

Strategizing

0:11 Hi, I'm Maria 0:15 Isilon. 0:31 Morning, Good morning. Hi, Amy. 0:35 Hey, 0:38 Amy, I've been meaning to send you a note I finally started diving into your book. It's so good. 0:47 Thank you. Thanks for letting me now. Yeah, no, thank you for sending it. It's such an it's, it's I am actually glad that I waited because now that I know you a little bit better. It's like, I think it's even. It's making me even happier to read through it. 1:04 Thank you. 1:07 Hi, everybody, welcome. 1:13 Don't know how many of you give any credence to astrology and Mercury Retrogrades. 1:23 But I'm feeling it big time this week, and seeing a lot of plans fall apart and come together and rescheduling and

all of that. So I'm hoping that as many of us as possible will be here this week. But I would not be surprised if

there are a couple of fewer of us than usual today.

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All right. So

today we're gonna in a few minutes, we're gonna dive into strategizing and strategizing skills. Kind of like the I really see visioning, energetics of new things and strategizing on

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they really go together. They're the kind of on a continuum. First, we want a vision with clients, we want to take into consideration everything we looked at in our last session, all the the Niggli pieces that are going to come up around new things, and then we're going to want to support the client to strategize towards that vision. So in a little bit, we're gonna get to those strategizing skills. But before we get there a couple of things, first of all,

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take a moment and write down for yourself, what's something that you're celebrating?

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As you've heard me say many times already, we're so good at consistently acknowledging everything that doesn't go well we're on top of that, right? We know that, okay, well,

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usually not so on top of really acknowledging and noticing and honoring the things that are going well. So what is it that you would like to celebrate today, could be outer, could be inner, could be something huge.

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Small steps are celebrations to and sometimes small steps or huge celebrations.

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Whatever it is for you, whatever that thing is that for things that you want to own that you want to acknowledge that you want to really celebrate

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take a moment while I'll give you one more moment to make some notes on what it is.

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Also think about areas in your life that maybe you've don't normally celebrate, like I've been trained to over the years I've trained myself to celebrate around my business because I need that kind of enthusiasm and inspiration to keep going. But I don't as often celebrate Celebrate around parenting pieces

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right

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So think about the the regular places, but then also think about some of the other areas in your life too. There's, there's celebration,

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in so many ways, and in so many places. So what is it for you?

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And then

I see, there's some shares already in the chat and take a look at those in a moment. But before we get there, here's what I want to invite you to do. Whatever it is that you're celebrating, take a moment right now. And

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bring it for yourself beyond the mental level of learning and processing. So we've activated the cognitive and the mental by me asking you the question. And by you noting it and writing it down, making that mental connection. Now I want to invite you to bring it to your heart or bring it to your body, or bring it to the spirit level of spirit level can be just, you know, being in gratitude to something bigger than you are heart level can be to feel the happiness or the excitement or the celebration of it in your heart. Body level can be just to bring that celebration fully into your body. So whatever however you want to do it today, take a moment and bring the celebration beyond the cognitive into another level of learning and processing for you. I'll give you a moment.

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And notice how you feel

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as you bring it to another level

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take one more moment with that really take it in.

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Give yourself the gift of actually receiving

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the good things that are happening.

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There's a difference between good things happening and receiving those good things.

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So I'd love to hear some of your celebrations. I'll read some from the chat share more in the chat. And if anyone wants to raise their hand we have time for a hand raise or two as well. Amy's sharing a week ago, my my body decided to fast. So you've had a deeply spiritual week with many revelations. I'm so happy to hear it. Yeah, as I honor celebrating a big break through this weekend and also making wonderful connection with new people and having some healing and in some other relationships. Amazing. Yay.

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Alta you've been going through some really difficult things and you're celebrating you unapologetically taking space for yourself. Yes to cry, scream, be confused and more big, big celebration.

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Charlie's celebrating holding a tight container on two pre enrollment calls. Yes. One is engaging further and one has not come back to yet.

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But you're not second guessing yourself. Huge huge jollies. So so exciting. Rand is celebrating allowing herself to ask for her needs to be met over the weekend. So big connection with others. Time for yourself as a mama to recharge. Yes, ha you've got your hand up.

Let's hear your celebration. voice to voice.

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I raised my hand for the embodiment of the celebration that I posted. So

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really the celebration of being me, AJ, as the soul of

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I business came out of a visioning coaching I did with Wendy last week. And then also my certification coaching. I started with Caitlin last week and

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another conversation with Mike blunt like all of these supports. This is really what was brewing in me. I've been using third person and

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not really showing up as myself in my business because I am so many different friggin people that don't always feel like they mesh.

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And just now, bringing that like, allowing that into my body level.

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I felt this flamenca energy come out, I haven't been dancing. lately. I

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you know, kind of, I've tried to compartmentalize like, Yes, I am a brain and money person. And yes, I

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am was a flamenco dancer. And yes, I'm an overwhelmed mom. And

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and I just felt this like rhythm come out. And this projecting of soul.

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And energy. That is

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how I

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you know, sort of what I'm celebrated for as a dancer, and how I connect with audiences as a dancer.

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Totally good. I love it. So first of all, just amazing celebration in terms of bringing you and your authentic self more fully to your business and that integration. So incredible. And all that you're sharing is just it, I love it, because it's piling on more evidence for activating more than one level of learning and processing for ourselves

and in our client work, right? So I love that, that you're just taking that space like that that energy came through, right. And now that energy, you can come back to that as a body memory before you go to write your next sales, whatever or your post, all of that. So big yes to all of that. And I'll just toss this your way if it resonates.

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As you were talking, I was thinking it could be really fun and valuable to choreograph money doula flamenco dance, that is just representational of this energy that you're bringing to your business.

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The other thing I forgot I was going to say around this is someone challenged me to offer to like lead a movement

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piece before of some of our hour and a half sitting down meetings.

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And I thought like some of the other movement, folks might be wanting to share

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a group movement, like, you know, five or 10 minutes before we start this stuff. So it's something I'll bring up in the Facebook group and see how it's interesting. I love it. I love how this cohort is connecting in so many different ways with all of your talents and just making community it's amazing. Yes, and I that's I'll for you, we'll solve it for here. But AJ, that's just also making me wonder if you're bringing movement into your client work as well and where your brilliance around movement and dance has a place and the many doula work possibly as well. So something to think about.

