



# MINDSNACKS

BITE-SIZE WISDOM ON THE GO

MEHDI BOUCHENAK



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TO MY DAUGHTER CLARA,  
who is the reason for my  
constant motivation for sharing  
***knowledge & wisdom*** around me



## PREFACE

I remember when I was just nine years old, having fled a civil war with my parents, and my sister, to start a new life in France. Adapting to a completely different country was a shock, especially for a child. I had to navigate a new environment, deal with unfamiliar customs, and relearn a language I thought I knew pretty well.

I was obviously struggling in my last year at elementary school, and in my defense, I wasn't in the best conditions to excel with those sudden changes in my life. The principal, noticing my struggle, and even aware of my difficult circumstances, bluntly suggested my parents consider a less academic path, such as becoming a mechanic. It was striking suggestion



that revealed a serious lack of empathy and understanding, quite paradoxical coming from someone supposedly shaping the minds of future generations. I must confess, it was hardly a vote of confidence.

I still remember my mother in tears, her face full of worry, and my father's harsh words: "*I always knew you were an idiot.*"

Despite their profound doubts about my academic potential, my parents, in what seemed like a desperate move, still considered giving me a last chance to go to middle school. To everyone's surprise, I successfully made it through.

This small anecdote might sound a bit trivial, but for me, it was a pivotal moment in my life. Reflecting on the



principal's unfair assessment, my parents' reaction, and, by extension society's belief that "*only academic success leads to a fulfilling life,*" served as a wake-up call.

Even at a young age, I came to understand that if you don't fit in our society, you will have to accept rejection and be labelled an outcast. With limited choices, I played along with society's game rules for the time being, but I remained fully determined to carve out my own path. I embraced self-discipline, consistency, and resilience as my core values, and they have never left me since.

I thrived at prestigious french universities, established a great career, got married, and had a lovely daughter - the perfect picture. However, as we know, life is full of unexpected twists.



In 2015, at the age of 35, my life took a significant turn. My career crumbled, my marriage fell apart, and on top of that, I had to deal with financial issues along the way. The reality I had built was crashing down in front of my eyes, and my first thought was, "*What people are going to think of me?*" I guess that's a typical reaction for many of us.

I was overwhelmed by shame, my self-esteem hit rock bottom, and I felt completely discouraged to start over again. I was trying to find meaning in cheap excuses to comfort myself while blaming my childhood, parents, anything external that would explain why I'm going through that. I saw myself as unfortunate and, even worse, I played the victim.

Isn't it interesting how life can be?  
When faced with adversity, we tend to find shelter in spirituality or religion.



There were dark days, undoubtedly, and I felt myself drifting in an ocean of uncertainty with each passing day, but an inner voice whispered, "*This is your chance to explore. To discover what else is out there.*"

Meditation, something I'd long been interested in, and spirituality, which had always fascinated me, became my focus.

I started practicing, and while it wasn't easy at first, something shifted within me. I began to see possibilities where once saw limitations. I felt as if a whole new world of opportunities was presented, a world I had been blind to, yet intuitively sensed.

That was the moment I started rebuilding myself.



I immersed myself in subjects like neuroscience, psychology, behavioral science, quantum physics, the power of the mind and even the law of attraction - subject often regarded as odd or even insane.

I read countless books, tuned into podcasts, and sought out mentors whose insights resonated with me. The more I discovered, the more I understood the depth of my own ignorance, which reinforced my desire for knowledge.

It was like uncovering a hidden universe within myself, a universe of endless possibilities. This was the moment I truly embarked on a deep dive into my self-development journey.

Truth be told, it wasn't an overnight



transformation or a magic solution. It was a seven-year journey of piecing myself back together. It was like finding scattered puzzle pieces and slowly, patiently, figuring out how they all fit together. I learned how my ego was deceiving me, how overthinking was holding me back, and how I was adhering to rules that I was following blindly without questioning their foundations.

Now, you might be wondering what are those Mind Snacks ?.

Mind Snacks are collection of 180 life insights I came across my journey, wandering through knowledge and wisdom. Everything began with a simple observation: *Turning knowledge into understanding is finding the true meaning of wisdom.*



I realized that the true strength in self-development lies not in the collection of knowledge that we gather over time, but in the profound understanding and practical application in our lives.

We live in an era where we tend to confuse knowledge with information availability. Information is now everywhere, to the point where ignorance has become a choice.

This abundance of information can be deceptive, leading us to believe that we possess knowledge simply because it is readily available. We may save articles, bookmark websites, or download books with the intention of getting back to them later, but this “later” rarely comes.

How many of us genuinely revisit those



saved resources or apply the key takeaways from books in our lives?

The true value of knowledge and information emerges when we actively engage with them, extract the learnings that resonate with us, and integrate them into our daily actions.

Inside this book, I wanted to share the learnings that clicked with me and that helped me change my perspective.

You'll find not just dry facts, but real life experiences, lessons learned, and moments of realization. Each entry is a step on my path, revealing how I changed my perception of the world.

This isn't about preaching or teaching. It's simply me sharing insights that resonated with me, which might resonate with you too.



I believe that sometimes, a single idea can shift our entire perspective. And if even one of these insights achieves that for someone, then writing these words was worthwhile.

Each page offers a single insight, designed as an Instagram story, for quick reads - perfect for our on-the-go lifestyle. I believe knowledge should be accessible and engaging, something you can consume effortlessly as you scroll through your day. And most importantly, I believe knowledge should be shared freely and go viral.

To remind us that wisdom has always been present, each page is followed by a quote from someone who has inspired me - proof that these ideas always existed through time - and one illustrated thought-provoking takeaway.



Why 180 Mind Snacks? Because sometimes, all it takes to unlock a new views is a 180-degree shift in perspective. These snacks are here to challenge your mind and inspire you to build your self-development journey.

Last, Mind Snacks are guilt and calorie-free, yet packed with flavor!

**Enjoy!**



# N°1

## HOPE & WISH

When setting goals and implementing your life blueprint, replace "hope" and "wish" with "plan" and "action." A "wishful" thinking pattern reinforces doubts about successful outcomes and fosters dependence on luck or external forces.

You possess the inner power to be the architect of your own success. Within you lies the capacity to design and build the life you envision. This isn't about wishful thinking - it's about recognizing your genuine ability to create change.

Shift your mindset from passive expectation to active creation, and you will observe how things will align in your life.



*It's the repetition  
of affirmations  
that leads to belief.  
And once that  
belief becomes a  
deep conviction,  
things begin to  
happen.*

**Mohammed Ali**



Hope keeps you  
grounded, **action**  
**launches you into orbit**



# N° 2

## YOUR TIMELINE OWN IT

Forge your own path and set your own milestones. Do things at your own time and pace. Nobody is ahead or behind you in this journey of life.

Don't compare your progress to others around you. Everyone has their own unique journey, their own set of challenges and victories. The only person you need to compete with is yourself from yesterday.

Remember, it's never too late to begin again, to chase a dream, to rewrite your story. Every single day is a chance to start over and create something meaningful for your future.



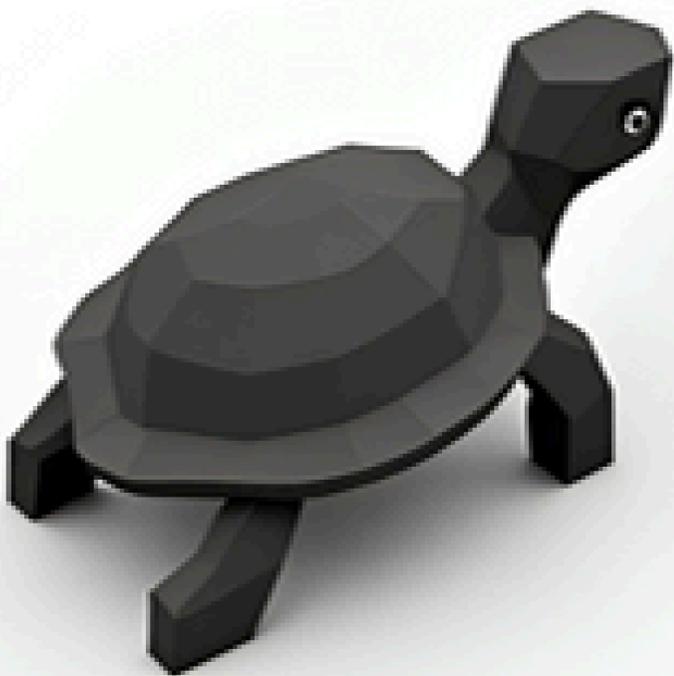
*Lost time is  
never found  
again.*

**Benjamin Franklin**





The only finish line that matters is **the one you draw for yourself**



# N° 3

## GOOD or BAD

While life throws all sorts of unexpected events our way, we have the fundamental power to choose how we perceive and react to them. Our conditioning and beliefs certainly play a significant role, but ultimately, we are the authors of our own meaning.

