



NEW LIFE STORY® COACHES TRAINING

SEMINAR 1

Premises for a New Life Story®

1. Plot is the structure, purpose, and pattern of a story.

For a life story, it's the outline of life narratives. The core assumptions of life stories inform what people look for and how they attribute meaning to what they experience.

2. We learn through stories.
3. We each have a personal story with a plot and storylines.
4. A life story contains silent assumptions and emotional scripts.
5. We believe and remember only that which fits our plot.
6. We don't see things as they are—we see things as we are.
7. A Story Can Define Possibility.
8. A Story Can Define Reality
9. A Story Can Take Over the Author.
10. Your life is the self statement, the manifestation of what exists inside you.
11. When you change the way you look at things, the things you look at change
12. An authentic belief in someone activates their brain to create a state of mind that transcends usual thinking and performance.

Why do we resist change? Even changing a story that doesn't work?

Part of the answer to why we resist change is in our minds.

And part of the answer to why change is difficult is in our brains.

The power of story

Active choice

Principles for facilitating change

1. Each person's life story is created. In adulthood, you create whatever you think,
2. Knowing what not to do is at least as important as knowing what to do.
3. When people create their own answers, they have signed on to invest in the outcome.
4. We don't see things as they are; we see things as we are.
5. Change is constant and inevitable; it is the resistance to change that generates most problems.
6. Small changes lead to big changes.
7. Problems, causes, and solutions are not always related or even inter-connected.
8. The benefit of doing more of what is working and less of what is not will become evident and self-perpetuating.
9. You need to know where you're going--goals and strategies.
10. You need the correct paradigm.
11. Decide what you want. Believe it's possible.

SEMINAR 2.

STEP 1. RECOGNIZE AUTHORSHIP OF YOUR LIFE STORY

Four principles in recognizing authorship:

Principle 1. *Our experiences are always consistent with our assumptions.*

Principle 2. *We don't see things as they are; we see things as we are.*

Principle 3. *A new story can only occur by living in the present moment.*

Principle 4. Our minds seek closure and infer causality, accurate or not.

STEP 2. OWN YOUR STORY

Beliefs→Behavior→Performance

Whatever you experience you either create or accept.

1. Point of Reference
2. Recognize Active versus Passive Positions

STEP 3. ASSESS THE STORYLINES AND PLOT

1. Ideals Assessment
2. Needs Assessment
3. Understand Conflicted and Contradictory Storylines
4. Listen to Your Self-Statements
5. Listen for Repetitions of the Old Story
6. Listen to Your Body

SEMINAR 3.

STEP 4: DECIDE WHAT TO CHANGE

Identity

Choice

Event + Response = Outcome

How The Brain Opposes Change

1. *Change Generates Discomfort.*
2. *Change Creates Dissonance*
3. *The Brain is a Prediction Machine.*
4. *Behavioral Reinforcements Can Backfire*
5. *Motivation Is Not Essential*
6. *Emotions Change Brain Functioning*

Threat→adrenalin→stress chemical cortisol→function shifts from forebrain

7. *Stimulation and Performance*
8. *Closure to Novelty*
9. *Neurogenesis: the creation of new brain cells.*
10. *Neuroplasticity; the brain remodels itself.*

What neuroscience teaches us about mentoring:

1. *Everyone has prior knowledge that affects how they hear and respond to new information.*
2. *The prior knowledge is physical, real, and persistent as a neuronal pathway in the brain.*
3. *If we ignore reality, it will get in the way of new information and change.*

4. *Partly because it is complex and personal and partly because it is subjective reality, someone is not always aware of their prior knowledge.*

Some specific ways that we can help our clients change their minds and brains:

1. *Begin where the client is.*
2. *Help them learn more about what they already know.*
3. *Highlight positive attributes—existing neuronal networks (natural talents, behaviors, and patterns) to encourage their practice.*
4. *Don't focus on mistakes. Focus will enhance neuronal etching so it should be on useful habits.*
5. *Correct mistaken couplings. Understand and build on existing networks.*
6. *Let sleeping dogs and old unuseful networks lie.*
7. *Encourage the clients to develop their own metaphors and connections. Stories, analogies, and metaphors create maps.*
8. *The brain has an intrinsic desire to create novel connections*
9. *You have to recognize and take ownership of your experience.*
10. *When we write a new story--and change our minds--we change our brains*
11. *Give attention to a new experience or a new way of doing things consistently and repetitively.*

SEMINAR 4

STEP 5. MAP CHANGES

There are seven crucial elements to map change.

1. Regulate States of Mind
2. The Power is in the Focus
3. Visualize Changes
4. Insight Changes the Brain
5. Take action.
6. Perseverance
7. Transform Identity

The Science of Change in Coaching: A Summary

- Concentrate on new behaviors rather than problems in order to create new brain pathways.
- Co-create new ways of thinking to stimulate brain circuits
- Regulate your state of mind and manage emotions to promote brain power.
- Facilitate insight rather than give advice.
- Focus on successes rather than obstacles or nonperformance.
- Emphasize positive adaptive behavior and progress; discourage attention to negative behavior.
- Facilitate new behaviors and guide the development and actualization of new mental maps.
- Collaboratively conceptualize the mental map—the internal model—of the client
- In the event of diversion to old feeling or behavior, redirect ideas and energy flow to the new ideas.

- Remember that the power is in the focus, and that permanent change arises from the consistency of that focus.
- Knowledge conveyed passively is inert; knowledge generated through insight changes the brain and mind.
- Conceptualize the meta-map with the client in order to master and internalize the process.

SEMINAR 5

Step 6. AUTHOR NEW EXPERIENCES

The AAA Principles of Change to Author a New Story: Awareness. Acceptance.

Action.

1. You're writing your own story. *Is it working?*
2. You're writing your own story. *It takes just as much energy to create any belief in your story.*
3. You're writing your own story. *Decide what you want.*
4. You're writing your own story. *Do you have specific, measurable goals?*
5. You're writing your own story. *Small changes lead to big changes.*
6. You're writing your own story. *Be consistent in the pursuit of your goals.*
7. You're writing your own story. *The benefit of doing more of what is working and less of what isn't working will become evident and self-perpetuating.*
8. You're writing your own story. *Ask for feedback.*
9. You're writing your own story. *Get success insurance.*
10. You're writing your own story. *Take a chance.*
11. You're writing your own story. *It's never too late to start.*
12. You're writing your own story. *Everything is OK in the end. If it's not OK, it's not the end.*

STEP 7. PROGRAM NEW IDENTITY TO INCORPORATE AND SUSTAIN THE CHANGES

Mission Statement

Follow Success Trails

The Art and Science of Affirmations

- Present tense.
- Positive.
- Personal
- All 5 senses
- Emotional
- Brief
- Specific
- Action words
- Consistency
- Add "Or something better."

SEMINAR 6

Module 4

MASTER STATES OF MIND

Regulating States of Mind

A *state of mind* is a mind-body state, like a specific software program that determines how we perceive and process information—and how we respond.

The Neuroscience of Decision and Conflict

1. Increased tension produces emotional regression.
2. Increased emotion narrows perspective.
3. Tension regulation and de-escalation tools are essential to foster listening and subsequent communication.
4. When you're in a state of upset, the first order of business is to regulate feelings to restore a cool state.
5. Lump tasks according to states of mind required to do them.

Twelve Poker Lessons

1. *Don't take it personally.*
2. *You are writing your own story.*
3. *Beware of internal bargaining.*
4. *Identify the self-deception of rationalizing.*
5. *Recognize the early warning signs of tilt.*
6. *Rein in your natural emotional response.*
7. *Regulate feelings to restore a cool state.* (Get centered.)
8. *Plan your strategy of response.* (Restore left brain logic.)
9. *Respond only when your state of mind is balanced.*
- 10. Objectively choose a response.**
11. *Analyze the situations that generate tilt.*

12. *Manage or eliminate tilt triggers.*

Self Control and Self Regulation

Self-control and self-regulation both play a role in the success strategy of regulating states of mind.