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Thanks, Joanna. Thank you. I'll read a couple more celebrations. Kelly's celebrating helping her 11 year old launch his art business that's awesome. celebrating his confidence and putting himself out there saying you are applying sacred so you can apply sacred depths to a lot of the parenting pizzas for sure. Michael is having breakthroughs in several areas of your life and new possibilities. Yes. Simone has said celebrating how you've been supporting your stepchildren through a variety of challenges. Yes.

14:59

Runa

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is feeling 85% in alignment with your vision for the year. That's amazing. These are all wonderful, wonderful, wonderful. So well done, everyone.

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I'm not gonna, I'm just reading through it, I'm gonna go back and read the rest of these but just

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really, really amazing. And Annalise Yes, it is a celebration to connect with your pain for losses. That is a celebration of being with yourself. In a world where not we're not often encouraged to be with ourselves. And one of the responsibilities that we hold as coaches, for sure.

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All right, I'm so excited to go back and read through all of these

for now,

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one other question, as we step into strategizing just to like continue to pull everything along with us. Any, anything that anybody wants to share around what's really been resonating for you around either visioning or energetics of new things. And as a reminder, in our call last week, on energetics of new things, we really looked at this kind of human behavior around new pieces, and that new things have a little bit of a different energy than already established things do the difference of spring energy versus summer energy, we looked at some of the blocks that can sometimes hold us back when we're stepping into new things. Lane.

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I would love so much this idea of the seasonality of ideas and projects. And I'm curious about helping clients really identify what season they're in if there are ways to go a little bit deeper into that, because I mean, I understand on the surface what each season is, but I wonder if there are other clues that we can tap into? Yeah.

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I don't, I don't often like to do this, because

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like, we're, we're focusing on sacred depths. And I never say Oh, go do this other thing too. But in this one, and those of you know that you some of you have already started asking about advanced and I'm like focus on sacred depths, you know, but I will just say because it's short and compartmentalized. In August, I'm doing I'm offering a two day intensive called sacred rhythms, which is just all about coaching through the different seasons, and how to apply like specifically apply the seasonal work to the client work. And we're going to look at four different archetypes that's representative of the four seasons. So

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the full, the lover, the sovereign and the destroyer, and we'll get to all of those nitty gritties. So again, not salesy, but just something for everybody to think about. And I'll you know, it now that we're talking about, I'll put out like a little bit of a special,

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a special rate for Sacred rhythms for all of you. So that's something to think about. But for now, what I'd say is go back to our call last week, I spoke a lot. I actually gave a lot of information about spring and see if you can start to make some of those connections.

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More you know, deepen those connections, Elaine, because I think there's there's a lot in there already for you. Yeah, thanks.

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Anyone else want to share anything about what's on your mind around visioning and energetics of new things? What have you been seeing or noticing

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Michael in

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it I just wanted to share a about surprises. And it's something that I've I've seen in client work, like whenever there's a big breakthrough, whenever there's like, we're doing trauma work, like doesn't even really matter what we're working on. But at some point in the process, there's always a surprise. There's always something that comes through the client had no idea like, oh my god I had I didn't realize that's what was going on.

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All this time, and I've been in that seat over this last, I don't know, while I've just been in this like, awesome Lender of all of the stuff coming up. And I'm loving, being the recipient of the surprises, as opposed to the facilitator have them. And it just seems really important even though we don't know it's there, and we don't know it's coming until it's already here. I think there's some real magic in like articulating that and expecting it and like, yeah, I've got surprises coming and I don't know what they're going to be. But they're so amazing. And just holding that space, I think is one of the most powerful things we can do.

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I love that. I love that. And

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the this year the other thing, as you're talking, it's making me thinking as as facil. As practitioners as facilitators, the moment that we get too attached to outcome for our clients, or what they're working on, or what they need to understand or whatever it is, then energetically, we're actually cutting off the opportunities for those surprises to emerge.

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So a lot of it is an also an energetics piece on our part as practitioners to not get too attached to outcome to not be scared of surprises, because they might take things off track or whatever it is and to be curious and open and hold that curiosity and energy follows energy hold that curiosity open for our clients to go there as well.

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Nice, thank you jolly.

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Which kind of echoes lanes question a little bit.

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One thing that I come up, can you not hear me? Yeah, now I can now it's better. Okay, if sometimes these air pods are funny, so if it is just tell me and I'll take them out and go on the computer on the laptop. But

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in a lot of the work that I do, I often find that people are

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in this like liminal space in this threshold where they are, not who they were before. Not yet, who they are to become. But sometimes in that liminal space, there's a lot of exploration that has to go on. But it's almost not like a holding pattern, but kind of like a holding pattern for lack of a better way of describing it. So if I liken that to the seasons, I'm just wondering, for example, if you have someone who's in spring or in summer, I kind of understand

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you know, how to work with them on a visioning kind of level. But if you have someone who's in winter,

you know, for me, it's kind of like, okay, you're, you're winding something down in order to create space to bring something up. So would you say, we're going to back off from the visioning for the moment because we're gonna concentrate on the winding down, would you say?

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Let's just hold the space for you while you're in winter? Am I making sense? It's kind of like, I'm just trying to understand how I might approach visioning if I can clearly under if I am picking up that someone is in that winter space. Yeah, absolutely. So it's such a good question. We looked at this a little bit last week. First thing to say is there's lots of different ways of being in winter, and there's there's different moments of winter.

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I'm going to kind of say what I'm going to say next, for the sake of linearity with the understanding that things are cyclical and kind of, you know, ever evolving. Um, but I think of winter as like there's two phases of winter.

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So the phase of the first phase of winter, let's say between winter solstice

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and Groundhogs Day.

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There are sparks right? There's there's just like, like you see a spark here, and you see a spark there, but you're not grabbing on to any sparks. You're just kind of letting some sparks fly. And that period the there's the sparks happening, maybe, but the but the even more overarching during that period is what needs to be let go.

