

REVIEW · REDESIGN · REINVENT

How Life

IN TIMES OF CONSTANT CHANGE

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"The journey of reinvention is one of raw emotions
           Emerging from dormancy
            Surprising as a paper cut
          Overwhelming as a hailstorm
             One part vulnerability
                 One part rage
               One part surrender
                 Uncomfortable
                   Unfamiliar
                    Unsure
                    Fearful
                     Alone
                   Damaged
                    Broken
             And finding a new Self
                     Slowly
                    Different
                    Healing
                    Humble
                    Present
                     Open
                    Longing
                      Free
                  Dave Rudbarg
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FOREWORD

"In my life, the stories I have heard from my family, my friends, my community, and from willing strangers all over the world have been the true source of my education." —Holly Near

I love listening to people's stories. Their stories inspire and motivate me to make changes, become stronger, and take control of how I respond to challenging events in my life.

In this e-book I'd like to share my reinvention journey and the lessons I have learnt (and am still learning!) along the way. I include some important tips and tools, which helped me, kick start my journey and, perhaps more importantly, stay on course – especially through the inevitable tough times.

I hope you stay with me on this journey of sharing because I want to help, support, and encourage you to find your courage, take a leap of faith, and go chase your dreams so that you can live the life you desire.

WHAT WILL YOU GET FROM THIS E-BOOK?

I have tried to keep it simple. At its most basic I will give you an outline on how to prepare, plan and implement a strategy to radically change your life! There are FIVE main sections in the book:

MY CATALYST FOR CHANGE – Your circumstances will be different but I bet you'll be able to recognise some themes.

PREPARATION – 4 essential things to understand before you start your reinvention journey.

REVIEW – your awakening – find out what is really behind your desire for change. Redesign – your activation strategy – every journey needs a plan and in this section I will get you started on how to create yours.

REINVENT: ACTION! - This is where you apply your strategy and get started. Each section contains tips, tools and exercises for you to use. I guarantee that if you follow my tips and strategies, your journey of reinvention will be a whole lot faster and much less bumpy than mine was. You will be far better prepared to take on those unexpected challenges and curved balls that life loves to throw at us.



MY CATALYST FOR CHANGE – PERSONAL LOSS AND CAREER MELTDOWN

Shrug off the restraints that you have allowed others to place upon you. You are limitless. There is nothing you cannot achieve. There is no sadness in life that cannot be reversed ... Clearwater

One of the most difficult and painful things I ever experienced was the loss of both my parents within a few days of each other. My father died first after an illness and my mother collapsed at his graveside during the funeral and died in hospital the next morning. Losing both parents so suddenly turned my emotions and my life upside down. It's hard to describe the shock and trauma. It was some years ago but, even now, writing about it brings the raw emotion of it back with surprising force.

Sitting around the table with my brothers and sister organising my mother's funeral we suddenly realised that we were "orphans" and at that moment I remember feeling really scared and alone. Even though I was 46 with a family of my own, I realised I was no longer a loved and treasured daughter. There was no one else in the world that would love me unconditionally as my parents had done.

I felt overwhelmed for a while. There was just so much to deal with and I just wanted the pain to go away but it wouldn't. I had to keep going as I had a young family, a husband, a mortgage, and a job. I had to get out of bed every day and keep functioning.

My children were there when my mother collapsed. They went with us to hospital and they sat with her all night and were there when she died. I was painfully aware that they needed me to help them through their grief when what I really needed was someone to help me with mine.

I ended up searching for ways to ease the pain (nothing worked) and what I found really hard was that apart from my siblings no-one could feel my pain or what I was really experiencing.

Emotional pain is often felt in a very physical way. I would wake up in the morning and my stomach would feel like it contained a concrete block – a dull heaviness and I would literally feel sick and full of panic. I would go to the bathroom and just wait for this energy draining block of inertia to go away. It wasn't until I started running in the morning that I was able to manage these sensations and start to move through it.

After a while I realised that this was a journey of healing that only I could do. I have wonderful friends and I am very close to my brothers and sister but no one else can heal you – it's one thing you really have to do yourself. For a long time I was angry because I wanted the answers or the solution presented to me and I wanted someone or something to take over my journey and do the healing for me.

It's fair to say that the loss of my parents derailed my life and I often felt like I was losing control. I didn't realise it fully at the time, but this experience changed me and made me question everything in my life. It was also the start of me living a much more resilient life. I had a strong instinct that I had to get through the pain, loss, and anger so I could thrive again.

If I had fully realised the implications of this back then I think I would have tackled my reinvention journey a bit sooner – but obviously I had some more learning to do!

In the years after my mother and father died, my values and attitudes to my working life changed and the corporate world became less and less of a good fit for me. I have always been outspoken and a champion for the underdog but after my parents died I lost all tolerance for the hidden agendas and petty power struggles that I observed in my work. I didn't hesitate to speak up or talk back and on many occasions challenged the powers that be. To say this didn't go well for me in my career is an understatement!

I made a number of very poor career choices during those years and I now realise I should have cut loose earlier and started building the working life I really wanted. I ended up working for people I clashed with and who I couldn't respect. Hindsight is a fine thing - obviously I still had a couple of lessons to learn before starting my reinvention journey!

The culminating and motivating set of circumstances for me was experiencing three redundancies, or layoffs, in eighteen months. It was the third redundancy that was the catalyst for me to take action.