- Self-control: conscious, willful intention with a tangible, short-term goal.
- Self-regulation: involves creating an optimum state of mind to access all information in each of our different states of mind.

Management of State-Specific Issues: Chokes, Slumps, and Blocks

Explicit learning: conscious, specific, factual, and focused learning focused on data.

Implicit learning: procedural memory such as a body memory or behavioral pattern.

Chokes: moving from the flow of an implicit memory to an explicit memory

Slumps: an extension of a choke.

Blocks: inability to enter a state of mind for a specific function, such as a writer's block.

Insight Changes the Brain—and Shifts the State of Mind

Steps to use the information of feelings to master emotional triggers

1. Be aware of your feeling (Exercise: A Structured Inquiry to Recognize Feelings)
2. Be aware of the emotional state that the feeling represents
3. Track your emotional state to be aware of the natural course.
4. Specifically be aware of what triggers your emotional state.
5. Identify the most common triggers of each of the emotional states that seem operative
6. Review your list of needs. Disregarding or not meeting a need will result in an emotional reaction.
7. Strategize a way to meet the need in some way.
8. Let go of the impossible.

SEMINAR 7

Module 5 ADVANCING THE PLOT

Mind-Maps: The Brain's Story

Comfort Zones

- Because something feels familiar does not automatically make it the best or most strategic way to proceed.
- But, just because something feels unfamiliar and uncomfortable does not validate it as the best choice, either.
- Recognition of patterns and repeating loops gives awareness of options.
- Remember that new choices will at first be uncomfortable.

Break out of your Comfort Zone

- **R**ecognize repeating storylines and familiar patterns.
- **O**bserve which ones work and which ones do not.
- **A**ssess what you really want apart from your comfort zone
- **D**etermine the next step.
- **M**ap changes.
- **A**uthor new experiences to move from your comfort zone.
- **P**rogram new identity to see yourself in a new comfort zone.

Thought Loops

- **R**ecognize that you are in the thought loop.
- **O**bserve the triggers that initiate a thought loop.
- **A**ssess the best response
- **D**etermine the next best action as soon as you recognize being in that loop.
- **M**ap changes.
- **A**uthor new experiences
- **P**rogram new identity to incorporate and sustain the changes.

Focus

Frame

There are three basic ways to change your comfort zone:

1. Visualization.
2. Affirmations.
3. Change behavior.

SEMINAR 8

Module 6

YOUR NEW MONEY STORY®

1. What is a healthy relationship with money?
2. What's your money story?
3. What would you ideally like your money story to be?

Emotional Economics™: The study of the interactions of mind and brain impacting money behavior and financial decisions.

Motivation and Money

Money and Value

Your Professional Fees

A Wharton Business School survey on professional fees found the following:

- The credibility of many advisors is hurt because of the way they discuss their compensation: they are fuzzy about fees.
- For most people, the issue isn't whether fees are high or low, but that they know what they are.
- Fuzziness about fees seems to be emblematic of every stratum of the market. And there is a high price to be paid for avoiding the subject.
- If the client does not completely understand the fee structure and have clarity about it, it damages the trust that that client has.
- A lack of transparency and clarity about fees negates trust at all levels.
- The clear, more specific, and more direct the professional is about fees, the better.
- Most successful advisors interviewed believed a single, simple fee structure is usually the best way to go.

Four steps to success when discussing fees:

1. Don't procrastinate – be simple, straight-forward, and specific.
2. Describe fees in a simple and clear way—black and white.
3. Provide context – benchmark fees
4. Put it on paper – give clients something to refer back to.