There is no inherent "good" or "bad," only the meaning we choose to give them. True interpretation emerges when we look beyond the immediate significance of events, but rather to interconnected ones that reveal their full picture only in retrospect.

Deeper understanding allows us to see meaningful patterns where chaos once seemed to prevail.



*There is nothing  
either good or  
bad, but thinking  
makes it so.*

**William Shakespeare**





Life is a set of facts **you**  
**choose the story**  
**to tell**



# N° 4

## BEHIND YOUR BLAMES

The day you stop blaming others for your circumstances, it's the day your life truly starts to change for the better.

The day you accept the only person to blame is yourself, then it's the day you'll start your self-development journey.

The day you realize that blames serve no real purpose, that every single experience is a chance to learn and grow, that's the day you reach true wisdom.

But if you are still on a quest to find who is behind your problems, simply look at your own reflection in the mirror.



*You are the master  
of your destiny. You  
can influence, direct  
and control your  
own environment.  
You can make your  
life what you want it  
to be.*

**Napoleon Hill**





The mirror holds the  
**only person responsible**  
**for changing your life**



# N°5

## TRUE ACCEPTANCE

Learn to appreciate people for who they are, without trying to change them. Instead, try to understand their perspective and where they come from.

Genuine connections lie in accepting others for who they are, not who we want them to be.

True acceptance unlocks the potential for extraordinary connections. Step into the unknown with open arms and an open mind.

This is where the magic happens - in the space between acceptance and discovery.



*It is not things that  
upset us, but our  
judgments about  
things.*

**Epictetus**





Accept people as they  
are **without expecting**  
**them to change**



# N° 6

## CONSTRUCTIVE INTERFERENCE

In physics, constructive interference happens when 2 frequencies of the same wavelength meet, resulting in doubled energy output and increased power.

It perfectly explains why being around certain people can energize you, while others might drain your energy completely. When compatible energies come together, they naturally amplify each other and create positive momentum.

In other words, choose very carefully with who you surround yourself in your daily life - they can either elevate you or devastate you.



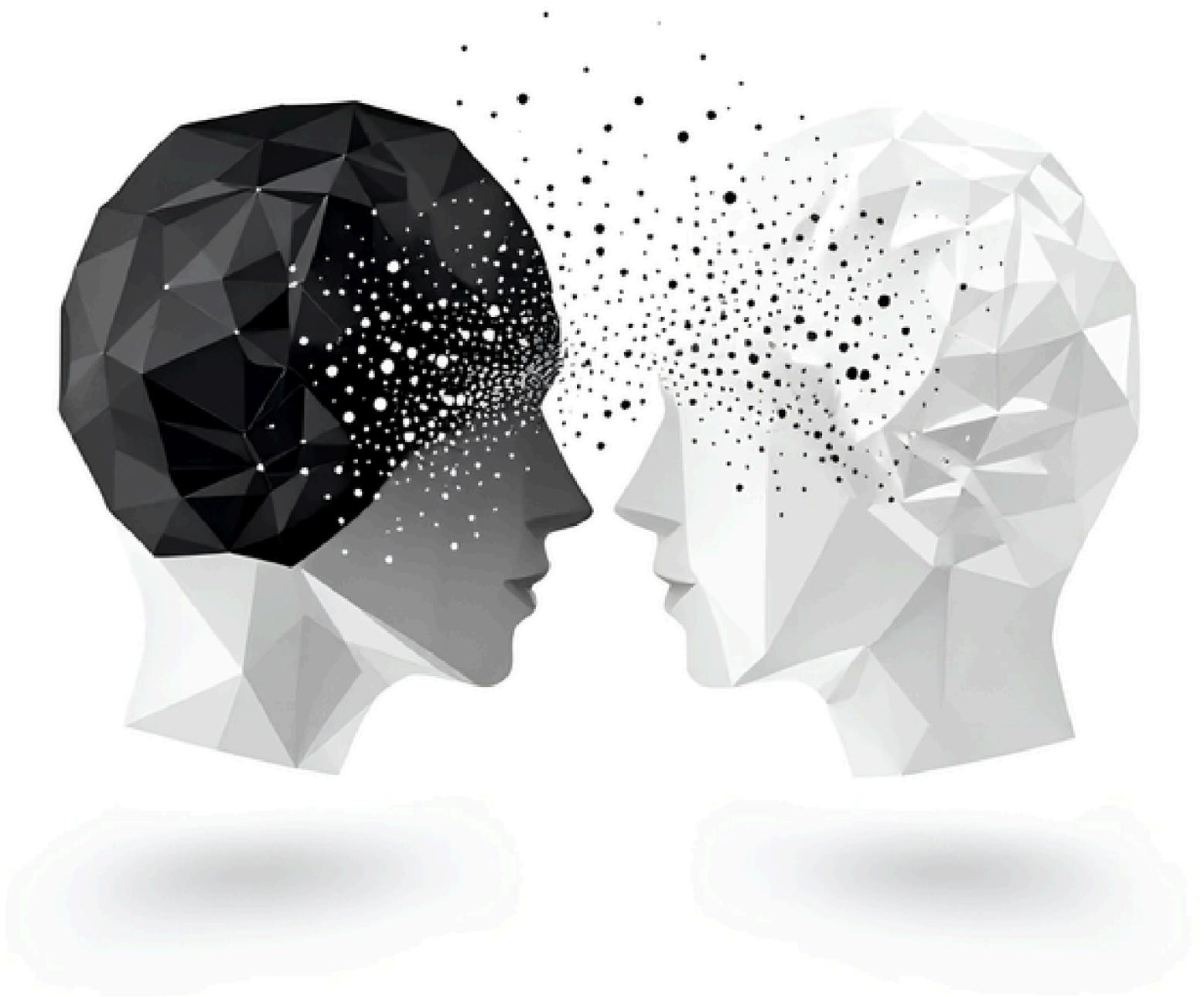
*If you want to find  
the secrets of the  
universe, think in  
terms of energy,  
frequency &  
vibration*

**Nikola Tesla**





Your full potential is  
expressed at the  
intersection where your  
frequency meets those  
who amplify it



# N° 7

## PERCEPTION vs PERSPECTIVE

We often assume shared language means shared understanding. But language is just a basic tool while communication is the true art of using it effectively and meaningfully.

Since our perceptions and experiences are uniquely different, the meaning we're getting across might not be entirely clear. To truly connect with others, we must adopt a broader perspective, considering how our message will be received.

True understanding comes not just from sending a clear message, but from ensuring it's delivered exactly as we meant it to be understood.



*I know that you  
believe you  
understand what  
you think I said,  
but I'm not sure  
you realize that  
what you heard is  
not what I meant.*

**Robert McCloskey**





The moment you  
change your viewpoint  
**is the moment your  
message finds its mark**



# N° 8

## BREAK IT DOWN

Just as we start building a house by carefully laying the very first brick, start breaking down your ambitious goals into manageable, bite-sized action steps.

Each completed step, no matter how small or simple, is a victory worth celebrating. These small wins consistently fuel your motivation and keep you moving forward.

Focus on the immediate task at hand, crush it completely, and enjoy the deep satisfaction of real progress. Before you know it, you'll look back in surprise at everything you've accomplished.