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What what needs to be rested and in silence? Why emotions

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needs to be met and made space for that's kind of like the darkest of the winter, if you will. And then when we do a sorry, Joanna, would we do a visioning around that? Absolutely. So you can, you can. And I'm glad you're asking this because I was thinking I didn't mention this last week, you can envision, how do you want this sabbatical time to look like or whatever the sabbatical is, how like that maybe the goal right now is to really let go of that last relationship a little bit more and be with the grief and all that, like, let you can envision that and then maybe create a little bit of a strategy around that, right. So absolutely, you can vision out even that. It's like the vision before the vision, right? It's the inner vision before that outer right? And then the second six weeks of six, eight weeks of winter, are

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there's more light we're getting, we're getting closer and closer to spring that the days are getting longer, there might still be things to let go of. But there's less sparks and more like, Oh, this is coming up, I might want to hold on to that. Well, that's coming up, I might want to hold it. So we're still in the winter space, we're still releasing, we're still creating the space. But there's there's a little more to hold on to by way about our vision. And again, I just said that linearly. But things you know, like they are in flux. But is it helpful to kind of think about all of those pieces?

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Yeah, I do. Remember now that you were talking about the light. And they are quite interesting. Because this mirrors what's going on in my astrology class now as well, where we're talking about how you have a decrease of

light, and then an increase of light. And so I absolutely love that you're tying that in. But I think for me more than anything, it's that understanding that you can.

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visioning doesn't have to be just about the big stuff you can vision. And not to say that like grieving isn't big. But visioning. I guess what I'm trying to say is it doesn't have to be something that's always like, Oh, here's my dream.

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Absolutely, no, it can be so I have a client that's going through a winter phase right now. But she's been like holding on to all the work and all the programs and all she's got an amazing business we've built over the years. And but she is in a winter and her business model needs to change there is grieving that she has been doing she just let go of a huge, long, 10 year relationship. She's feeling a little stale around the work and the programming that she has been doing. And so we visioned out, you know, it might end up being more than three months that she needs. But we really like got to this place of like three months of letting go of being in a liminal space of space, but we actually visioned out a little bit. We want to, I want her to have space and freedom and all of that. But we did vision out some of that three months for her so that she can really take that time and space for herself. That makes so much sense. Appreciate it. Good. Great question. Amy.

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Hi, everyone. I just wanted to say that I listened to Bruce Anderson's call the bonus call on core gifts and core purpose, and I thought it was excellent. And if people haven't listened to it yet, I really recommend it. I think it's great for that to support the visioning. I love that you're bringing that in with this. I recommend that call to Bruce's Bruce talks about core gifts, and there's just so many pearls of wisdom in that call. Thanks for bringing that in. Eenie. Lera.

29:06

Hi. So my question is around.

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Well, I'll tell you the context. So my husband and I sat down last week and we started visioning for our business and what we wanted to get out of our business for the next 12 months. And we came up with not one but four visions, but I mean, they're all related. So I kind of wove them in all together. But I'm wondering, does that make sense or should we be looking at them separately? And I also wonder if maybe I'm confusing it with strategy versus visioning, and whether maybe I just need to understand a little bit more the difference between the two. So we'll look at strategy today and you might have more of that answer by the time we're done.

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I mean, I would want to ultimately hear what the four pieces are

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and all of that we don't have space for that right now. But I'm also happy Lera at another point or in the Facebook group to hear more. But what I say is if you are able to piece them together, and that feels good and aligned, it sounds like you've created possibly a bigger vision. And then maybe there are milestones, and we'll talk about that today. Like, what's the first milestone? What's the next milestone, et cetera, to get to that bigger pieces that have come together? Does that land? Yeah, yeah. Okay, thanks. Yeah, you're welcome.

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Okay, so

30:39 here's an old saying, I don't know where it comes from. But I really like get
30:44 a vision without a plan is just a dream.
30:51 A plan, without a vision is just drudgery.
31:00 But a vision with a plan can change the world.
31:12 So we're going to talk about planning today, and strategizing.
31:21 And let me ask, I'd love some shares from some of you what is a strategy? And why is it important?
31:32 What is a strategy? And why is it important?
31:36 Who wants to share? Raise your hand?
31:50 Brenda, thanks for popping that in the chat too.
21.54

So what's strategy? And why is it important?

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We all know the answer to this.

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He wants to share.

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Jolly

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so for me a strategy. I love playing chess.

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I'm not very good at it. But um, but a strategy is kind of being able to look like 10 steps ahead, being able to kind of have

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it's a combination of like macro and micro and being able to say,

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you know, I have an understanding of the terrain. But in order to cross that terrain and not get overwhelmed, I'm going to break it down into little steps.

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Yeah, absolutely. I love and I love that chess analogy.

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Nice. Who else? What's the strategy? And why is it important? I'd love to hear one more voice on this.

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Lera.

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Think about strategy as sort of the guardrail of your business or whatever your organization is, I used to do a lot of work and nonprofit. And so we'd have donors that would come in and say, hey, we'd really like you to do this. But we didn't have those guardrails. And we didn't have that strategy of who we are and what we do and what what makes us special than we would kind of deviate when we go off, you know, off the path. I love that too. Yes, this strategy can help provide guardrails so that things don't get like bigger and less focused and all over the place. Nice vada saying in the chat, a strategy a strategy is the pathway to your dream. Yes. So as Lada is saying, as jolly said, and even in some ways, as Leora is sharing. I mean, in its simplest term, a strategy is a plan to get you from where you are now, to what your vision is.

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When we create a vision, whether it's a big vision far out, or even a vision that we want to accomplish, and a month from now, there is a gap between where we are now

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and getting to that vision achieving that vision. A strategy is the bridge that plank by plank by playing step by step by step

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that we prepare

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To help get us from where we are now, to where we want to be

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a strategy is a way of describing how you're going to produce an outcome.

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I, it can also be helpful to think about strategies as supporting clients to become the leaders of their lives. Leadership is almost always easier with a plan.

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So

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after we've vision and supported a client to create a vision, whether it's a big long term vision or a shorter term vision, at some point or another, we're also going to want to support them to create a strategy

to create that bridge between where they are now and where they'd like to be.

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Where in your life or work right now, could you benefit from a strategy or an upgraded strategy?

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Where in your life or work right now, could you benefit from a strategy or an upgraded strategy? And I'll just share one for me, like our strategy in our house. Yeah, exactly what I was about to say, my Clinton, like, in our household, our strategy with Nina who is 13, around, like, what are her responsibilities? And how are we moving her forward to being a little bit more of a responsible human being in the world that strategy has like, is out the window right now?

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That is a place where we could really use an upgraded strategy.

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So we're in your life or work right now? Could it really benefit you from saying, yo, I'm here right now? I want to be here and I could really use a bridge. Could you really use a way of bridging that gap? Up plan?