ROADMAP FOR A NEW MONEY STORY®

Recognize authorship. You are writing your money story: from assumptions to every choice about earning, spending and saving.

Own your story: accountability is a prerequisite to change.

Assess plot and storylines. Recognize the behaviors, hidden messages, and elusive language of mind and emotion.

Decide what to change: Make informed choices about what story components to keep, let go, change, and enhance.

Map changes. Goals and success strategies.

Author new experiences. Create the new money story you desire.

Program new experiences and identity. Incorporate and sustain the changes by a corresponding internal growth.

SEMINAR 9

Module 7

YOUR NEW CAREER STORY

Passion

- Every success story is a love story.
- All truly successful people live in alignment with their passions.
- Superperformance: to help people fulfill their life's purpose through their work

Flow

- A state of mind
- A positive state of heightened focus, productivity, and happiness.

ROADMAP

Recognize your career story. Clearly describe your career story as it exists now. Then describe what you want in your career story.

Own your needs and values regarding career.

Assess what is *present* and what is *missing* in a current career. What information do you need? Research new information regarding personal skills, abilities, aptitudes.

Decide on a plan. And how to make it work.

Map your plan. Where, when, how to begin. SMART goals, initiatives, next best action.

Author changes. Implement the plan. Reach your goal.

Program new experiences. Some considerations include becoming comfortable with a new professional identity.

Your Coaching Practice

You are not selling anything, but offering value. There are only two factors necessary to make coaching work.

- (1) Your client is willing to grow
- (2) There is a gap where the client is now and where they want to be.

Consider also that there are different ways of delivering services in addition to individual coaching that can leverage time, value, impact, and income:

- Group Coaching

- Facilitation
- Teleseminars
- Seminars and workshops
- Web seminars
- Speaking

There are additional services that you can offer:

- A virtual firm with referral fees
- Products (including E-course, paid website, book and E-book)

Wharton Business School Survey

Four steps to success when discussing fees:

- Don't procrastinate – simple, straight-forward, and specific.
- Describe fees for clarity – simple and clear, black and white.
- State fee with confidence

Marketing

If you market the way you like, you will enjoy doing it. And your practice will grow.

There are three primary ways to market your practice: writing, speaking, and networking.

- (1) Writing (article, e-newsletter, e-book, e-course, blog, brochure, book, website)
- (2) Speaking (live, telephone, internet)
- (3) Networking (business groups, networking groups, civic or charity events).

A marketing plan needs to have each of these aspects of your practice in mind for synchrony:

- Brand
- Niche
- Vision
- Specialty
- Products

Successful and Productive Work

These are some principles related to career that I have come to see and wanted to conclude with.

1. Time is not an adequate measure of hard work.
2. Hard work is not an adequate measure of performance or success.
3. A work ethic is not the same as a productivity/success ethic.

4. If possible, delegate everything other than what you do uniquely well.
5. Time management is energy management.
6. Stress regulation is energy management.
7. Follow your passion.
8. Know your optimum state of mind—your zone—to accomplish a specific task.
9. Know how to enter your optimum state of mind—how to get to your zone.
10. When your passion and your expertise combine, deciding possibilities occur.

Coaching Applications

- Challenge your mindset.
- Approach work with new perspectives.
- Think long term.
- Get feedback from other sources.
- Do these approaches consistently.

SEMINAR 10

Module 8: YOUR NEW RELATIONSHIP STORY

Coach-Client Relationship

Our clients will tell us several things in the process of the relationship:

- What is most important
- What their needs are
- What is beneficial
- What is not.

Types of unspoken subtext from clients:

- Self statements
- Wish or fear
- Disappointment or disillusionment
- Hope
- Feelings
- Overdetermination or overcompensation

As coaches:

- We listen carefully, simply, literally
- We believe what is said the first time
- We hear language literally, symbolically, and metaphorically

Belief

We have to believe in our clients in a fundamental way.