"I have been made redundant before, and it is a terrible blow; redundant is a rotten word because it makes you think you are useless." —Billy Connolly

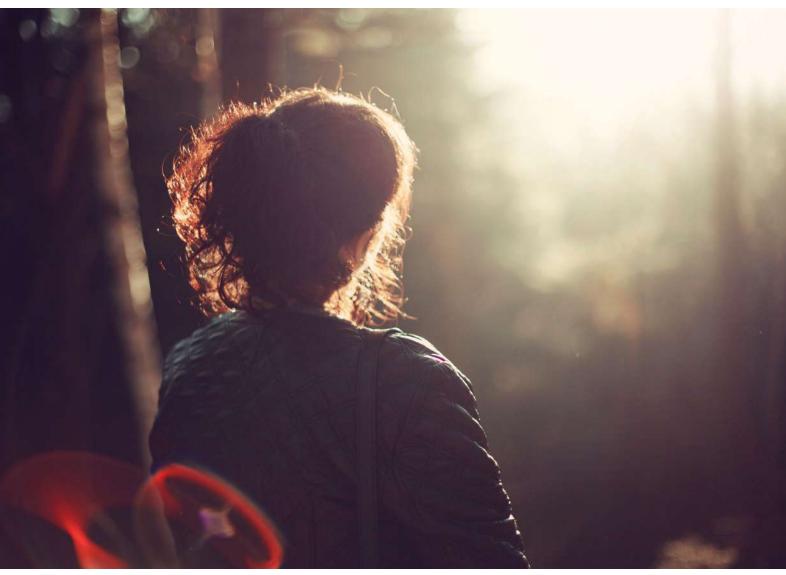
I realised that if I didn't make some changes in my life, the chances of me facing another redundancy were high. There was no way that I was going to face a fourth one.

There are two reasons why I didn't take up the challenge of change with the first or second redundancy: I was too scared, and I am a slow learner. Even though I wished it would be different for me, I just didn't know how to make it different or how to make a change.

With the third redundancy, I had no other options left: I had to make a change. I had no more energy left to apply for jobs, approach recruitment consultants, go for interviews, do more psychometric testing, talk about my strengths/successes/career achievements, or deal with rejection all over again.

When you are in your fifties, getting a job that you love feels a bit like winning the lottery. I found myself no longer wanting to fit into the traditional world of work. I was tired of handing over the power of choice about how I should live my life to other people. I realised that the window of opportunity to step out of my comfort zone was getting smaller and smaller the older I got.

Deep down, I also knew that I didn't want to find myself at age 70 regretting that I hadn't been brave enough to step out and follow my dream. Making a decision to follow my dream was great, but then I had to figure out what I was going to do and how I was going to do it.



That was the tough part. I am now 15 months into my reinvention journey, and I have learnt so much about myself. I thought I knew myself pretty well—how wrong I was! I had no idea how powerful and controlling my limiting self-beliefs and fears were in my life.

Consciously, I wanted to live a life where I was happy, successful, and fulfilled. Unconsciously, I had all this stuff going on in my head that made my journey a lot harder. Even though I had a plan and knew what I needed to do, there were often lots of left and right turns, going around in circles, or just staying put—not moving forward or back. All those left and right turns were part of the journey, and it is the lessons that I have learnt along the way that I want to share with you in this e-book.

The journey of reinvention is a journey of personal change and growth. In the quote below, Anthony Robbins explains perfectly what I believe is the first step to embarking on this process of change.

"All personal breakthroughs begin with a change in beliefs. So how do we change? The most effective way is to get your brain to associate massive pain to the old belief. You must feel deep in your gut that not only has this belief cost you pain in the past, but it's costing you in the present and, ultimately, can only bring you pain in the future. Then you must associate tremendous pleasure to the idea of adopting a new, empowering belief." - Anthony Robbins

WRAPPING IT UP

There is no escaping the fact that you will need to break down the brick walls that your limiting self-beliefs have created. This is a painful process. Once you break down these walls, however, your empowering beliefs will bring great joy and fulfilment to your life.

LOOKING AHEAD

The next section is about preparing for the journey of reinvention. Preparation is key to ensure you are able to sustain the process of change in your life and I will introduce you to 4 essential realisations you need to understand before you get started. You don't go and run a marathon without putting in the hours to train and prepare for the event. The same goes with the journey of reinvention; preparation and training are key to getting you to the starting line ready and confident that you will finish the race.

PREPARATION

I believe that it is important to prepare for your journey. When I look back, the easy part of my journey of reinvention was making the decision to change my life and follow my dream to be a writer, speaker, and coach.

Once I made the decision, I then had to do something about it. This was the hard bit. Starting my journey was scary and confusing. I knew I wanted to make the change and was committed to that, but I didn't know what I was going to do or how I was going to do it. I wasn't prepared mentally or emotionally for this life-changing journey. It took me a while to deal with my self-doubt, fears, confusion, and pain in order to get the clarity and focus I needed to stay committed to my decision to change my life.

I have thought long and hard about what might have helped me get that clarity, focus, and commitment a lot sooner. As a result, I came up with a strategy to help others smoothly navigate reinvention. By considering and working through the sections in this e-book, you are packing your backpack with essentials for survival on your journey of reinvention. You also won't have to say: "I wish I had known this before I started!"

Four Things You Need to Understand Before you Start

1. UNDERSTAND THAT REINVENTION STARTS WITH DISCOMFORT, DISCONTENT, OR DISSATISFACTION IN YOUR LIFE

"You are the person who has to decide. Whether you'll do it or toss it aside; you are the person who makes up your mind. Whether you'll lead or will linger behind. Whether you'll try for the goal that's afar. Or just be contented to stay where you are." —Edgar A.Guest

With reinvention, it is pretty much guaranteed that you will be starting from an uncomfortable and possibly painful place in your life.