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Around us saying business marketing, yes.

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building an audience

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deciding on which aspects of my business to focus on starting to actually coach instead of just learning. Yeah, good.

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I'll just sing what are my business values and, and why? And I love that to think of that as a strategy in and of itself, too. I mean, all of these.

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Okay. So Oh, AJ, do you have a question? Yeah. I'm having a really hard time

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with strategy. And I'm wondering if you might share some other words or

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reframing that I could look at it as a more positive, attainable thing. Yeah. What are

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what's the block for you?

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I have

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38:52 ı 38:55 do a lot of things once in a row. 39:03 Why do you do a lot of things once in a row? I'm working on that. I don't know. But that's a pattern in my life. Maybe I forget how or why I did it the first time. 39:24 Or maybe I didn't get the 39:27 satisfaction 39:30 for how it went or maybe it was just not my thing. 39:34 But strategy. 39:37 If I think about it, like that is like too many steps. It's too many steps. 39:45 And I'm I have a lot of trouble with executive function in that way. Yeah, so it sounds tell me if I'm getting this right. It sounds like there's a couple of pieces going on for you. I think one is the just executive functioning You know, we're all neuro diverse, you know, in our own ways. And it sounds like 40:06 lots of little steps is not what your brain needs in order to accomplish a goal. 40:18 That's one piece I'm hearing. Another piece I'm hearing is that sometimes if things maybe don't work out the first time, you don't feel satisfied, maybe you get disconnected from the white. Sometimes they're just not aligned. But it's like, I gave it a try. But I'm not. I'm stopping myself from cutting ties taking the next step or giving it the next try. Am I hearing that? Right? 40:43

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Yes. And I mean, also, it is sometimes getting in my way and reinventing the wheel.

so many ideas and no plans.

Yeah. So

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if we take that first, if we take the first piece, I think it maybe it'll, let's start there for now.

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And if we know for you what a strategy is not as lots of little pieces.

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What is helpful for you in terms of strategy? And in terms of how you think about strategy?

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Like I need a different word.

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Yeah. So let's create a whole other different word. And we don't have to nail it right now. But give give us some phrases that come to mind. What helps you get from where you are now to where you want to be?

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A partner with a plan?

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Deadline.

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Is that helpful? Deadline for some people? It is for some people? It's not. Yeah, yeah. Short term, short term. deadlines. Yeah.

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So for you, maybe it's not strategizing, maybe it's about creating a plan that you feel like you can be that you can really partner with and that plan can really be a partner with you. Were there are short term deadlines in it.

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How does that land?

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I can try that on.

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Does it I'm having trouble reading your face and energy

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I don't see myself and my plan as very compatible. Yeah, it's too it's too much my self. Maybe, too.

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Were I'm not going to hold in our accountability.

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So I m wondering if there are some bigger pieces here that s, it might be around the language, AJ, but
43:19 it might be around.
43:25 You're
43:29 like how you show up for it?
43:36 What are
43:38 what are ways and we're talking abstract here, I think it's going to be different for each vision and goal. But if you think about a current goal that you have, or current vision that you have, what
43:54 how do you want to show up to execute the vision?
44:07 I want to show up with truth and honesty of
44:15 who I am.
44:18 Mm hmm. Yeah. So what if it was a truth and honesty plan for achieving your goal of that?
44:29 Cool. Yeah. So for you it's not a true strategy for you. It's a truth and honesty plan.
44:36 Thank you for that.
44:39 You're welcome.
44:43 Barbara.
44:46 I just wanted to piggyback on what AJ was talking about.
44:51 With the neuro diversity
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Not everybody is neurodiverse that was kind of act like I'm more more neurodiverse, but I'm not like diagnosed. But anyway, the point I'm trying to make is that

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even when we know, we, our brain doesn't work the same as others, doesn't mean we have the same capacity to affect the change, and they don't.

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So

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I really felt great about how you took her through that. So not not, but I just kind of wanted to kind of share that

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the hill that we're climbing could be very different in that when you're not in those shoes, it's hard to see what that hill is, or can be hard to see what that hill is. So if you if you you know, so I just kind of want to share that I really resonated with a lot of what AJ was saying. And

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it, it's, I just kind of want to bring awareness to the group, that the coachability for somebody who's neurodiverse is not, it's not absent, we're still coachable, but it just is a

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I don't know what it is, I'm like I'm learning about it for myself.

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I just think that if if it's not something you have awareness on, it might be really puzzling to you how you can help somebody you know, as a coach, who's neurodiverse get to that next place. So for example, like something that I learned recently about it, like, you can have a lot of knowledge, but that implementation, that executive function, there's often a pretty big gap for those of us who struggle with ADD ADHD, between those two places. So have a wealth of knowledge. But

47:04

that that ability to apply it is not as strong for me internally. And so I need to create external support, which is why I was like, Hey, who wants to do a co working call? Like, I mean, I'm just figuring this out now. And I'm like, 64

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Yes, yes.

47:30

Um, no, I'm so glad you're speaking to it. So a couple of pieces. First of all, I think, as I was saying the words neurodiverse, when I was talking with AJ was like, that didn't come out the right way. So thank you for just calling that out. Those were not the right words. And I didn't mean to say that we're all having the same experience, if that came off that way. My apologies.

47:51

And then from there, yes, it's, you know, we

I don't think we need to be experts. I mean, it's always great to, you know, have more and more information. I'm an information seeker and always looking for more, but I don't want anybody to get scared of like, Oh, if I haven't walked in those shoes, because this is filters, right? It's just it's another kind of filter that we have to check.

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Having some extra information is great, but and always coaching the web based on the who, number one, which always checking filter number one always coaching the web based on the who never expecting

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a particular answer or outcome. For example, when I was just working with AJ, if I would have been expecting a particular oh, we're just gonna like get to the, or whatever it is, you know, I wouldn't have been able to continue to ask her questions and hold that space.

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So all all of those pieces, I think can help us so much, including all the other energetics pieces that were we've been learning. I am whole and complete. You are whole and complete. I don't need I practitioner don't need to fix this. I'm not you know, I'm here to hold this space for you to discover your own answers and what works best for you. So I think we can apply all of those pieces to

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Yeah, I agree. And I think that where are you are reading AJs like, I'm not reading, like, like that that was so spot on. Because it's like, if the suggestion doesn't resonate, you saw it.