We can co-create a growth mind set as part of an evolving story

- Empathic resonance
- Reframing mistakes as learning possibilities.
- Alignment of interest, passion, and effort.

Instinct and prejudice

“Blink” (instinctive thin-slicing of data) vs. buried prejudice.

Awareness of unconscious biases

Awareness of our collection of stereotypical beliefs and attitudes

Reshape implicit attitudes, beliefs, and biases. .

The coach and client become co-authors of that new story

Self relationship considerations:

- Let's look at your important storylines.
- How much do you believe in yourself?
- How, exactly, are you taking care of yourself?
- How do you honor yourself?
- How are you honoring your needs and ideals?
- Your relationships?
- Are you framing yourself by: Your gender? Your role? Your purpose?
- Is your basic plot holding you, or are you holding it?
- Have you created something that now seems to be controlling you?

Couples Coaching

1. The couple – the relationship – is the client.
2. There is no confidentiality with one partner regarding the other.
3. Build a holding environment.
4. Establish a process for respect, listening, understanding.
5. Advocate only for the couple.
6. Listen for strengths to build on, to use for repair.
7. Counter blaming each other by holding the *couple* accountable and responsible.

Coaching couples includes the fundamental components of individual coaching

- Establish the coaching alliance
- Create a vision
- Develop an action plan
- Implement the plan

A Group Facilitation Model

- Review of Purpose
- Ground Rules
- Group Project

1. 1-2 biggest issues of the group.
2. What would create this to be the best meeting you've been in?
3. Key stakeholders: who influences us and who do we want to influence?
4. Most important + and – thing those stakeholders would say about our group?
5. 6 months from now: If we executed well and moved this organization along:
What would you like people to say differently about this group?
6. Key initiatives. Brainstorm 8-10 things; pick 2-3 that offer best chance of getting to where we want to be in 6 months.
 - Best person to take ownership of each initiative
 - NBA for each initiative
 - F/U to group next meeting

SEMINAR 11

MODULE 9: Live Your New Success Story

Change and Transition

The *change* is the *event*.

The *transition* is the *process*.

Four Components of Transition

1. Every transition begins with an ending.
2. People in transition will create new ways to return to the old story.
3. The new beginning involves changing how you see yourself—even aspects of your identity.
4. Never underestimate the changeback pressure from the system.

Commitment Devices

Definition: ways that people counter their own vulnerability and bolster commitment to a better response:

Coaching application: collaborate with clients to construct commitment devices to do what is in their best interest.

Most Frequent Mistakes Made in Writing a New Story

1. Not knowing that you don't know.
2. Stopping at the first right answer.
3. Procrastination
4. Inefficient energy management
 - Know how to enter and exit various states of mind
 - Schedule important activities when your energy levels are at their peak.

- Identify what enhances your energy
- Identify what depletes your energy

Adaptation to Success

Failure and success are both stories.

Either story—failure or success—can change

Figure out why you want to get up in the morning:

- Challenge
- Satisfaction
- Creative effort and pleasure
- Passion
- Achievement

Remember that immobilization and distress can be created by:

- Prolonged planning
- Continuing to align yourself with the universe
- Wish boards and repeating daily affirmations

Creating a New Belief

The value we attribute—the belief—can fundamentally change how we perceive something.

Creating a new belief is not an instantaneous thing. It is a process.

At any moment in time, neural networks are influenced by three factors:

- genes
- experiences
- focused attention.

The Correct Paradigm

- Mastery takes time. Don't skip any steps.
- Decide what you want to measure in order to achieve your total goals.

The Life Stages of Success

Success may mean different things at different points in adult life—at each developmental phase.