For me, the final catalyst for change was being made redundant three times in eighteen months. The third time was the most painful time, and that created the momentum for me to change my life. The first and second time I was made redundant, I was not in enough discomfort to change, so I kept applying for jobs, even though my heart was not in it. The results, of course, were disastrous for me. If I had acted a lot sooner, I would have avoided much of the pain and frustration that I experienced going through the first and second redundancy.

Don't wait for your discomfort, discontent, or dissatisfaction in life to be so painful that your physical and mental wellbeing is at risk.

The tips and strategies I share with you will help you find your courage to step out of your comfort zone. You will also be prepared, informed, and ready to make the change.

Just remember that if you choose not to do anything, you must accept that your discomfort, discontent, or dissatisfaction will never go away. In fact, those feelings will grow in intensity. Your mental and physical wellbeing will be under threat.

2. WHAT IS MOTIVATING THE DESIRE FOR CHANGE IN YOUR LIFE?

"There was a disturbance in my heart, a voice that spoke there and said, 'I want, I want, I want!' It happened every afternoon, and when I tried to suppress it, it got even stronger." —Saul Bellow.

What is creating your desire for change is a key question you need to answer before you start the journey.

For me, my desire to change built up over many years. It didn't just appear overnight. The three redundancies were my catalysts for change. My desire to be a writer, speaker, and coach, however, had been with me for over 20 years. I was too scared to step out of my comfort zone and take up the challenge to change my life. Over the years, I had opportunities to follow my dream, but I never seized the moments. In hindsight, if I knew then what I know now about my journey, and myself I would have been a lot braver and more prepared to take on the challenge of change.

I don't regret that it took me so long to finally get it because all that I have learnt along the way has led me here to write this e-book. I can share my experiences, tips, and strategies to help you embark on your journey of reinvention better prepared and more informed than I was.

You will still have to face life challenges and experience fear. However, by completing the exercises in the following sections I guarantee that you won't be paralysed by your fears and your self-limiting beliefs. You will be able to embrace the challenge, breathe deeply, acknowledge your fear, and then keep moving forward.

Fear, frustration, discomfort, dissatisfaction, and discontent will block your energy and, if you let that control you, you will never start or be able to sustain your journey of reinvention.

Find out what it is that you desire in your life. Knowing this will provide you a source of energy to get started on your journey.



3. EMBRACING CHANGE IS KEY TO THE SUCCESS OF YOUR REINVENTION JOURNEY

"It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself." —Dr. Leon C. Megginson

In today's world of constant change, it is hard to hold on to who you are and manage the complexity and unpredictability of life. The one constant thing in our lives today is change.

I remember reading somewhere that people react to change in one of two ways. They react as champions (embracing change, adapting, and being flexible), or they react as terrorists (acting aggressively or negatively with a fighting attitude, doing anything to keep control, or disrupting the change process).

I have chosen to be a champion of change rather than a terrorist. As a champion of change, I have an energy source that is powerful and everlasting. As a terrorist, I would be paralysed by my self-limiting beliefs, and there would be no energy, just inertia and fear.

To embark on your reinvention journey you need to be a champion of change. If you, like me at one time, tend to follow the behaviours of a terrorist, you have to stop right now. The behaviours of a terrorist of change will paralyse you from embarking on your journey of change.

4. THERE IS NO REINVENTION WITHOUT RESILIENCE

"Resilience is all about being able to overcome the unexpected.

Sustainability is about survival. The goal of resilience is to thrive."

—Jamais Casci

The word "resilience" has its origin in the Latin word resilire, which means, to leap back or, as I like to say, bounce back. Resilience helps to make certain the uncertain things in our lives. Knowing how to "bounce back" from adversity and life's challenges is something that everyone is able to do—you just need to know how.

With the sudden loss of my parents, my life crumbled. I felt destroyed at the time; for months, I was numb and in pain. I wanted to crawl into a cupboard and hide from the world. I couldn't, however, because I had a family to care for, a husband, and a life that I had to keep going.

I never considered myself a resilient person, mainly because I never really understood what resilience was all about. I believed that to be a resilient person you had to achieve amazing feats, be an adventurer who went and explored undiscovered places or climbed really high mountains. Resilient people were distant from me and not part of my life or my reality. It was only after the death of my parents that I came to value and respect the power of resilience in my life.

I could never have begun nor sustained my journey of reinvention without embracing the concept of resilience. Reading other people's stories about overcoming their challenges in life helped me to understand the power that resilience brings to one's life.

On your journey of reinvention, you will experience setbacks and break downs at times, but it is your resilience that will help you to rebuild, get back on track, and keep moving forward. To live a resilient life is a tough because you build resilience through personal setbacks, pain, and adversity. This is scary and many will choose not to embrace resilience, causing their lives to languish. For those who embrace and integrate resilience into their lives, their lives flourish. Despite the pain and challenge of the resilience journey, the gains that you receive from leading a resilient life are priceless.

WRAPPING THINGS UP

I want to help you find the courage to step out of your comfort zone and to chase your dreams. You deserve to live a flourishing life where you have satisfaction, a sense of personal wellbeing, and the resilience to survive and thrive in a world of constant change.

LOOKING AHEAD

The next sections have lots of questions for you to answer. There are also some tips and strategies that I have learnt along the way that can help you get started on your journey.

So let's start doing the work!



STEP 1:

Review—Your Awakening

As I mentioned earlier, one of the essential survival tools you need on your journey is to figure out what is driving your desire for change. Don't bother starting the journey if you haven't figured this out.