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So that and I think, you know, I'm bringing this up specifically around strategy. This I think, for me, and I know

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You know, I'm not gonna apply to everybody else. But for me, this is a really big stumbling block. This is like, Please hold my hand in this other one too.

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Absolutely, absolutely. I'm so glad you're bringing it into the conversation. And that actually is a beautiful segue into what I wanted to share next about strategy, which is that and Angela's already just getting there too, in the chat, because it was exactly where I wanted to go next, which is that

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strategizing can run the gamut of we can call it pure coaching. So just asking questions, for the client to find their own answers to a combination of that more like pure coaching, with consulting.

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You know, we each have expertise or experience in certain topics. And

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absolutely, we can bring that into strategizing. But that being said,

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a place where a lot of practitioners

I don't want to say make a mistake, but don't serve their clients as as fully as they could, is when you go to strategize, and you default into the expertise, and into the like, here are the four steps in order to achieve that goal that you client want. That may have worked for you practitioner before, that may have worked for so many of your clients before or people that you've seen. But don't assume that that those are the action steps in those orders, that the person that you are sitting with that the person in front of you that that's going to be the best strategy or strategy for them. The moment that you go cookie cutter into anything, including strategy

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is the moment that you have stopped coaching the what based on the who is the moment that you have stopped really listening to the human being in front of you, is the moment that you have started to a little bit cut off, for lack of a better way of saying this their inner wisdom around what is going to be best for them. So I have for example, I have a lot of experience and expertise and wisdom on marketing. When I support my clients on a marketing strategy. I never think of that wisdom or expertise as the way or the only way or the thing that my client is going to end up doing.

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I think of it as

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possible thoughts, ideas,

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maybe some guiding lights or things that I'm going to toss if need be. And then curious to see where my client is going to go with that and what's going to be right for them.

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Does that make sense?

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Okay,

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so

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let's talk about

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a couple of pieces that can be really a couple more pieces that can be really helpful when we support a client with a strategy.

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The first is that

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new things new strategy

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often require a strong foundation.

They often require a strong foundation. So what I mean by this is

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a plan is only as good.

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One of the things it's only as good as is that if there is an environment to support that plan.

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Now.

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a plan is only as good as the environment that is set the foundation that is set to support that plan.

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So for example,

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if I'm working with a client who wants to achieve something big in their business,

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and they have a full time job, and two young children,

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one of the foundational pieces, you know, there are X amount of steps to reach that goal. But one of the foundational pieces there is, how much time does this client have available? How can we set the foundation to create some more time is there support from the outside that can come in or childcare or boundaries that can be set with their nine to five job, et cetera, right, so that's a foundational piece. And then based on the foundation that we set around time, that some of the strategy is going to follow from there, because of that client ends up having five hours a week, to work on the business, the strategy towards the goal is going to look different than if that client has 20 hours a week,

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to work on the business, right. So that's one example of setting a foundation for a strategy. Here's another example. And, you know, let's not get like too much in boxes. So some of the foundation is also part of the strategy, you know, et cetera. So, you know, be flexible here with me with language too. But just to give another example, let's say you're working with a client, they're, you know, their vision is they want to be in a loving, romantic relationship.

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So maybe there's a strategy of creating an online dating profile. And maybe there's a strategy of going to, you know, different local community groups are, you know, whatever it is.

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But is there a foundation that's going to really support

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those strategy pieces, right? So for example,

again, there might be the time issue is there time to date and do these things, there might be a strong foundation of self love that wants to be worked on. Because that foundation of self love is going to support those outer pieces, maybe there's a foundation around,

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moving into healthier boundaries and boundary setting in relationships. Again, that can be a strategy piece, like one of the planks on that bridge, to ultimately get to the goal. But I also like to think of it I think it helps. It can help when strategize and kind of get to these are the pieces to work on to to set that foundation for the best outer actions and the best outcomes on the outer actions.

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AJ saying a plan without a foundation is just an idea. Yeah, I like that.

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Alright, let me pause on this.

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Any other thoughts or anything else coming together or any other examples that you want to share?

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Around setting a foundation?

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No, okay, good.

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There are some elements. I don't hit all of these all the time with this strategy. But there are some elements that I like to think of that help comprise

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an effective strategy. Again, we're always coaching the web based on the who, so these are suggestions, not rules.

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But here are some elements of a good strategy.

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Number one, having a clear goal. So remember, there can be differences between

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goals and visions.

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We looked at this a couple of weeks back, you know, maybe your vision for yourself is to be a yoga master like having, you know, like mastery of yoga or to be a yoga teacher, you know, whatever it is, that's a little bit of a longer goal, a longer vision. And then maybe the first goal in that longer vision is to master a handstand. So the goal is more tangible, more attainable, less overwhelming, and kind of that clear, there's still a strategy, right? There's still steps

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that are gonna go into mastering that handstand, that you'll strategize out. But having that goal versus creating a strategy for the full vision is oftentimes what's most helpful for clients.

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Angela's asking in the chat, do you work on personal blocks as foundations for a plan? i So Angela? Yes, I do. I take all of that into consideration. And sometimes those blocks

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have to be worked on first, before the action steps are taken. Oftentimes, it can be in tandem. But I do think about those personal pieces as part of that foundation.

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Okay, so having a clear goal.

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As AJ was saying earlier, now, for some people, this isn't helpful, but for a lot of people it is having a due date for that goal, or a deadline for that goal, I want to achieve the goal by x date.

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For some people that puts

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they may not be ready, it puts a lot of pressure on them, or it can block.

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So always coach the web based on the who, but for many other people saying, you know, by September 1, I want to have x whatever that goal is, can be really helpful.

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Another element that can oftentimes be really helpful in a strategy is supporting a client to identify either a guiding feeling or a guiding belief for the strategy, either a guiding feeling, or a guiding belief.

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So when we don't have a guiding feeling for a strategy or executing a strategy, we often default to

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doing it, it's gonna feel stressful having a tight jaw, it's not fun to have to get it done gripping.

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Let me know if you know what I'm talking about. I see this thing all the time in my business. If I skip over you How do I want to feel as I take these action steps like that, that's just one of my defaults.

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supporting a client from the get go even before you if you're gonna name steps to say how do you want to feel? As you take steps towards this? What is the guiding feeling? Or what is the belief that you want to be believing consistently, throughout?

