep yourself with warming clothes to wear. Start small then increase the distance each day. By the end of the week, can you make it as far as a Costa Coffee store further away than your 'local'? Reward yourself with a Hot Milkshake perhaps! Can you take that first step today? When you have done, you will feel amazing. Savour that moment – and that Hot Milkshake!



2

DO SOMETHING DIFFERENTLY

Our research has shown that doing something different, especially if it makes you feel a little bit nervous or uncomfortable, can help us expand our ability to embrace the unknown or unbelievable. This also increases our ability and desire to not just try all the new things we want for 2024, but also to face life's challenges with greater resilience.



UNBELIEVABLE CHALLENGE

Do something today that feels unusual and outside of your comfort zone. How about ordering something you have never tried before on a menu? A Costa Coffee Hot Milkshake is a great place to start! Let us know what you think!



3

KEEP ON REPEATING THE NEW

Our work has shown that our ability to embrace the new, to head into the unbelievable, is a muscle. The more we practice the easier it becomes, to the point where our brain even grows new pathways, laying down new patterns of behaviours. We become a person who tries new things, and each time it's a little easier.



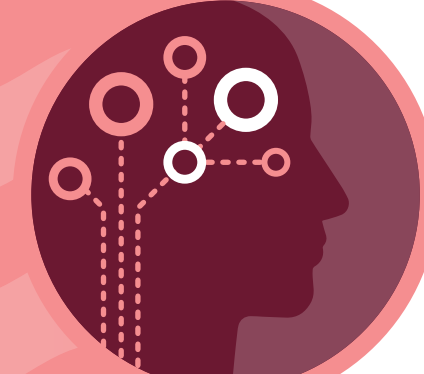
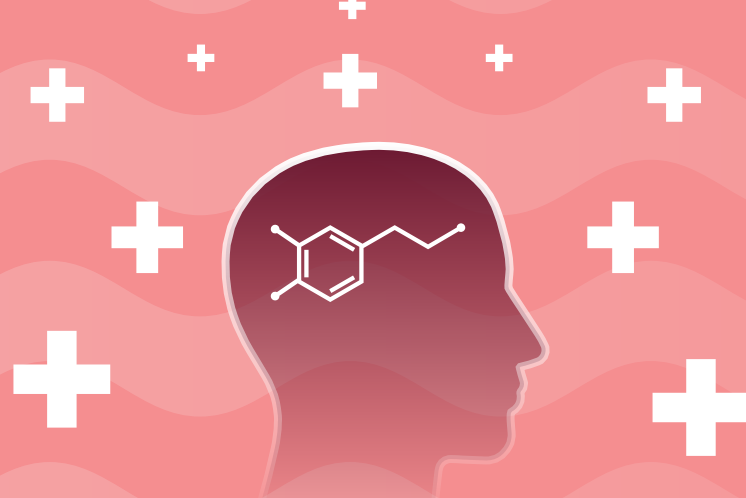
UNBELIEVABLE CHALLENGE

Write down the last thing you did that scared you. Have you voiced your opinion on your socials this year? Did you find the courage to go to an event on your own? Did you say 'no' to someone you liked to ask them on a date? If you've done it once, congratulations! Now do it, or a similar action again. Can you notice it's already a little bit easier?

4

CULTIVATE A POSITIVE MINDSET

Frame uncertainty as an opportunity for growth and learning. Positive thinking and gratitude act as a catalyst for neurotransmitters (our 'feel good' chemicals), like serotonin and dopamine – e.g. the ones that manage our emotions, anxiety, and immediate stress responses, making it easier for us to embrace the new and unknown.



UNBELIEVABLE CHALLENGE

Next time you are faced with something unknown (e.g. seeing Costa Coffee release a trio of new Hot Milkshakes) ask yourself what you're afraid of, the 'what if it all goes wrong'? Now stop and ask yourself 'what if it all goes right'? Focusing on that answer will help shift you into a growth mindset.

5

PRACTICE SELF CARE

Take care of your physical and mental well-being. New things positively impact the brain, enhancing its ability to cope with stress leaving us ready to embrace the unbelievable and turn uncertainty into opportunity.



UNBELIEVABLE CHALLENGE

Take 20 minutes to do one thing for yourself today. Start a book you've had on your shelf for months, call your best friend, or curl up and start that new series. Or treat yourself to a moment to try a new drink. You know which one we'd suggest...

And finally...



Costa Coffee is helping you to feel ready to Embrace The Unbelievable? You can take the Uncertainty Quiz to discover (scientifically) how good you are at embracing new challenges...

<https://www.uncertaintyexperts.com/uncertainty-test>