DURING THE REVIEW STAGE, YOU WILL DISCOVER:

- 1. Your **energy**: the fuel you need to start the journey
- 2. How to get the right **mindset** for the journey
- 3. The **desires** that are motivating you to make the change

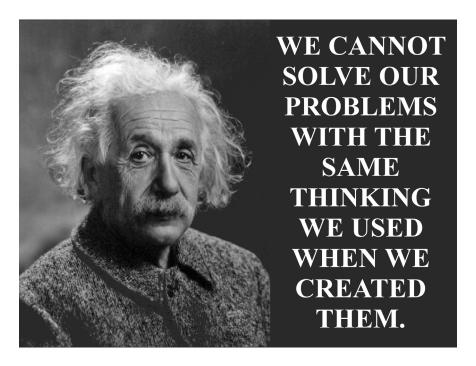
The first step in the personal change process (which is what reinvention is all about) is focusing on what you want to change and why you want to change it.

THERE ARE TWO MOTIVATORS FOR CHANGE:

- 1. There is something negative (the problem) that you want to get rid of.
- 2. There is something more positive you want more of (unfulfilled aspiration).

In the review stage, you don't want to spend time analysing the problem and its causes.

Albert Einstein perfectly explains why you need to change your mindset to solve a problem.



The review stage, or—as I like to call it—awakening, is about finding solutions, not problem diagnosis. Looking for a solution to your problem gets you to your desired outcome faster than trying to dissect the problem to find out why it happened in the first place.

Don't get sucked into spending hours analysing your problem because you won't ever start or be able to sustain your journey of personal change if you do.

You need to have fuel (energy) to embark on the journey, the right mindset to embrace the journey and to keep you going, and knowledge of your motivators (desires) that create the momentum for you to take action.

Here is your first review exercise. This will help you find what it is that is creating the desire for change and what solutions/strategy you could use to get the outcomes you desire.





REVIEW EXERCISE

Answer these questions with honesty. Don't fudge the answer about your fears because you are too scared to face them. They will come back at you; you cannot hide from them. Be true to you.

	is it that you wa			
2. Why	lo you want thin	gs to be differer	nt in your life?	
3. How i	s the current situ	ation bothering	you?	

WRAPPING THINGS UP

Completing these questions has given you a good idea of why you want change in your life and what is motivating you to make the change. The more you understand about yourself and why you want change, the more motivated and committed you are to your journey of reinvention.

Motivation and commitment are the key ingredients to ensuring your success!



LOOKING AHEAD

In the next step, you will focus on designing your strategy for action. You will look at clarifying exactly what it is you want to achieve and the specific activities that will enable you to achieve your desired outcomes.



STEP 2:

Redesign—Your Activation Strategy

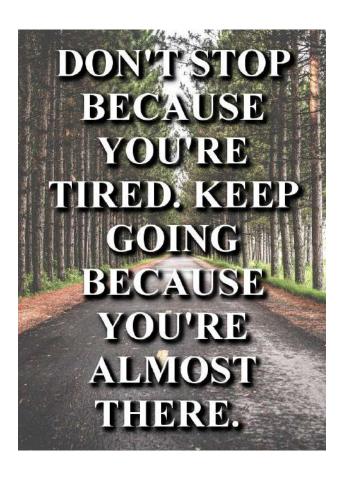
Reinvention is all about change, and for any process of change to succeed, you need to know specifically want you want to achieve. When you start to formulate how you want things to be different during the review stage, you become excited and hopeful about embarking on the journey. What sustains the motivation for changing and achieving your desired outcomes is focusing on specific positive goals you want to achieve.

The redesign stage is all about creating a strategy that focuses on the specific activities that will help you achieve how you want things to be in your life. The question becomes: what do you want to achieve, and how do you want to make it happen? This is your activation strategy.

Redesign has two phases:

- Phase 1: Discover specifically what you want to achieve
- Phase 2: Discover what is already working well for you in your life

Change is not an easy process. You have to really think hard about your answers. You can't be in a rush. It takes time, perseverance, and commitment to stay focused and on task. So, now is the time to ask yourself if you are going to take a break, put these questions aside, and come back to this later? Trust me. The chances of you coming back to complete these questions decrease dramatically when you walk away. This is where you have to make a choice between moving forward and completing this process or leaving it for another day.



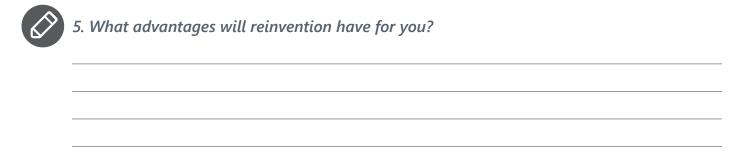
If you're still reading, fantastic! You have made the right choice. You are on your way to living the life you desire. All you need to focus on is to keep moving forward one step at a time.

Redesign Exercise 1: DISCOVER SPECIFICALLY WHAT YOU WANT TO ACHIEVE

In this phase you will answer questions that will help you discover exactly what you want to achieve. This is important because by knowing what it is that you want to achieve in life or how you want to live your life gives you focus, purpose, and clarity. This phase is about creating and connecting with your life vision.

Remember to answer these questions honestly and to take your time with each question.

1. What do you want to achieve from this process of reinvention?
2. What will be different when your change (reinvention) has succeeded?
3. What do you need to do differently to achieve your desired outcomes?
4. How will others notice that things have become better for you?



Redesign Exercise 2: DISCOVER WHAT IS ALREADY WORKING WELL FOR YOU IN YOUR LIFE

This phase, for me, had the most impact on inspiring me to embark on my journey of reinvention. Answering these questions helped me to look outside of the discontent, discomfort, and dissatisfaction I felt in my life. The questions forced me to consider all of the good things that were happening in my life and all of the successes I had achieved.