It can help so much. And action steps oftentimes can flow. Aligned action steps can often flow from the guiding feeling or the guiding belief. It's almost like moving into the energy and then brainstorming on what those action steps are from that energy.

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Some sometimes, it can be really useful to ask the client, what does your inner wisdom want you to know about this plan that we're about to create, or about this strategy that we're about to create? So connecting in right away to that spirit level, right, the inner wisdom.

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It can again, more brains aligned to brainstorming on the steps can oftentimes flow from that

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And yes, Amy, I'm so glad you're saying that. I meant to say it. Yes, the feeling of having accomplished a goal

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can inform the feeling that we want to have during the process, but it may not necessarily be the same thing.

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Next element

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now again, always coached the what based on the who this is something that might not work like for AJ possibly, although with the new languaging we have around

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the truth, it wasn't truth and honesty, whatever what it was, you know, this, this might be important.

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Baby steps. So for some folks breaking things down into smaller steps can be too overwhelming. And too fiddly. And to detail. So we want to work with the client on what is the right bite size step for them. Like if we were going to go to, you know, that example that I gave, like Master a hand stand.

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How big of a steps are we looking at, it's almost like before you sit to eat a meal almost to determine how big the bytes of the meal are going to be like what's right for you.

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For some clients, it might be they need 30 minute step. And this for some clients, they might need 15 minute steps, right? Like, it's just I just need to know, like, what is the next 15 minutes, I'm the next 15 minutes and the next 15 minutes. For some people, it's going to be 30. For some people, it's going to be a little broader, right, like two hours or whatever it is. For me personally, I like to have things between 30 and 60 minutes, that's a good bite for business, that's a good bite size for me where I feel like I can focus for that amount of time. And I I can, like achieve one of a step by the end of it

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this next piece is a little bit about foundation, but I'll just share it, it might help you think of you know, get in there in a different way or think of things a little differently. Sometimes with a strategy, I also like to think of not just what are this the each of the different steps that we're taking, but are there daily or weekly habits that are

going to be helpful, are there daily or weekly habits that are going to be helpful to be able to set up the environment with which to take the action or strategy.

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So for example, for me personally, without a doubt,

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in order for the things that ended up in my strategy are things that I'm not going to normally do every day in my business, they're the kind of the projects that are important to move forward. So a daily habit for me is taking care of administrative emails that I know I would do anyway, finishing them by a certain amount of time turning off the email, so that I can focus on the marketing or the curriculum or you know, whatever, whatever the project is, that for me is a really important habit, or all so I'll just check the emails as they come in or wonder like, oh, there was this admin thing that I was going to do. And then it takes me away from the action step.

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And then another element is

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working in markers or celebrations, working in markers of progress, or celebrations.

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We need as humans, like, you know, capitalism has trained us to be machines do this thing and the new thing and this and this thing, right like just keep on doing the things.

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But if we don't pause and Mark, like celebrate the goal, I just got that done. I entered that the first draft of my first newsletter done it's not complete yet, but yeah, like I just do that. I'm gonna I'm gonna take myself out for an ice cream because I just, you know, did a little research on the different dating apps out there like I deserve right like, or whatever it is like I'm in a different place than I was before this action step or before these three action steps so so marking and celebrating so important.

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Lisa sing in the chat, it feels like we're eliciting the feelings we want to have during the journey towards the destination exactly who we are being along the way to our goal is just as important as the destination. And the goal. So beautifully said, Lisa. That's it. Exactly. So sometimes in some programs similar to what y'all are going to, you know, some of you are doing on your own in this group, the co working sessions and some programs that I lead, we have get it done sessions where we'll have 90 minutes or sometimes longer of everybody comes in, this is what I want to accomplish in the 90 minutes. But before we go, when I hold those, get it done sessions before we go to get things done. First of all, I chunk it into 30 minutes we check in, right, that's kind of the bite size that I've decided for the group. But before we go into the to what's going to get done, I will always at the beginning say to everybody, how do you want to feel for the next 30 minutes as you take your first action step. And I usually have people actually bring a candle and set that intention by lighting the candle on how they want to feel. Because it is about accomplishing the step. But our times our lives, it's about how we feel. And that helps us accomplish.

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All right, any.

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There are a couple other pieces I want to make sure we cover today but anything around these elements that I just mentioned that anybody has a question on or anybody wants to add to.

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Okay

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often times for strategy, one of the

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things that I keep on coming back to that I kind of like I hold as a concept when I'm supporting a client to strategize, and I forget to hold it for myself. Sometimes I strategize for myself, which I need to is simplification. What is not just what what are the steps here? But what's the easiest way here?

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What is the simplest way to get to this goal, we can have a tendency of thinking that more is more when oftentimes Less is more, an adding extra pieces are things we need to do, or you know all the things. So I always like to think, what's the easiest way? What's the simplest way? Yeah, Amy saying what's the most efficient way?

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Okay, this next piece

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is important. And this, in some ways also is related to what Barbara was sharing before.

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Not in terms of neuro diversity, but again, just like being and knowing that we're not in another person's shoes.

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When we co create a strategy with a client,

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we want to take their natural rhythm into consideration.

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We want to take their natural rhythm into consideration. This is something that practitioners don't check their filters on enough. And then they go to create a strategy with a client that's based on the practitioners natural rhythm versus the client's natural rhythm. And this is a recipe for frustration and heartache and all the things.

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So everybody's got their own natural rhythm. And we might have different rhythms, different moments in our lives, too, right? It's not a monolithic thing. And also we might have a different natural rhythm in one area of our life versus another area of our life, right so not monolithic in in any way.

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So there's lots of different ones. I want to name some

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Some of the, I don't know most common are like general categories of natural rhythms so that you have this information and then you can adapt

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with clients as you work with them. So one type of natural rhythm is we can call it a consistent doer, or a marathoner.

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So, a consistent doer or a marathoner, the way they ideally move and flow through and get things done, is they do a little bit consistently kind of like when someone runs a marathon, usually the strategy is not to like, we're just run as fast as you can to get to the end. But you like you, you're doing a slower, a little bit of a slower pace with chunks at a time, right? So this kind of person, they might need to consistently every week,

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five hours, five hours, or every day, right, they're, they're consistent doers. It's like a little bit each day, or a little bit each week. They're they're running the marathon.