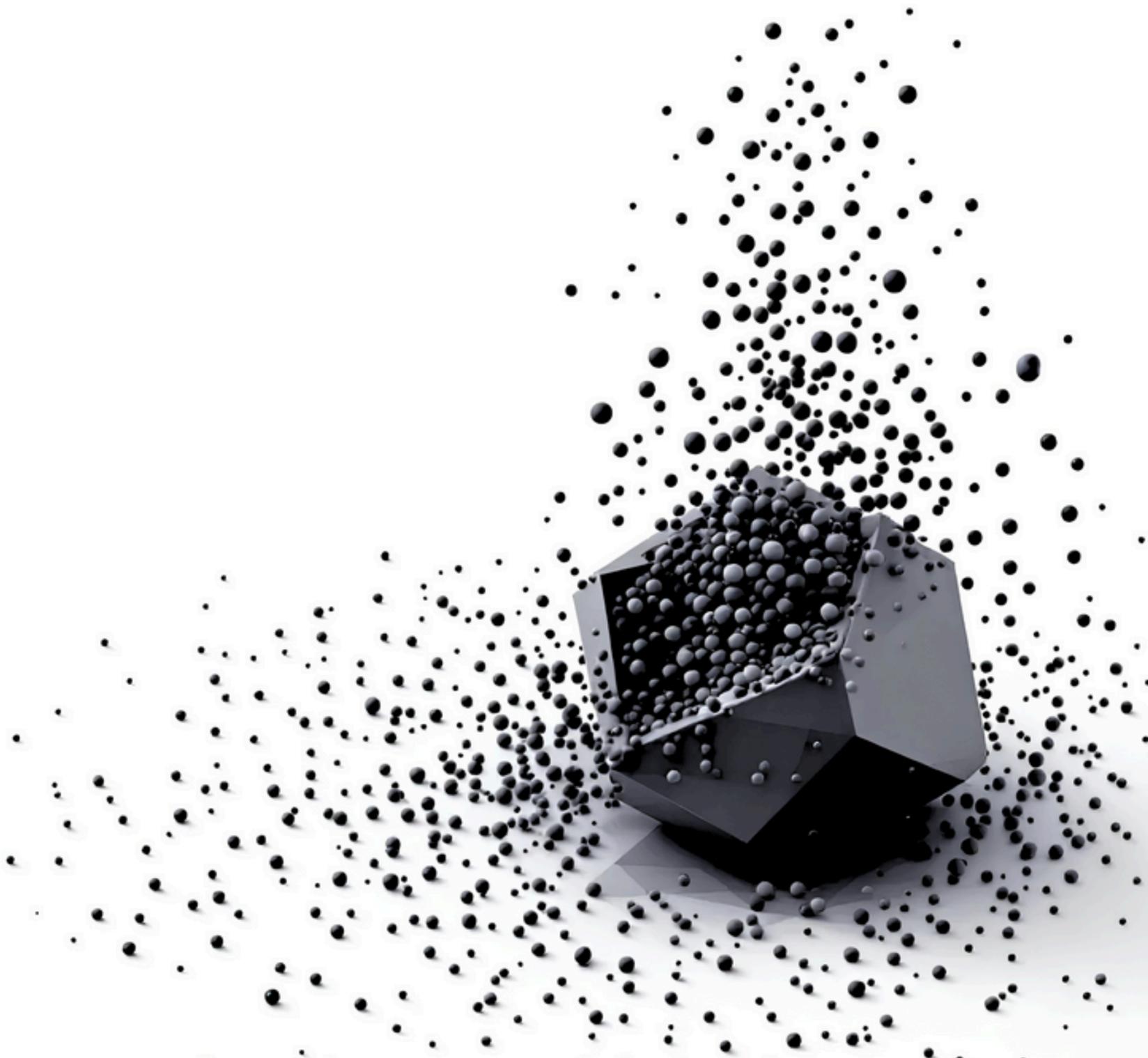
*Great things are  
not done by  
impulse, but by a  
series of small  
things brought  
together.*

**Vincent Van Gogh**





The smallest particle of  
progress will become  
**tomorrow's  
breakthrough**



# Nº 9

## CHOICE vs DECISION

A choice is simply a matter of personal preference like choosing between coffee or tea. You already know exactly how both taste and feel from past experience.

A decision, however, pushes you to actively confront uncertainty and the unknown. Meaning you are making calculated assumptions and imagining multiple possible outcomes while carefully deciding.

So next time when you're facing crossroads in life, ask yourself: are you choosing based on familiar preference, or actively deciding on your future?

Definitely worth pondering.



*A decision is  
made with the  
brain. A choice is  
made with the  
heart.*

**Jeff Bezos**





Life's most important  
scale doesn't weigh  
options but your  
**willingness to step into  
uncertainty**



# N°10

## THE 100 HOURS RULE

You can become pretty good at almost anything truly worthwhile. It doesn't require a full lifetime of dedication, just a focused and consistent daily effort over time.

You don't need to spend 10,000 hours to become an expert, but rather that 100 hours of deliberate practice can make you more competent than most people around you.

It means with just over 16 minutes a day of focused, intentional practice, you can acquire any meaningful skill set like playing an instrument or speaking a new language within a single year.



*I fear not the  
man who has  
practiced  
10,000 kicks  
once, but I fear  
the man who has  
practiced one  
kick 10,000  
times.*

**Bruce Lee**





Excellence doesn't  
demand 10,000 hours,  
**just 100 focused ones**



# N° 11

## A POSITIVE ACCIDENT

We often associate "accident" with something negative or a tragedy. But the truth is, the etymology of "accident" comes from the Latin "accidere," meaning "to happen," implying an event that occurs without planning or intention.

Therefore, these unexpected events can lead to both negative and positive outcomes. So when your life changes for the better unexpectedly, it's also an accident. When you meet your soulmate by chance, discover a hidden talent, or stumble upon an incredible opportunity - these are all accidents too. Life's beautiful surprises arrive unplanned, just like its challenges.



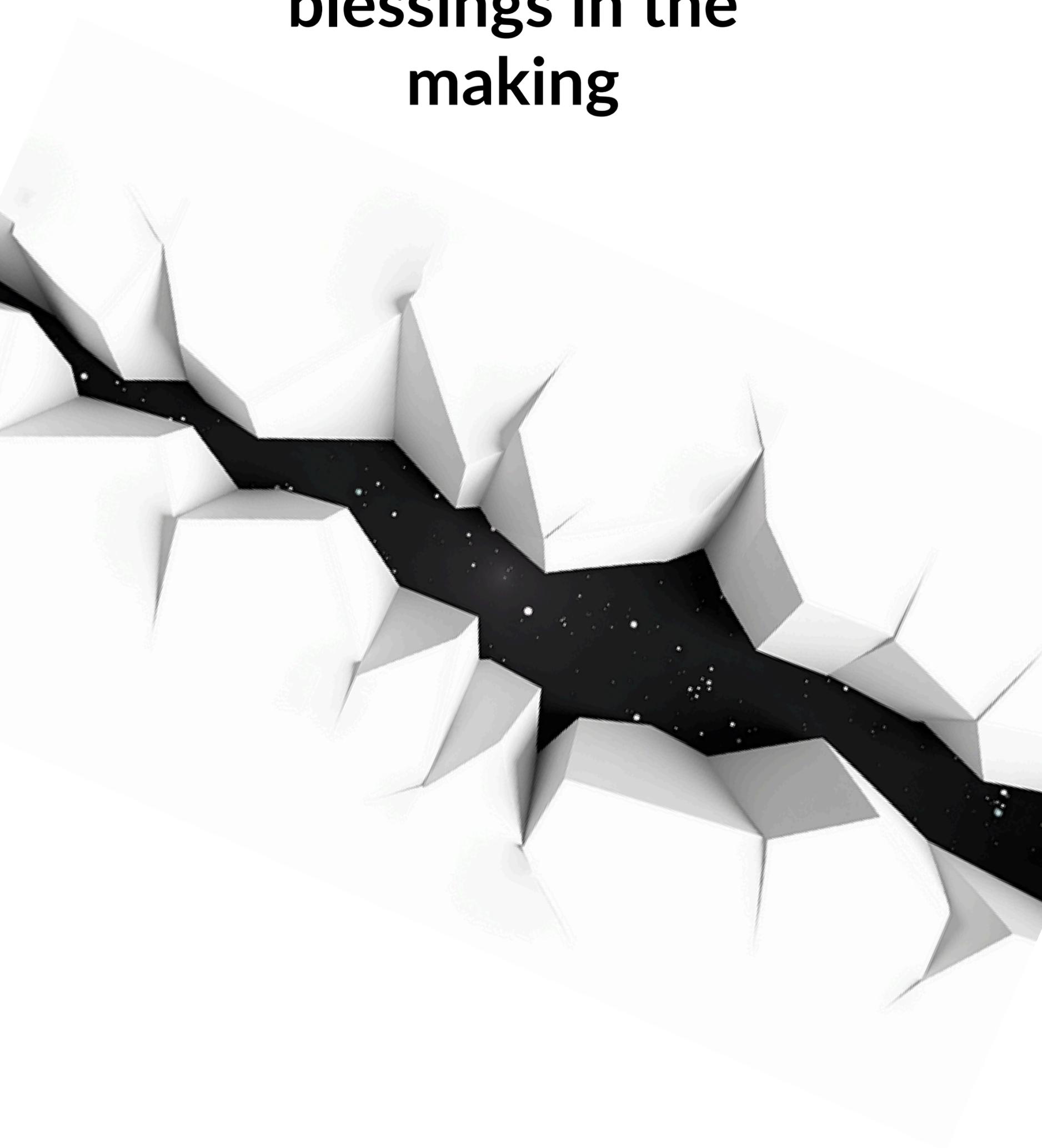
*Sometimes the  
wrong train takes  
you to the right  
station.*