I was overlooking all of the successes I had in my life. As a consequence, I had no self- belief, I felt like I was a failure, and I kept looking back at all the mistakes I had made in my past.

How can you find your energy to embark on a journey of change when you feel like you are a failure?

You can't. Nor can you deal with the challenges that the journey presents to you.

To find your positive energy and your hope for the future, you have to rediscover all the successes in your life. When you look at what has worked well and what is working well in your life, you rediscover the practical ideas and tools that have worked well for you. It is these ideas and tools that you already hold that will enable you to take action and to make progress. You know that these tools and strategies work because you have used them and have gotten good results.

The questions in this phase are all about you clarifying what successes you have already achieved in your life. Optimism and hope are the two key feeling words you want to rediscover after completing these questions. If you don't rediscover these words, then stop and consider whether or not you are opening your heart up to believing in you.



	2. Identify a minimum of 10 results/successes you have already achieved in your life. Challenge yourself to do more than 10.
	3. Identify 5 things that you have done that have helped you achieve the results/successe in your life.
	For the following questions, you will need to choose one situation/problem in your life wher you have experienced a successful outcome.
	4. What went right in the situation where you experienced a successful outcome?
,	
	5. How different—or how similar—was this "successful" situation as compared to your current situation?

7. What wo	s your own role in this success?
Read throu	gh your answers above, and then complete the following sentences.
	gir your unswers above, and their complete the rollowing semences.
I am coura	geous and successful. I know this because I successfully overcame (choose r problem that you have had success with)
I am coura	geous and successful. I know this because I successfully overcame (choose
I am coura	geous and successful. I know this because I successfully overcame (choose
I am coura	geous and successful. I know this because I successfully overcame (choose
I am coura situation o	geous and successful. I know this because I successfully overcame (choose
I am coura situation o	geous and successful. I know this because I successfully overcame (choose r problem that you have had success with)
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I am coura situation o	geous and successful. I know this because I successfully overcame (choose r problem that you have had success with)
I am coura situation o	geous and successful. I know this because I successfully overcame (choose r problem that you have had success with) that worked really well was that I rategy or tool that I used to help me successfully overcome this situation/

W	What I learnt about me and my strengths is that I		
۱k	know I am ready to commit to my journey of reinvention because I		

WRAPPING THINGS UP

The two phases of the redesign step in the process of reinvention work together to give you clarity, focus, and a sense of purpose as to why you want to change the way you live your life. The two phases also define the strategy and the activities you need to activate so that you can achieve your desired outcomes.

The two phases are also about you identifying who you are, your strengths, and your successes. Using these strengths and successes helps create the motivation and desire for you to take action.

LOOKING AHEAD

In the next section, we will discuss how you will actually implement your reinvention strategy. Your courage and your commitment are key to your success at this stage of the reinvention journey.



STEP 3:

Reinvention—Action! Implementing the Strategy

Now that you have completed the review and redesign questions, you should have an idea of why you desire change in your life as well as a feeling of optimism and hope for your future. This will provide you with the fuel, or energy, to launch you on your journey.

Congratulations! You have completed the easiest part of the process.

Now we are in the implementation stage: the doing part. This is where you need to really focus on your commitment to change. Some people can do this stage by themselves, and that is fantastic. For most people, however, it is at this stage that they tend to give up. Implementation is the hardest part of the journey of reinvention. This is where you may need to look for support and ask for help.

It is at this point in the journey of change that you really have to dig deep, find your courage, and listen to your heart. Use the information you have gained in Steps 1 and 2 of this process to help you find the right tools and strategies that will take you closer to achieving your desired outcomes.



MY ONGOING STORY OF IMPLEMENTATION

"Yes, I'm seeking for someone to help me so that someday I will be the someone to help some other one."—Vignesh Karthi

When it came time to implement my strategies for change, I had to ask for help. I got a personal coach to help me to stay focused and accountable.

I was the procrastination queen. I was so good at it that not only could I easily convince myself, I could convince others to believe my reasons as to why I couldn't start or complete a task or activity that needed to be done. Then I got my coach and she kicked my butt. She challenged me.

One day I came to a session armed with what I believed to be very good excuses as to why I hadn't completed the tasks that we had agreed I would do from the previous session. I felt confident and pretty smug because I had very real reasons. Everyone else with whom I had shared my reasons as to why I hadn't done these tasks believed me and agreed with me. So I knew my coach had to believe me because everyone else did. How wrong I was! After greeting her, I started to give my very real reasons as to why I hadn't done my tasks. I hadn't even gotten to the reason, and she told me to stop. I did. Then she said, "I am firing you as a client, and this is why."

She asked me if I knew how many sessions I had started with excuses as to why I had not completed the agreed upon tasks. I had no idea. She then said that we had met for 12 sessions and that at 7 of those I had come armed with excuses. This was the eighth session, and she had had enough. I was wasting her time and my money.

I was shocked and embarrassed. She ended the session by telling me that she wanted me to go and think about what I wanted to achieve from having a coach and how committed I was to achieving what I desired in my life.

It was a wakeup call for me because I realised that I was not being true to myself. I had fallen into the trap of avoiding those things in my life that I needed to face: my fears and my self-doubt.



A few days later, I rang her up and asked her if she would reconsider taking me on as a client again. I told her why I wanted to have a coach, and then I committed to the coaching process by telling her that there would be "NO MORE EXCUSES!" I assured her that every task we agreed on would be completed with 100% commitment. She also could fire me at any time and keep the money for the extra 10 sessions I would pay her upfront for.