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Other folks, their natural rhythm are sprinters sprinters, where their energy is is they're gonna like go Go, go, go, go, go go. And then they need a longer break. Go Go, go, go go. And then they need a longer break. Right. So sprinter strategy would look like a lot of activity in a shorter period of time. And then longer time for not doing as much and taking a break.

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Here's another kind of natural rhythm.

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I call them tipping pointers.

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Tipping pointers are the kind of folks who are not ready to take their first outer action step right away. Tipping pointers is like, thing they need first a week or two to like sink into things and to marinate on things and kind of orient like get ready to take the action and orient themselves to it and let it seep in. And then there's a tipping point. And they're usually then ready to be a marathoner or a sprinter after that. But But it's like, we know, I know, for those clients, we've learned that like, first, they just we're not, we're not the next action step isn't going to be in the next week or two, like we're, they're just going to first take their time to settle it.

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And then another type of natural rhythm, and again, I'm not being exhaustive here, I'm just kind of giving different thoughts and ideas to stir the cauldron for you.

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Folks that I call deep thinkers and processors, these folks are often similar to marathoner's Except they're just, they're even slower. They just they really need their deep thinkers, they really they need their time. For each action step.

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When we are not aware of our clients, natural rhythms, and then strategize just through our own filters, we're basically creating a shame machine out of the strategy. Because it's like trying to fit that individual into taking actions that they don't, normally that that they're not that aren't

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most aligned for them or optimal for them.

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I cannot tell you how valuable it has been for certain clients of mine to finally see,

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for example, that they're a tipping point or and to be totally validated and normalized in that for themselves, versus trying to fit themselves in to a shape that isn't for them their whole lives.

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Melissa is a tipping point or you've been outed.

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Okay, so what's your natural rhythm? Take a moment and note for yourself and again, it might be different in different times in your life or different areas of your life. So pick one place maybe to focus on currently what's your actual natural rhythm regardless of what

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Whatever strategy you've been creating for yourself

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Amy is a marathoner. Cecil is a tipping pointer and deep thinker processor. Yeah. And it can be not it can be something else outside of the four or like Cecil a combination. Sophie's a marathoner Slow and steady wins the race. Barbara is a sprinter. Yeah. Also as a deep thinker, Kelly's marathoner a lot as a sprinter for the most part.

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Whatever your natural rhythm is, how have you maybe gotten into a little trouble or stuck or whatever you want to call it by not knowing or honoring your rhythm?

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How have you maybe how have things gotten a little tough in the past by not knowing or honoring

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your rhythm?

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Lena saying I grew up being told you are too slow, and you're realizing that you're a deep thinker. Yeah. And that frees you from the narrative. I'm so happy.

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Altos crashed by going too fast.

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Jackie has gotten stuck in the shame machine. Full on meltdown. Yep. Producing work that feels off because of rushing chronically ill. self doubt. Yeah. Good. So let's pause here for a moment. Anything I'd love to hear

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a share or two, what's feeling important? What are you seeing in this natural rhythm piece?

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And Jana is asking a Jana, you want to come on for a moment. Sorry, Michael, and you are going to share and then Aiyana.

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Michael, and where are you going to share? Oh, was I Oh, I can

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take yourself off mute. Because you're gonna share, I just realized I did take myself on mute. I want to explain what a carrot Eater is. I'm like, and I have a little bit of embarrassment saying this. But unlike the donkey that's following the carrot, you know, that's, that's hanging on the stick out in front. And, and as long as the carrots out there, I'm like, I'm so into the carrot. But as when the carrot loses, appeal or gets stale, then I'm on to the new carrot. And it's not always this flighty shiny object. thing. There's actually like a rhythm and a prioritization and a whole passion piece that gets activated for me, when I'm following the carrot, and then might have multiple carrots. And that's a great place to be. Yeah, I love that. And so

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it could be helpful for you. In this going back to daily practices or weekly practices, it could that could be a practice for you to ask yourself, What's the carrot?

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And to be clear on that for yourself, and has the carrot changed, and to on a daily or weekly basis to just come back to that for you, because you know that that's really supportive in your strategy and execution.

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Good Aiyana.

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Also say that

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my body is having massive symptoms today. I realized after I said, Come on, that I should have asked if you even want to Is now a good moment.

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I think not because I'm

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on.

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But I would. I would. I was curious if there was questions to ask ourselves.

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Do I think to go back his one thing you can do is to go back historically. Well, so you know, natural rhythm, as I said, like it changes over time. And so where you're at right now, where your natural rhythm is at right now might be different than it was, you know, 10 years ago and might be different than it's going to be in a month from now, too. And so what I'd say is

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today, you're having you know, a lot of symptoms and may not be the best day or maybe it is the exact right day to do it. But take a moment and say like what is the rhythm that my

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Nobody wants to move that right now in this moment in my life.

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And kind of sense into that you can look a little bit historically to have you done better when it's been a lot in a row and then breaks or little pieces are taking your time or something else. But I'd say

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Don't you know, kind of play with it and be curious with it?

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That sounds good.

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There's a feeling a block and curious about

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that block. I suppose it's

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I think I've always had an idea that I'm supposed to be different than I am. And, like most of us do, and

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yeah, there's something in there for me to definitely.

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Think you do. Yeah, thank you.

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Florida.

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can't hear you.

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Really? Now. I can. Yeah. Okay. Um, great question about about our own rhythm. I realized that I stay in the, in the tipping point prep phase for a long time, but I'm considering more than one things at that time.

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The count one, when the time starts to just print, like, oh, I need to sprint and all these things at the same time.

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becomes a superhuman effort. Yeah. Back to some of the prioritization things that we've spoken about before. And maybe the that you want to take that into account in your strategizing and say, These are four things I want to do.

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What order? Do I want to do them? And so it's not that I'm not going to do it's not that I'm only going to do the first thing, I'm gonna get to do all of them. But what's the order that I want to do them in? Or if you are ambitious? And you can maybe it's what are the first two and what are the second

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if you need that, but I want I want to invite you to pattern break Lada.

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Okay. And pattern breaks sometimes takes effort and it takes discomfort, you know, how you've been doing it, keep the ways that it's worked, right? Don't get rid of but but break, even if it's uncomfortable, see if you can poke some holes in that pattern for yourself. Okay.

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Good.

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Annalise.