- in a relationship
- individual success
- a wide angle lens

A Final Exercise

ADDENDUM

A Life Story Hides in Plain Sight

- If your story to this point would be published as a book, what would the title and subtitle be?
- If your story builds to a major achievement in the near future, what will that be?
- Describe a scenario in your story in which you, the protagonist, faced a major set-back that brought out the best in you to successfully overcome it.
- What aspects of your story do you want to enhance?
- What aspects of your story do you want to leave out as you move ahead?
- What events or process foreshadows your next success?
- What roles will the most important people in your life play as you go forward?
- What is your spiritual essence?

SEMINAR 12

Module 10

YOUR NEW WELLNESS STORY®

New Wellness Story

We are in a revolution in the science of wellness and of aging. We understand how our bodies work at the cellular level. We understand healthy aging. We can live healthier lives than anyone in all of biological time.

There are 5 great motivators:

- Fear
- Exclusivity
- Guilt
- Greed
- Need for Approval

Decay vs. Growth

The story that we engage with our bodies is one of two possibilities: decay or growth.

Henry Lodge in *Younger Next Year*.

Steady exercise is a coded message to your body – and your mind.

In 20 years, failure to exercise six days a week will seem as self-destructive as smoking two packs of cigarettes a day.

Of 3000 people surveyed, three activities stood out above all others as ones that prompted procrastination. More than anything else, people put off:

- Exercise

- Starting a diet
- Evaluating their retirement plan

Short term desires trump long term goals. Emotions rule.

Two things above all other create neurogenesis:

- Enriched environment
- Exercise

Another finding: chronic stress impairs neurogenesis.

Visualization of Your Healthy Body

- Be certain it is your body, not someone else's.
- Have the right picture of yourself in your head: in current time – i.e., not your younger self 25 years ago.
- Write down your ideal body weight range.
- Write down your plan for exercise, weight, and nutrition.
- Write down your affirmations

State of Mind

Effect on Stress

- Stress contributes to 85% of all medical problems (Cooper Wellness Program)
- 70-80% of physician visits are stress related. (U.S. Public Health Survey; U.N. International Labor Organization Study)
- 52% of executives will die of diseases related to stress. (Cooper Wellness Program)
- Stress is the number-one reason behind sickness from work. (Gee Publishing Survey)
- Stress undermines work productivity in 9 of 10 companies. (Industrial Society survey)

State of Mind Patterns

A new pattern of behavior can occur for a sustained period of time. Then, it can be subjugated to other, even opposing mindsets—most often a return to a comfort zone—a reversion to the familiar.

Create a list to prompt wellness states of mind patterns:

- A three minute break to listen to music to decrease stress or just relax
- Make your first thoughts of the day positive and fulfilling. They set in motion how the day will transpire
- Make your last thought at night before you go to sleep a positive, enhancing one. It sets in motion what your unconscious mind works on while you are asleep.
- A meditation period of three to ten minutes a day can be powerful to get centered and determine your focus.
- Be aware of especially fertile times to plant seeds, such as the beginning and ending of the day. If you are positive, it will grow. If you are a collector of injustices, your collection will grow.
- The quickest signal of what you're thinking about it what you're feeling. Feelings let you know whether you are on track or not.

Some Final thoughts on Storytelling, Genes, and Alchemy

Story is the most powerful ways humans can communicate.

Epigenetics: the study of the ways in which our experiences change the ways genes operate. Our experiences program how active our genes will be.

So too can *current meaningful interactions*. Small, caring, nurturing acts have a powerful and lasting impact. Even in adulthood.

The left brain is linear—how to. The right brain is systemic—inspiration, creation.

Your True Story

ADDENDUM

A Summary of Listening as Coaches

As Coaches, become accustomed to listening to a story without trying to fix it.

- First, put your ego in a blind trust. (Don't take it personally).
- Listen to the language, whether active or passive.
- Listen to the point of reference, whether internal or external
- Listen to the source of authority, whether self or other
- Listen for the initiation of action, whether proactive or reactive
- Listen for how centered the speaker is in his or her experience
- Listen for the state of mind of the speaker, and whether the state of mind is regulated + fits the task
- Listen for self-reference in the first or second person.