I tell you this story because this happened less than a year ago. This step of implementation is an ongoing process, and even though I am well into the implementation stage of my own journey of reinvention, I still have to deal with obstacles in order to keep moving forward with this process of change.

As you go through the process of personal change, beware of your self-doubt and your fears because they will resurface when you are the most vulnerable or facing challenging times. The one thing you cannot avoid in this stage of implementation is the life challenges of the journey. Some of these challenges you can control, and some of them you can't. The one thing that you do have control over is how you respond to these challenges. Listening to your thoughts of doubt, fear, and negativity during your most challenging times is not helpful. Those are the times when you need to have a state of mind that is positive, optimistic, and hopeful.

During the stage of implementation, you will be challenged, and you will want to give up. At times it will be too hard, but don't give up. Implementation is always hard to do as you are taking action and stepping out of your comfort zone. What this means for you is that you will experience both feelings of positivity as well as fear. It is okay to feel your fear, find your courage, and do it anyway!



WRAPPING THINGS UP

I found this wonderful picture about the road to success and I keep it on my office wall. It keeps me real and reminds me about what my journey is all about: experiencing and living the journey and moving forward most of the time.



Achieving success does not happen when you follow a direct route. It happens when you find your courage and open your heart and mind to the experience of life and strive to achieve living a life you love.

LOOKING AHEAD

In the next section, you will learn 10 key tools and strategies that will help you implement your strategy. This phase is the hardest part of reinvention—actually doing it. The implementation tools and strategies are there to support and guide you. I know they work because I have used them and they are now integrated into my everyday life.



10 Implementation Tools and Strategies

In this section, we will focus on 10 implementation tools, tips, and strategies that I have learnt on this journey. These have been the key to my success and learning during my own journey.

Each of you reading this book will be at different stages in your life and will need different things to get through this stage. You may or may not need some of the tools and strategies I am about to share with you. Identify those that resonate with you, and start working with those first. I needed all 10, and it is quite possible that you, too, may need to apply all 10 tools and strategies at some stage on your journey.

For each of the 10 tools and strategies, I have found quotes from people who have been on the journey and have shared their thoughts. I find that these quotes inspire and motivate me, and it is my hope that they will have the same effect for you.

1. START YOUR JOURNEY BY TAKING SMALL STEPS AND MEASURE YOUR SUCCESS.

"When you begin to measure what you do and how well you do it, you will begin to see the refinements you can make. As you strive to make small improvements day after day and week after week, nothing can stop you from achieving your goals."
Todd Smith

Keep a journal and record the positive changes—even the small changes. When you focus on the results you are getting from taking the small steps forward, you will be encouraged to continue making further changes. You will then know that you are on the right track and will have more clarity about what works for you.

Some key questions you could ask yourself would be:

- What is going better?
- What helped?
- What did I specifically do that worked?
- Is there anything else that helped me to achieve positive outcomes?
- What further change do I need to make?

2. FACE YOUR FEARS.

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I have lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do."-Eleanor Roosevelt

Get to know your fears and learn how to manage them. Don't try to eliminate your fears because they will come back when you are at your most vulnerable. Learn to recognise and understand them. Know that when you let your fears influence your thoughts and actions, your energy, which fuels your desire for change, will be paralysed. The desire and motivation necessary for your journey will gradually diminish.

3. EXERCISE YOUR POWER OF CHOICE

"I have no choice about whether or not I have Parkinson's. I have nothing but choices about how I react to it. In those choices, there's freedom to do a lot of things in areas that I wouldn't have otherwise found myself in."-Michael J Fox

Using your power of choice is where you will find the source of your power and self- belief, the key ingredients for fuelling your desire and sustaining the positive changes in your life. When you face challenges on your journey, you will have three choices about how you respond to the challenge. Which one you choose will be key to you staying on the journey and attaining what you desire in your life.

- Do I choose to resist?
- Do I choose to deny?
- Do I choose to flow?

4.

BE PREPARED TO FAIL AND MAKE MISTAKES.

"Do the one thing you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire. This is your moment. Own it." Oprah Winfrey

There is no way you can truly embrace the journey of reinvention without failing or making mistakes. It is the only way you will know you are on the right track. When you fail, you have the opportunity to learn and then decide how you can improve the situation so that you are not making the same mistake over and over.

Overcoming failure teaches you how to be flexible and adaptable. It also strengthens your resilience, and you are more effective at dealing with the unexpected challenges that life throws at you. Life will always throw you curve balls, especially when you don't expect them.

5.

HANG ON TO YOUR HUMOUR AND CELEBRATE LOTS.

"Your body cannot heal without play. Your mind cannot heal without laughter. Your soul cannot heal without joy."-Cathetine Rippenger Fenwick

Enjoy your journey and take the time to live, laugh, and love lots. Surround yourself with people you enjoy. Celebrate your successes, even the tiny little ones. Laughter brings great joy to your life, and it is great for your physical, mental and emotional wellbeing.

Yes, the implementation stage of this journey has its challenges. However, this stage will bring great joy into your life. Don't focus on how hard your journey is: focus on what you have, not what is missing.

Open your mind and your heart to the experiences you will have on the journey. Laugh at your mistakes, share your successes, and spend lots and lots of time celebrating with those that you love. If you do this regularly, I guarantee that you will feel energised, motivated, and more courageous than ever. Your internal energy source that provides the fuel for your journey will be overflowing.



LOOK AFTER YOURSELF—YOUR HEALTH AND WELLBEING.