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Um,

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it's an interesting one. Because, as you said, you know, our preference change. And sometimes

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we don't recognize ourselves. Like, for me, it's very different when I was a lawyer, compared to now that I'm self employed. And what I found is that I can be quite consistent if I have a regular rhythm, but with the business is locked up and down. So

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I, I struggle to focus when I don't have

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a deadline towards third party, but it's just with me, like, yeah, you know, like, like, I have to study or I have to do business development. At that point, my rhythm changes. Whereas if I have some sort of like, commitment, I'm a marathoner. And I run also quite fast. Yeah. So what I would say is try this for yourself, even if it's a commitment just to you.

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employ all of the things we've been talking about, give it a serious deadline, right? We said that was one of the elements, and then create a marathon strategy for it, right? If it's every day, you're working towards that goal, create that strategy in that blueprint, where you know, you have something to do every day to get to that goal. If that goal is a little bit too big and too far out, do the first marker to it and create that marathon strategy for yourself. Okay.

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Thank you. Yeah, you're welcome. Good, Carmen.

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Hello.

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So yeah, so this is my share is on the teaching. And what I'm noticing right now, is some stories are starting to come up for me and like a little bit of fear, if you will around some of this because this is all

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Are some of the stuff I already do this is all such really juicy information that I can see how it can help tremendously support the client moving towards what they want to move to. And I also noticed that it will take some time and like getting to know the client, right, and like even helping the client get to know themselves in order to like, share this stuff with you, because a lot of people come in and they feel stuck and disconnected from themselves. So my fear around some of this is that, you know, in the beginning, as I'm getting to know the client, or helping the client connect with me, so on so forth, that maybe I won't recognize their rhythms right away, or recognize how they need to work or whatever the case is, and that maybe, you know, I'm doing some sort of harm by giving them things that won't work for them or moving them in a direction that maybe I haven't checked my own filter on and things like that. And then having them go in one or two months down the program. And it was probably not in the best way that they need it for themselves. But I haven't realized that yet. And then maybe them feeling like they don't want to do it anymore. Just like having to redirect that. So all of these things are coming up for me right now. Like, oh, man, have I been doing this? I've I've been staring them in the wrong way. How do I stop this? How do I like get out of my own way and not beat up on myself about it? Like all?

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Yes, I love this whole question. So first of all, you haven't been doing it the wrong way, right? We like that. That is not productive thinking like you've been doing it exactly as you've meant to do it until this moment, and you might shift it a little bit. So then from there a couple of things we may like. So you always want to ask in the beginning, you know, what is your natural rhythm? Or how you know how right? And a client might know right away? Or they might be like, you don't know, nobody's ever bothered to ask me that. I just thought I had to do it. Right. And they, and you might through some questions come to real clarity in that moment. Or it might still be a little bit in the mystery. One of those is not better than the other, so long as you're checking and tracking, right? So if there isn't full clarity, you can say okay, you know, we're not totally clear, yet totally normal to not know until we try based on what you're sharing. Here's my sense, or based on what you're sharing, what's your sense, I guess the client of how you want your pacing to B, and then come up together with when you're going to check in on that. So it might be so take these three actions, they think they're a sprinter. Do all this this week. And then let's check in next week and see if that worked for you. Or marathoner, let's check in a week or let's check it in two weeks, and then take how that worked or didn't work. And then adjust, readjust from there. So so long as you're transparent about the process, as you're open and curious as you're normalizing. You know, we're like tweaking here tweaking there. This is part of the process. Energy follows energy or client. We'll go with that. Because, yeah, what I'm hearing is that the biggest piece is being completely honest and transparent about we're kind of like trial and error in this whole situation. And we're going to keep connecting about and then keep connecting about it and find what works best for their rhythm. That's absolutely and that's that keep on connecting and keep on seeing like that is a beautiful, tight loving coaching container right there.

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Yeah, you're welcome. Great question. Tina.

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Hi, Joanna.

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I signed up fi with actually serie those red.

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Tina. And so when I was thinking about the tipping pointer and the marathoner, and

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what was that last thing? The deep problem on vacation, and I might be in a spot somewhere. Yeah, the de processor. Oh, can you hear me? Now? I can. Okay, good. So when I was thinking about that, I saw myself like past and present in those modes, understanding that there's probably even a fear of beneath the tipping point or, and the deep process or

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maybe, you know, because there's that analytical ability, which is great, you know, they like to see the big picture, you know, very insightful, but underneath that could that also being overly cautious, because I could see that in myself. And I'm wondering if following someone's rhythm is also a way to identify fears that they could come up against. So it could I mean, definitely you want to

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create a distinction between

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Natural Energy versus fear that is shifting an energy for some for for a true deep processor. If that's truly their natural rhythm, there's not fear in it. It's really just how they process information and then come to prepare themselves to take action, versus someone that's holding themselves back and stalling.

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And maybe masquerading as a deep thinker. And so,

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you know, you want to kind of use questionings skills, you want to be on acting and listening, you want to be creating awareness, at some point, you might do a friend or if you're it, and the way that you will ultimately know is, if that natural rhythm supports the client, then that's their natural rhythm. If that natural rhythm holds the client back,

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then that's not their natural rhythm. Now, it might look for a deep process or like they're being held back just because of society's messaging on like, how quickly we need to do things and take action and you know, what's right versus wrong. And so, there might be normalising that comes with that.

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Even deep processors, it's not like something that takes someone else a month is going to take the deep processor a year. It's not it's not about that, but it's more that they kind of

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they almost like click into a tipping pointer.

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And then it might be like, a marathon versus a sprint. But if it's just not taking any action, that's an obstacle. That's not a natural rhythm.

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Okay, I got that. Yeah. Thank you for that. Yeah. You're welcome. Yeah. And AJ, hopefully, that also speaks to what you're sharing in the chat, too.

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Yeah, and there was a question about resistance versus style.

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Okay, I know we're past time. So

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thank you, for those of you that have hung on

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your partner homework is now that you've done visioning with your coaching partner, spend the next session, co creating a strategy and employing the different pieces that we looked at today.

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I'd love if you have a moment just before you run off to whatever you're doing next for you to make note for yourself on what you're taking away from our time together today. And if you're in the Facebook group, I'd love for you to share it and see what is it that you're taking away.

1:37:57

I'll hang on for a couple minutes if anybody needs anything, but if not, we are officially done and enjoy the rest of your day.