**Paulo Coelho**





Accidents are simply  
 **blessings in the  
 making**



# N°12

## TECHNOLOGY WITH PURPOSE

Before we build the next big thing, let's pause and truly understand the human need we're addressing.

Technology is only as valuable as its contribution to people's well-being. It should be led with purpose, not just progress for progress's sake. The best innovations serve humanity, not the other way around.

This approach ensures that technology seamlessly integrates into our lives to solve real problems, not force us to adapt poorly designed solutions. Let's use it to make a meaningful difference, not just chase the latest trend.



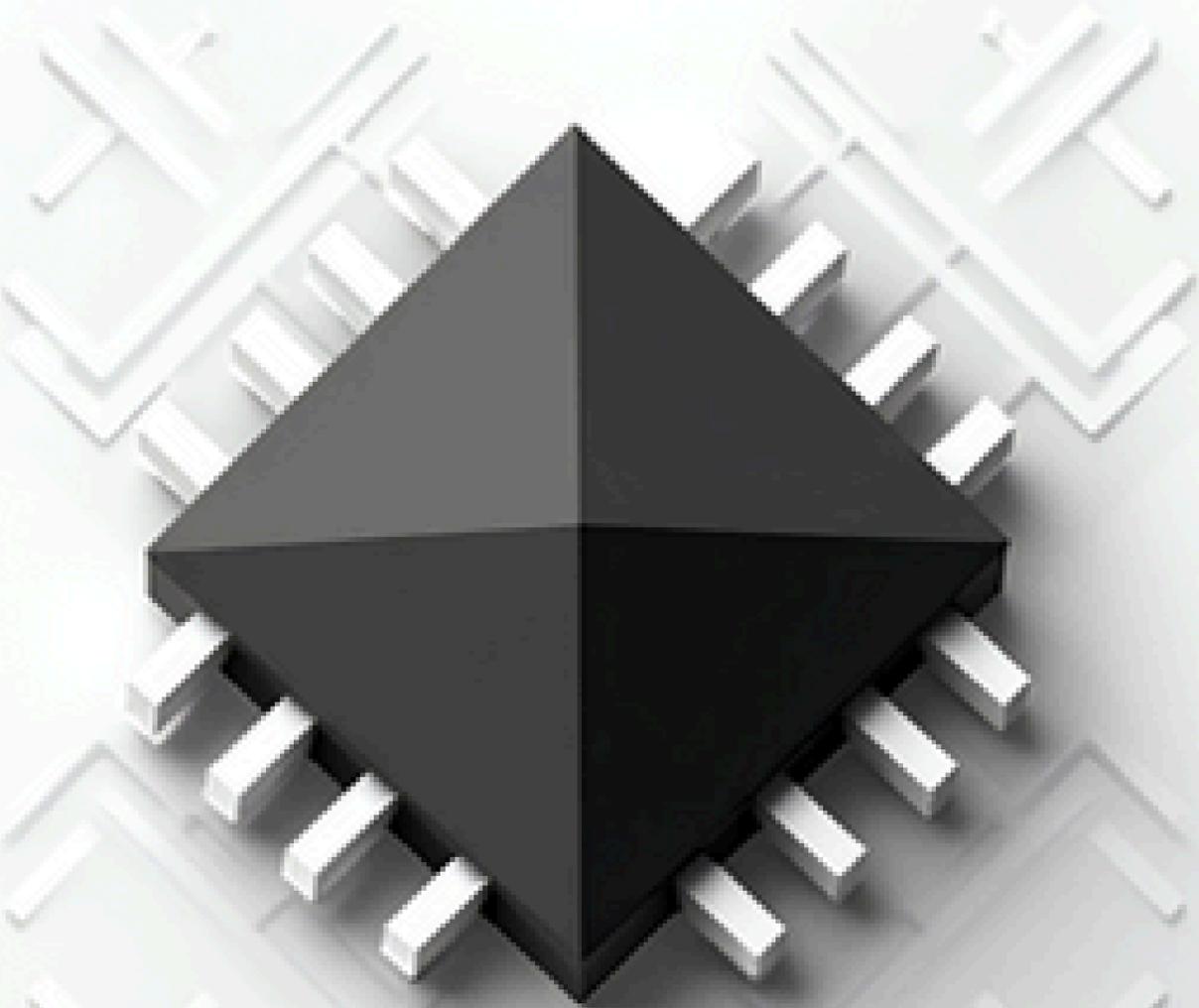
*You've got to start with the customer experience and work backwards for the technology. You can't start with the technology and try to figure out where you're going to try to sell it.*

**Steve Jobs**





Technology without  
purpose is just  
a trend



# N° 13

## NO REGRETS

Many people, nearing the end of their lives, deeply regret not having stayed true to themselves. They surrendered to social pressure, trading their dreams for the comfort of conformity and the approval of others.

But you can be different. You can choose to break free from social expectations and live a life that truly reflects who you are. Embrace your individuality, chase your passions with courage, and defy the ordinary path that everyone follows.

A life lived authentically is a life filled with purpose and joy. It's the difference between existing and living.



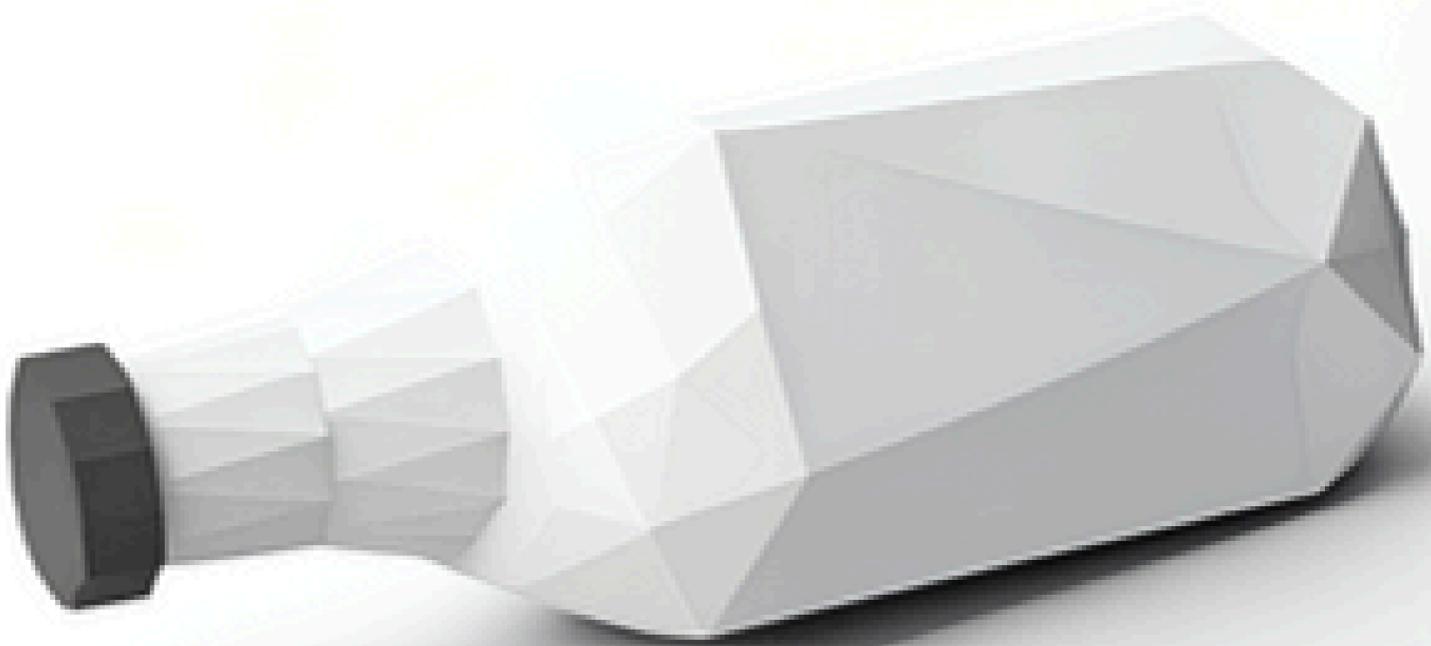
*Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do.*