"The part can never be well unless the whole is well."-Plato

I can't stress enough how important it is for you to look after your health and wellbeing. Your health and wellbeing is the key to building your strength, physically, mentally, and emotionally. It is also a key ingredient to you living a resilient life.

In stressful times, we tend to give up on ourselves, and that's when our downward spiral begins. You will face very challenging and stressful times on this journey of change, so don't give in. Find out what it is that you can do to maintain your physical and emotional strength. For me, it was running. For you, it could be yoga, meditation, weekly massage, pedicure—it doesn't matter. Find some activity that allows you to feel rested, calm, happy, energised or at peace for 10 minutes or more if possible. To survive and thrive in today's world, you need to be physically and emotionally strong.

7. SERVE OTHERS, PRACTISE APPRECIATION AND GRATITUDE DAILY.

"The best way to not feel hopeless is to get up and do something. Don't wait for good things to happen to you. If you go out and make some good things happen, you will the world with hope; you will fill yourself with hope."
Barack Ohama

Your journey of reinvention is not a one-way ticket, and it is not all about you. It is very much about how you can help and support other people in your life. Helping others and practising appreciation and gratitude strengthens your emotional resilience. This strategy is another source of energy that fuels your commitment and motivation to keep going.

The practise of appreciation, gratitude, and helping others is also about connection and relationships. When you are wrapped up in your self-doubt and fears, there is no connection to the world and people around you. Focusing on the negative aspects of your life will only draw you into a world of inertia, discomfort, and dissatisfaction. Helping others and appreciating and showing gratitude for the great things in your life connects you to all that is good in your world. You will feel more energised and get your bounce back; your positivity and hope for your future will be on fire. The more you help others, the more you appreciate and show gratitude for all that is good in your world and the closer you are to living a life you love.

8. ASK FOR HELP.

"Asking for help does not mean that we are weak or incompetent. It usually indicates an advanced level fo honesty and intelligence."-Anne Wilson Schaef

Asking for help is a sign of strength, not weakness. If you believe that by asking for help you are showing your weakness, get rid of that belief fast. You cannot go on this journey alone. It is essential for you to seek support, advice, and encouragement from others, especially when times are tough. In fact, asking for help is a critical factor in the success of your journey. Learn to value the input of others, along with their wisdom and energy, to help you overcome adversity or solve the problems you are facing.

9. BUILD YOUR RESILIENCE: BE ADAPTABLE AND FLEXIBLE AND FLOW.

"Be like water making its way though cracks.

Do not be assertive, but adjust to the object,
and you shall find a way 'round or through is. If
nothing within you stays rigid, outward things
will desclose themselves."-Bruce Lee

Reinvention does not happen without resilience. You need to build your resilience because it is your resilience that enables you to keep going when the journey gets tough. To build your resilience, you need to utilise three key strengths: adaptability, flexibility, and flow. These key strengths enable you to manage the unpredictability and challenges of life. Adaptability, flexibility, and flow also give you the capacity to cope internally with the complexity and the range of positive and negative emotions you will experience on your journey.

Flow can sometimes be hard to apply. Bruce Lee refers to flow as being like water. If you stay rigid, it becomes difficult to adapt and be flexible. Flow is about motion or movement. If the mind and body are rigid, then resistance sets in and progress is limited. To be resilient, one has to flow like water with the challenges of life.

10.

EMBRACE YOUR VULNERABILITY.

"Vulnerability is the birthplace of love, belonging, joy, courage, empathy, and creativity. It is the source of hope, empathy, accountability, and authenticity. If we want greater clarity in our purpose or deeper and more meaningful spiritual lives, vulnerability is the paty."
Brené Brown

When you accept your vulnerability, you step into your personal power. When you are vulnerable, you are in your strongest and most powerful position. This is when your reinvention is at its most optimum state—you are fearless and you are living a life where you are surviving and thriving. Allowing yourself to be open (vulnerable) is about you choosing how you manage and respond to the challenges of life. It is not the same as when someone takes away your power that is beyond your control.

WRAPPING IT UP

All 10 tools and strategies are about building your resilience, embracing change, being accountable, facing your fears, and being vulnerable. Once you start applying these strategies in your life, you will use them for the rest of your life. These strategies will become integrated into your life and your journey of reinvention will never end.

LOOKING AHEAD

In the next chapter, you will create your reinvention strategy based on all of the questions and tool you have learned up until this point.



YOUR REINVENTION STRATEGY

"Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success."— Pablo Picasso

A strategy map captures all the work you have completed from the previous sections. This one page strategy provides you with a visual overview of your reinvention journey. Fill it in, print it out, and then put it somewhere close to you. Look at the strategy map everyday—not once a day, but many times in the day. Please do not put it away in a drawer and forget about it because if you do, you are losing the opportunity to live your life to its fullest potential. Why would you hide away your dreams and desires? That would definitely not be a good choice.

In the following quote, John C. Maxwell describes what you need to keep in mind about your plan, that you need to be flexible with your plan and committed to your vision.

"Failed plans should not be interpreted as a failed vision. Visions don't change: they are only refined. Plans rarely stay the same and are scrapped or adjusted as needed. Be stubborn about the vision but flexible with your plan." - John C. Maxxwell

Following, you will find an example of a strategy map to give you an idea of what one might look like. Then you will find a strategy map that you can print and complete for yourself.





STRATEGY MAP EXAMPLE

My Purpose: The Why

Complete the sentence.

I am a passionate, energised, innovative and creative relationship builder.

My purpose in life is to: create and connect others to opportunities of change so that they can live a life that they love.

My Vision—The What

What are you doing in your life that demonstrates you are living your life purpose? Note: It is important that you write this as if you are living your vision now.

I live my dream life. I spend three months a year travelling and writing. I get paid to do this, and I love my life. The rest of the time, I spend at home with my family, growing my online business and speaking on the national circuit. I also mentor at- risk youth, supporting them to prepare for their future and realise their dreams so that they can live their dream life.

My online coaching business has enabled me to live my life to the fullest. I know what I want, and I work hard to achieve my desired outcomes. I have focus and a business strategy in place that focuses on growth.

To grow my business, I have set specific long-term, medium-term, and short-term goals that are measureable, and I review these goals with my coach every three months.

My Implementation—The How

How are you going to implement your strategy? Be specific by putting dates next to each set of goals.

Long-Term Goals (5 years)

- 1. Online coaching business earning \$200k plus
- 2. Publishing contract worth \$300k plus
- 3. Joint Venture partnerships earning \$100k

Medium-Term Goals (2-5 years)

- 1. Become a recognised blogger with a 50,000+ subscribers list
- 2. Online coaching programme three times a year
- 3. Dream Plan Act Tribe and Resource Centre financially sustainable

Short-Term (now-2 years)

- 1. Write e-book: complete March 2015
- 2. Deliver an online coaching programme: April 2015
- 3. Write a book and publish it by March 2016
- 4 Join an online writing course to improve writing/blogging skills: 2015

My Commitment to My Success

Identify four key strengths that you have that will support you on your journey.

- 1. My courage
- 2. My passion
- 3. My self-belief
- 4. My positive attitude and optimistic hope for my future

Identify four personal development actions you need to implement so that you are prepared to manage the obstacles and challenges you will face on your journey.

- 1. Manage my fear around an uncertain future
- 2. Manage my fears of success
- 3. Manage my negative self-talk and actions of sabotage
- 4. Learn how to stay on task and focused, especially where the going gets tough

Celebration and the Practise of Gratitude—The Fuel for My Journey

What is my commitment to celebrating my successes and practising gratitude?

- 1. Use the \sqrt{X} /- assessment tool weekly to measure my progress and success
- 2. Maintain a celebration and gratitude journey journal: write in it daily, record all celebration



My Strategy Map Template

My Purpose—The Why Complete the sentences. I am
My purpose in life is to:
My Vision—The What What are you doing in your life that demonstrates you are living your life purpose?
Note: It is important that you write this as if you are living your vision now.
My Implementation—The How
How are you going to implement your strategy? Be specific by putting dates next to each set of goals.

My Long-Term Goals (/)
1.
2.
3.
4.
5.
My Medium-Term Goals ()
1.
2.
3.
4.
5.
My Short-Term Goals ()
1.
2.
3.
4.
5.

My Commitment to My Success
Identify four of your key strengths that will support you on your journey.

1. 2. 3. 4. 5.

Identify four personal development actions you need to implement so that you are prepared to manage the obstacles and challenges you will face on your journey.

1. 2. 3. 4. 5.



Celebration and the Practise of Gratitude—The Fuel for My Journey

Note: Its very common to make a big deal about failure and ignore success (oddly enough!).

When I achieve success what will I do to celebrate and practice gratitude?

s (even tiny ones) and celebrating ear that got you there. This is why co	

WRAPPING IT UP

Now you have created your reinvention strategy map. This is a visual road map that shows your vision for your future—your dream life. Reinvention is about creating and sustaining change in your life so that you can live the life that you desire. Your strategy map shows you how you can achieve your goals and your dreams.

Well done! Go celebrate, as you are well on the way to living a flourishing life where you are surviving and thriving in a world of constant change.

You are ready to take on the challenge of reinvention.

At each point in our lives, we are at a crossroads.

We are the fruit of our past, and we are the architects of our future...If you want to know your past, look at your present circumstances. If you want to know your future, look at what is in your mind."-Matthieu Ricard



Last Thoughts

It is a very hot summer day, and I am at the end of writing this e-book. I am hot, and I am hungry. I have to trust that I have done my job and that you are now prepared to embark on your journey of reinvention.

I admire your desire, your courage, and your commitment to change your life. You will not be disappointed embarking on this life long journey.

Please stay in touch and let me know how you are doing. If you need support, encouragement, guidance, or a kick start, reach out and contact me. My contact details are included at the end of the book.

I will finish off with a quote that I love from the author Mandy Hale. Follow her words of wisdom about your journey because it works!

"Dance. Smile. Giggle. Marvel. TRUST. HOPE. LOVE. WISH. BELIEVE. Most of all, enjoy every moment of the journey, and appreciate where you are at this moment instead of always focusing on how far you have to go." - Mandy Hale



About the Author

I am writer, coach, presenter, teacher, loving wife, and super mum (at least, I like to think so) to two young adult children. I've had an incredibly varied life, working as a teacher, deputy principal, project manager, consultant, and business coach. I have faced and survived many challenges in my life—professionally and personally.

In 2014, I embarked upon what I like to call my Journey of Reinvention. I put a plan in place to follow my dream of being a writer, speaker, and coach and started on my way to making those dreams come true. I want to share with other people the things that I've learnt along the way. I want to help you follow your dream, find your life purpose, or find the courage, strength, and willpower to survive through the rough times that life just throws at you—not that I'm ambitious at all!

If you were to ask the people who know me what I'm like, they would call me a passionate survivor. Passionate about life, passionate about my family, and passionate about what I do. I have an overriding sense of drive, which has helped me get through tough times, combined with a slightly rebellious nature, which means I'm not very good at just doing what I'm told. Throw in a good dose of laughter and fun, and you've got an idea of how I live my life—and how I'd love to help you live yours!

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