**Mark Twain**





Your dreams are  
stranded in sealed  
bottles of 'someday'  
**Grab them, open them,  
and take action today**



# N° 14

## CONFIRMATION BIAS

Have you ever bought something new and then started seeing it everywhere? Like if you get a red car and suddenly you see red cars everywhere.

We tend to focus on information that matches what we already believe and even look for more of it, while ignoring anything that won't support it.

This tendency is called confirmation bias, and it's just one of the 180+ cognitive biases that behavioral scientists have identified. These biases can lead us to make poor decisions because they prevent us from considering all available information.



*The human understanding when it has once adopted an opinion draws all things else to support and agree with it.*

**Francis Bacon**





Your minds echoes  
what it wants  
to hear. **Silence the  
noise and embrace  
thoughts that challenge  
your reality**



# N° 15

## MIDLIFE BLOSSOM

We spend our early years carefully building our foundation - exploring, trying different roles and identities to find our place in the world.

Around 40, a profound shift happens. We become much more self-aware and simply accepting of who we truly are.

We begin living more authentically, pursuing what genuinely matters to us. This requires facing our vulnerabilities and deepest fears, but this ultimately leads to deeper fulfillment and inner peace.

Life after 40 isn't about proving yourself to others - it's about expressing your true authentic self.



*Life really does  
begin at 40. Up  
until then you are  
just doing  
research.*

**Carl Jung**





Self-awareness is the  
key to live a life  
authentically



# N° 16

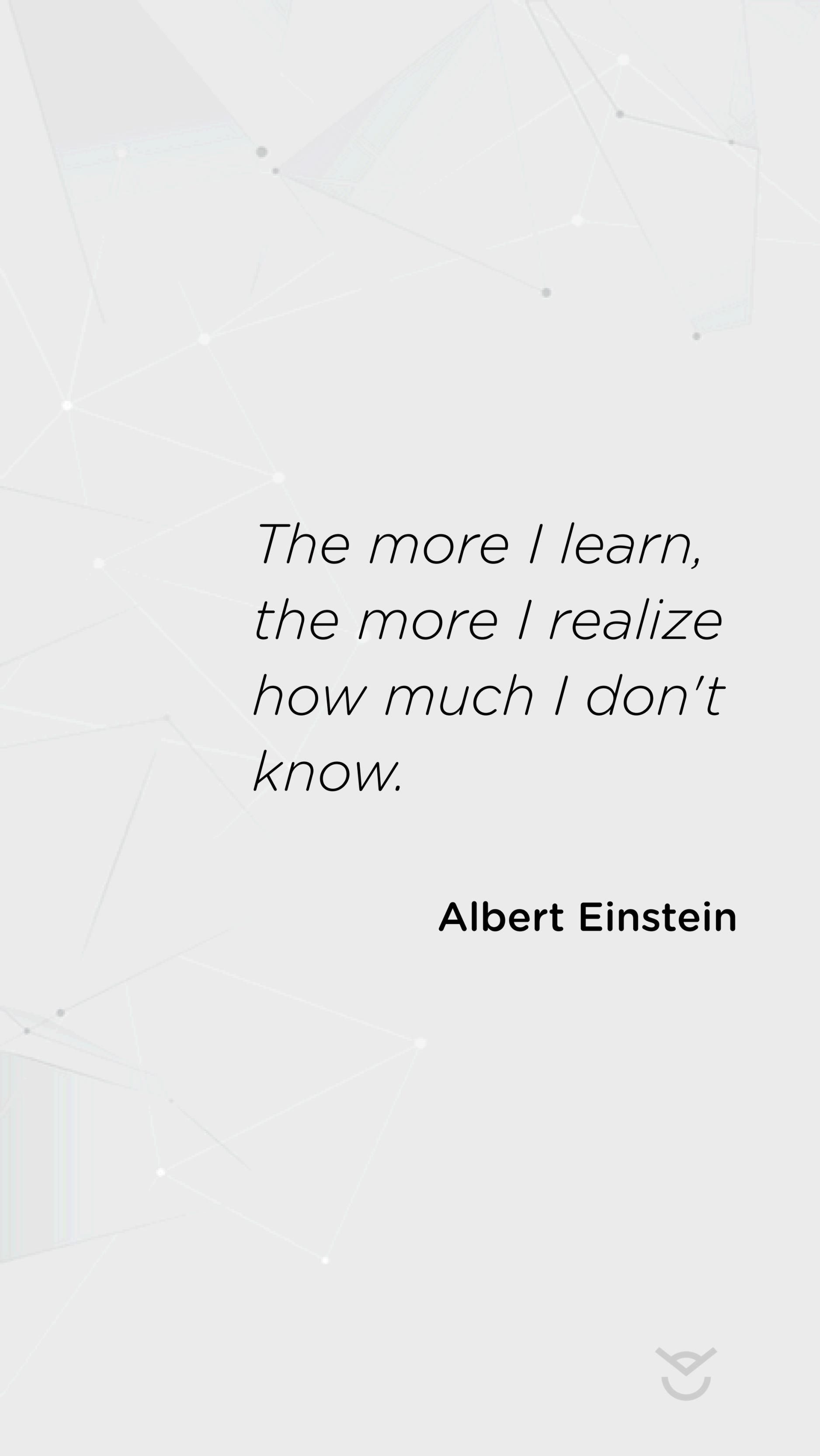
## THE PLANCK WALL

The Planck Wall is a theoretical barrier in the universe where our current understanding of physics completely breaks down.

It clearly suggests that our usual ideas about time and causality might not apply at the very beginning of the universe, implying that our knowledge in physics is deeply limited and our concept of time is not universal.

Beyond this mysterious wall, time and space could behave in ways we can't even begin to imagine or comprehend, requiring entirely new forms of physics and mathematics to understand the true nature of reality at its most fundamental level.





*The more I learn,  
the more I realize  
how much I don't  
know.*

**Albert Einstein**





The boundaries of  
knowledge are not walls  
but **doorways yet to be  
crossed**



# N°17

## DEEP WORK

Deep work is the art of sustained, focused concentration on challenging tasks. To master this practice, schedule dedicated time blocks for focused work, eliminating all distractions.

With deep work, you can unlock your cognitive potential and produce higher-quality work in a shorter period of time.

The Pomodoro Technique is a great method to implement deep work in your life. It involves working in focused 25mn intervals, followed by short breaks. This helps train your brain to focus and boost productivity.



*To produce at  
your peak level  
you need to work  
for extended  
periods with full  
concentration on  
a single task free  
from distraction.*

**Carl Newport**





True progress happens  
when you **value**  
**concentration over**  
**distraction**



# N° 18

## POWERFUL MOMENTS

Think about the most memorable moments in our life, the ones that truly stick with us forever. These are defining moments, the powerful experiences that fundamentally shape who we are today.

They can be big celebrations or quiet moments of deep reflection when we suddenly understand something profound and meaningful about ourselves and our journey.

The good news, we have the power to shape our experiences and create more defining moments. So, don't wait for extraordinary moments - create them.



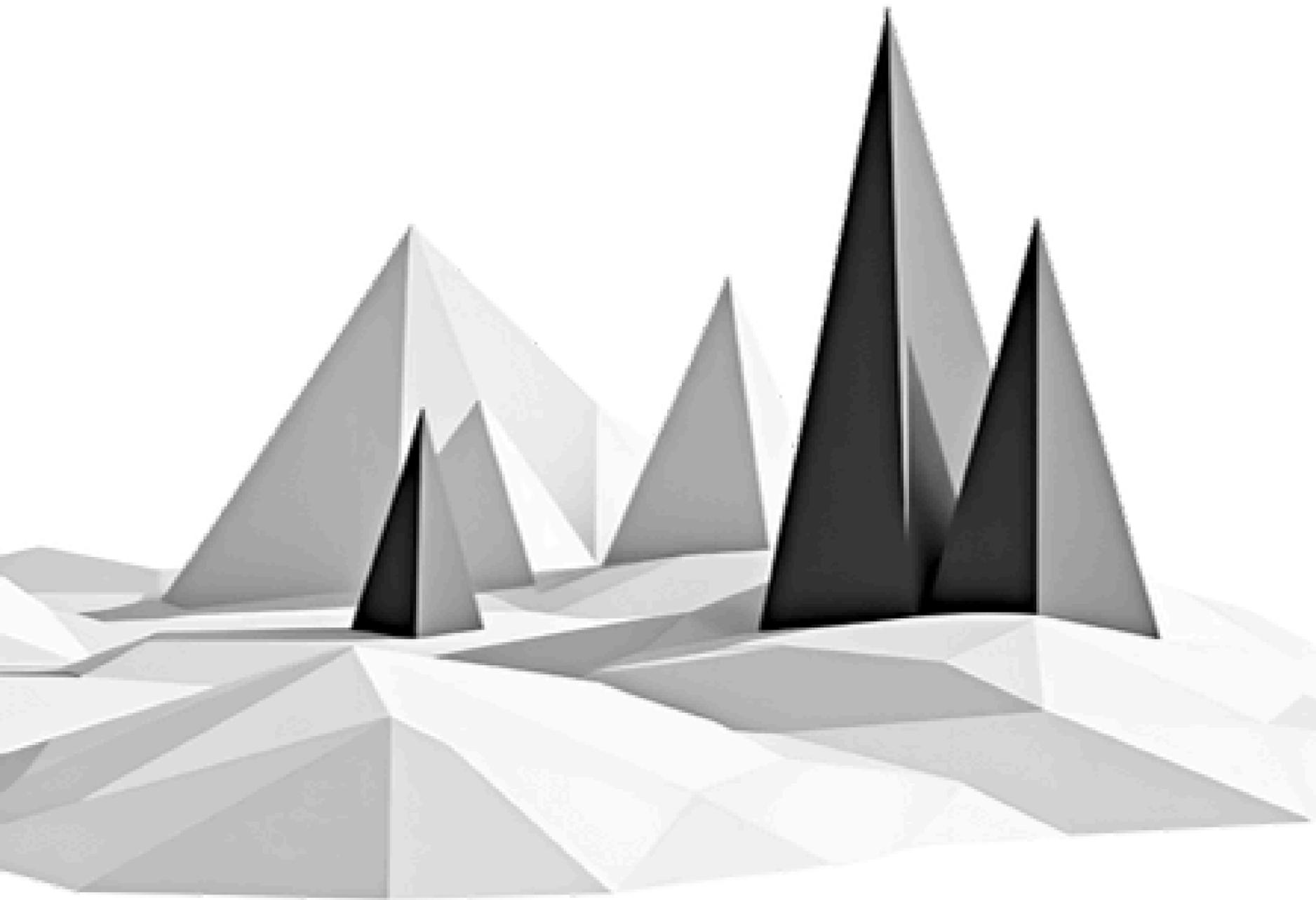
*We must learn to think in moments, to spot the occasions that are worthy of investment (...) In organizations, we are consumed with goals... But for an individual human being, moments are the thing. Moments are what we remember and what we cherish.*

**Chip & Dan Heath**





Don't wait for  
extraordinary moments  
**Create them**



# N° 19

## BLOCK UNIVERSE

Imagine time not as a movie, but a picture where every moment already exists. This is the "block universe," a mind-bending idea in quantum physics, where past, present, and future are all together in this timeless portrait.

Our birth, our greatest joys, all those defining moments of our life are captured in this eternal image. It means whatever we want is already out there, in the quantum field of possibilities, waiting for us to access it.

It's a mind-blowing idea that invites us to rethink how we perceive time and our place within it.



*The distinction  
between past,  
present and  
future is only a  
stubbornly  
persistent illusion.*

**Albert Einstein**





Every possibility you  
are dreaming of  
**already exists in the  
quantum field**



# N° 20

## THE 80/20 RULE

The Pareto Principle, also known as the famous 80/20 rule, states that roughly 80% of our results come from just 20% of our efforts and actions.

Think of our wardrobe: we probably wear only 20% of our clothes about 80% of the time. Those are our absolute favorites! The Pareto Principle helps us clearly see this powerful pattern in many other areas of our daily lives.

By focusing specifically on the 20% that truly matters most - whether it's clothes, tasks, or relationships - we get significantly better results with much less effort and stress.



*Efficiency is  
doing the thing  
right.*

*Effectiveness is  
doing the right  
thing.*

**Peter Drucker**





Stop perfecting  
everything and **start**  
**perfecting the right**  
**things**



# N° 21

## THE COMPOUND EFFECT

Just like we don't build a house overnight, little things done daily will totally change our life. Each small step, each healthy choice, each new thing we learn - it's like adding a brick to the life we're building.

Keep laying those bricks, and watch them build into a stronger, healthier, and smarter you. Keep showing up, keep making those small efforts, and you'll see how those daily "bricks" create the life we want.

All those small efforts add up. It's consistency in the effort that makes the difference.



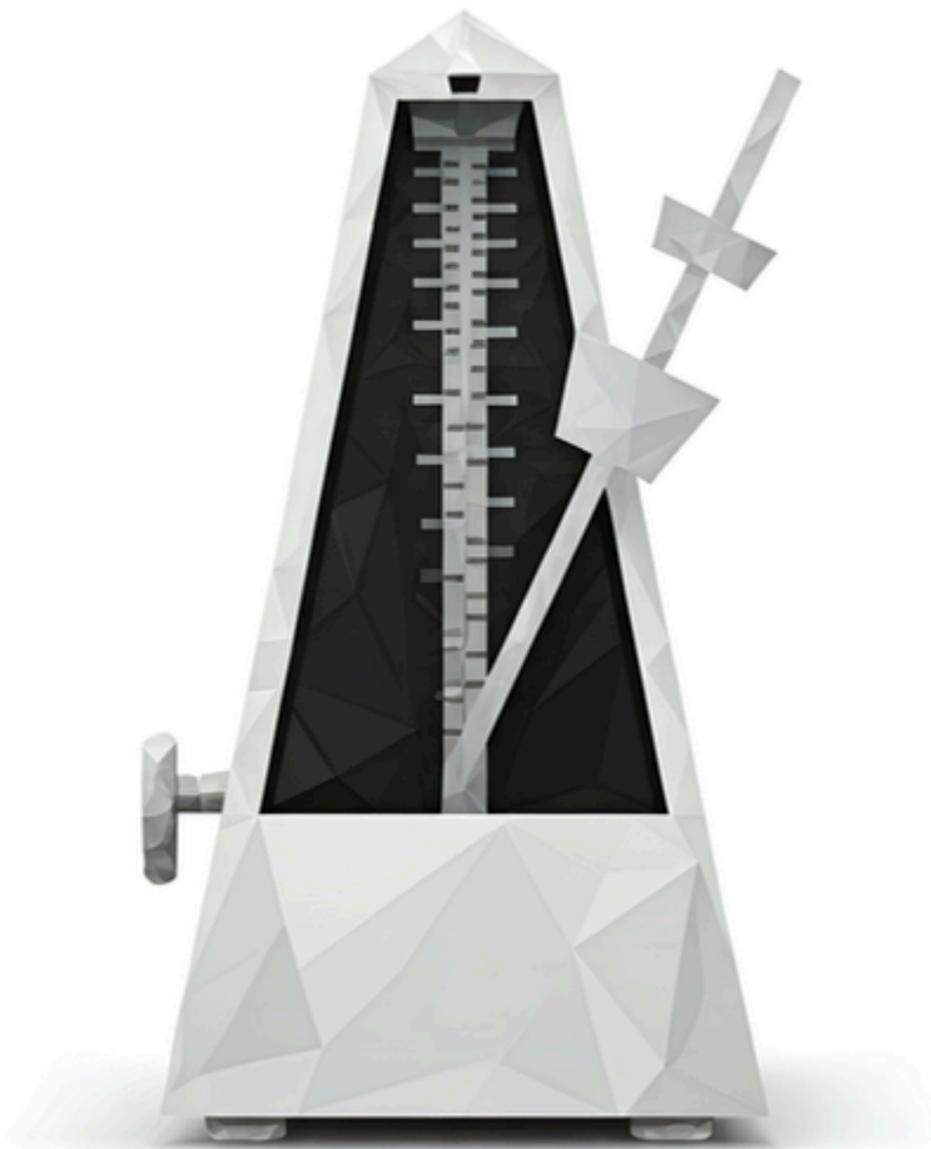
*Small disciplines  
repeated with  
consistency  
everyday lead to  
great  
achievements  
gained slowly  
over time.*

**John C. Maxwell**





Consistency turns  
ordinary moments **into**  
**extraordinary**  
**outcomes**



# N° 22

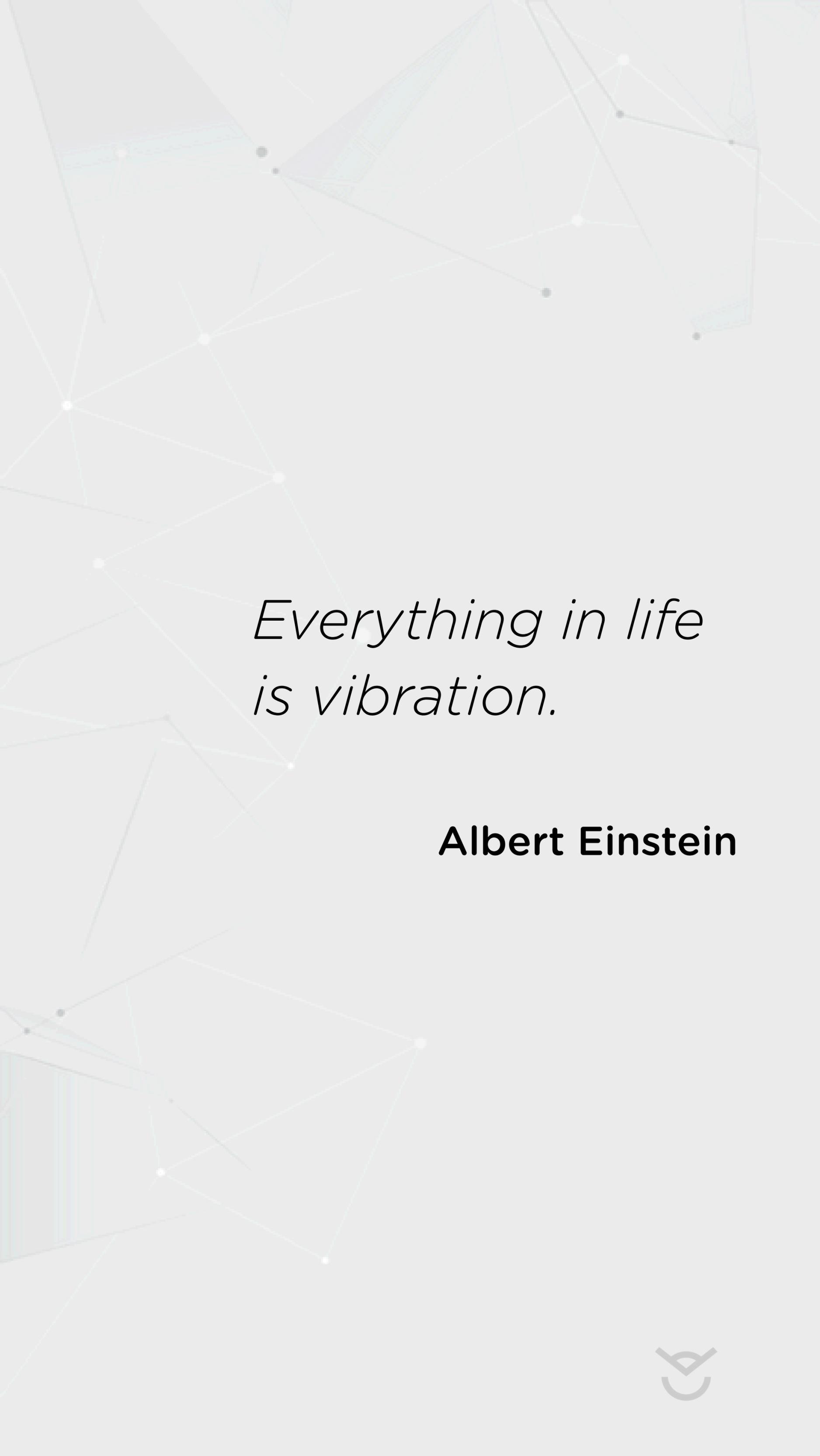
## THE SCHUMANN RESONANCE

The Schumann Resonance is referred to “Earth’s heartbeat”. It’s a natural electromagnetic beat created by the space between Earth and its atmosphere acting like a giant echo chamber.

The fundamental frequency of the Schumann Resonance - around 7.83 Hz - falls right between the range of human Alpha waves and Theta waves.

Some scientists suggest this resonance could cause our brains to sync with its rhythm, a process called “entrainment” which can deepen relaxation, boost creativity, and enhance meditation.





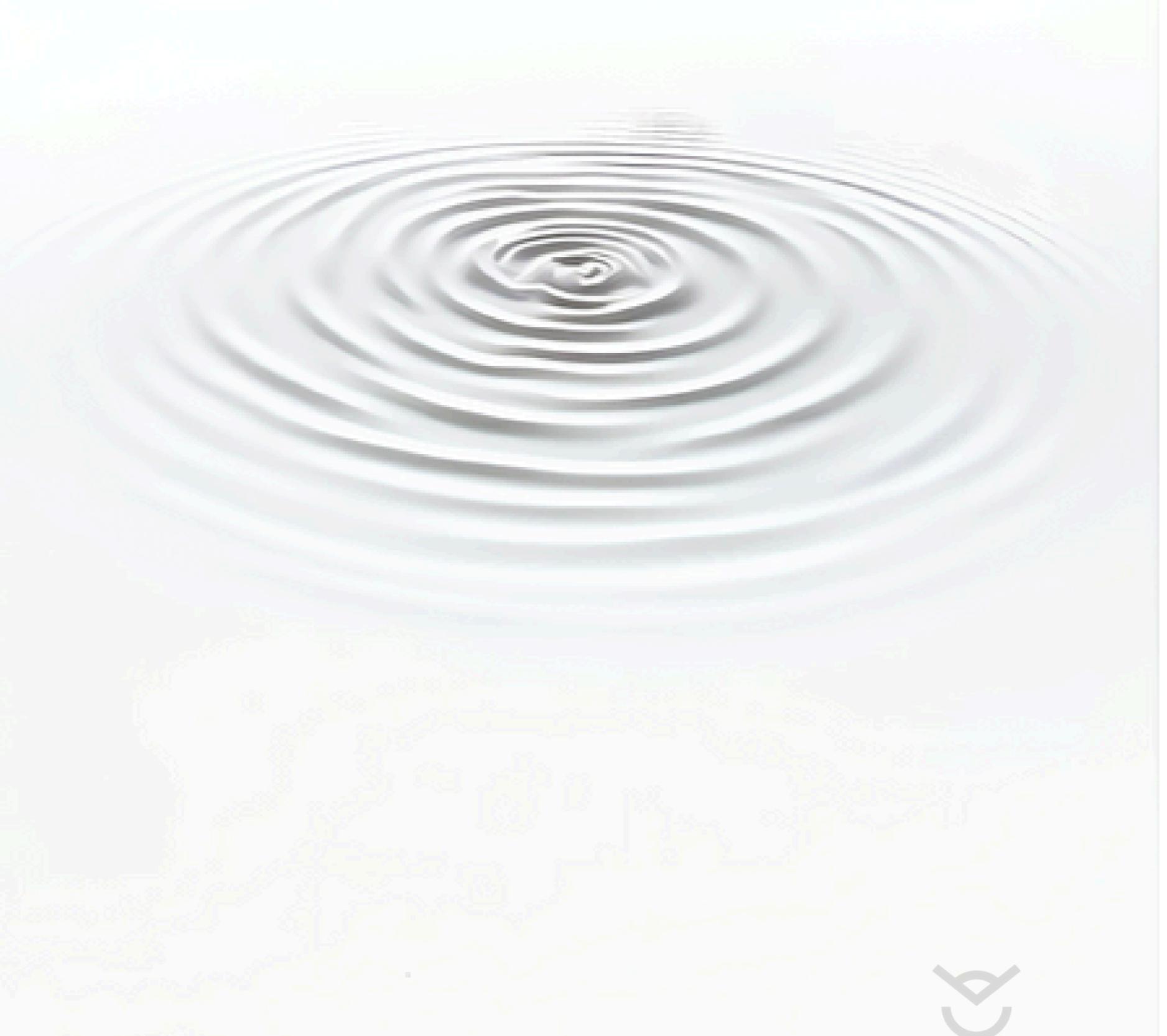
*Everything in life  
is vibration.*

**Albert Einstein**





Nature operates on  
frequencies  
**find the frequency that  
operates best for you**



# N° 23

## FIND YOUR BUSINESS WHY

It's easy to get caught up in what we sell or how we sell it. But true business success comes from discovering and articulating our "why" - our purpose, our belief, the driving force behind our company.

This "why" isn't just about making money; it's about the impact we want to make and the problem we want to solve. Communicating our "why" is about inspiring others to believe in our cause, not manipulating them into buying our product or service.

In the end, true inspiration leads to loyalty and long-term engagement.



*People don't buy  
what you do,  
they buy why you  
do it.*

**Simon Sinek**





Business clarity starts  
with **knowing what  
drives you beyond  
profit**



# N° 24

## GROWTH MINDSET

A fixed mindset believes abilities are set in stone, seeing challenges as threats and setbacks as proof of limitations.

A growth mindset views the mind as a muscle, strengthened by effort and learning. Challenges become opportunities, failures are pathways to your biggest achievements and successes.

Embrace learning, become more resilient, and realize your potential is not fixed, but constantly evolving through dedication and practice, leading you to greater achievements and a more fulfilling life.





*The greatest  
glory in living lies  
not in never  
falling, but in  
rising every time  
we fall.*

**Nelson Mandela**





Replace “*I can't*” with  
“*I'm learning*”  
**one rewrites your story,  
the other just ends it**



# N° 25

## QUANTUM PERCEPTION

Quantum physics challenges our conventional perceptions of reality, hinting that it's essentially a projection of our beliefs. What we deeply believe, we tend to see manifested in our lives.

This isn't just wishful thinking; it's how the universe works at a fundamental level. So, what are you choosing to believe? Are your beliefs empowering you or holding you back?

It's important to examine our inner world and consciously choose beliefs that align with the reality we want to create. Our thoughts, combined with aligned action, are a powerful force.



*The mind is  
everything. What  
you think you  
become.*

**Buddha**





What you perceive is  
**what you receive**



# N° 26

## BEYOND ROMANCE

A healthy relationship becomes possible when you fall in love with your authentic self and find peace in solitude.

You'll know you're ready when you look beyond the fleeting rush of romance, seeking substance over sparks. Genuine readiness emerges from recognizing a partner who mirrors your values, complements your lifestyle, and honors your space for growth.

It's about finding a co-creator, not a fairytale character. It's about building a shared life together, not chasing a fantasy that fades. This is the path to meaningful love connection.



*To love oneself is  
the beginning of  
a lifelong  
romance.*

**Oscar Wilde**





Love yourself in  
solitude **before loving**  
**someone in relationship**



# N° 27

## HEARTFELT REALITY

Everything begins in your mind. To manifest something in your life, focus on a specific desire. Picture a particular car, a dream vacation, or your ideal home with vivid details.

Don't just visualize it, you have to feel it as if it's already yours. Imagine the sand between your toes or the grip of your dream car's steering wheel. Maintaining consistency and clarity in your vision is key.

Maintaining consistency and clarity in your vision is absolutely key to success. Your mind needs that clear, unwavering focus. Ultimately, your obsessions, fueled by focused imagination and genuine emotions, will become your reality.



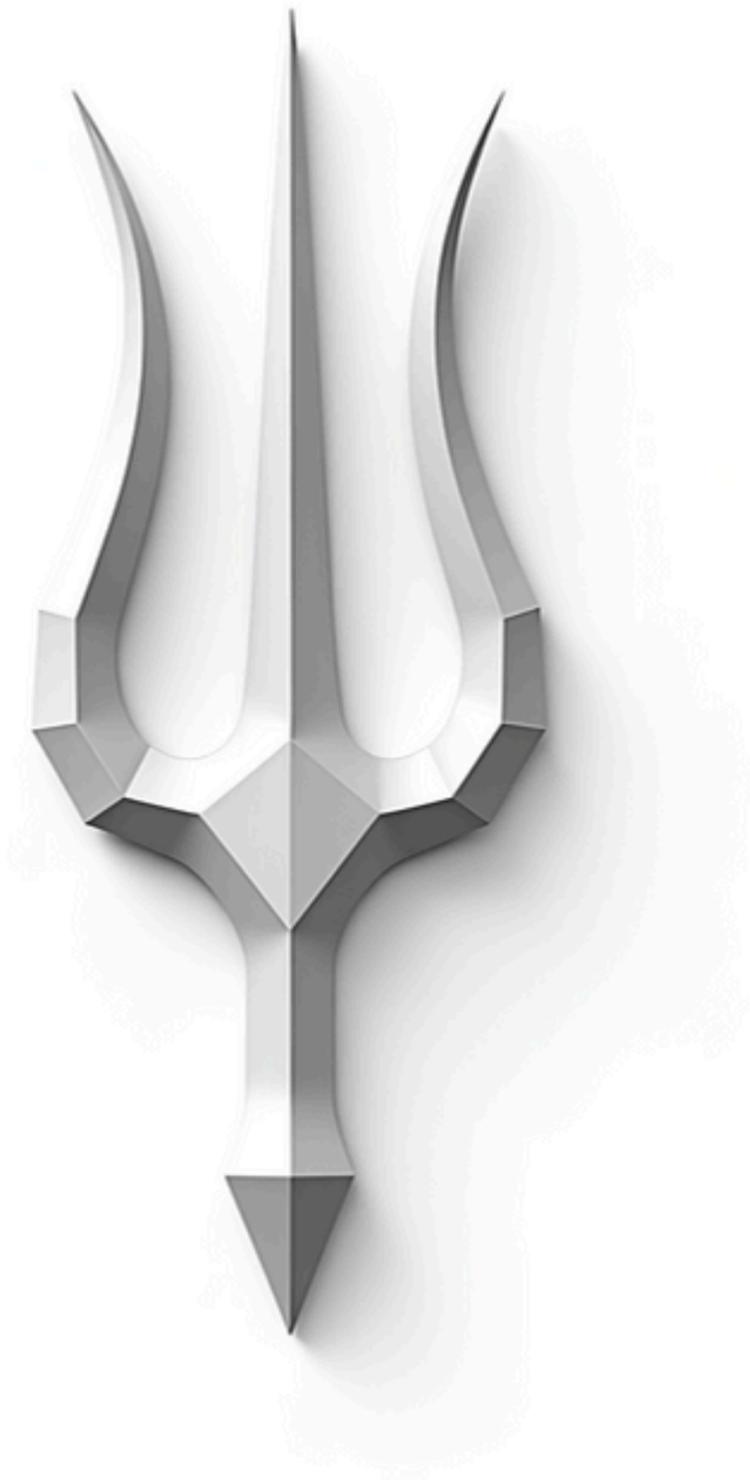
*Whether you  
think you can, or  
you think you  
can't - you're  
right.*

**Henry Ford**





Imagine it, feel it,  
become it.  
**That's the trinity of  
transformation**





**MINDSNACKS**



**@mindsnackofficial**