Philosophy & Process v2.0

Philosophy

My philosophy is driven by the foundational belief that any pursuit is, at heart, about the individual on their path to self-actualization.

Whether you are a sole proprietor performing freelance & consulting activities in arts, business, or bodywork, an athlete, or the founder/CEO of a high-growth startup, the most important element of your pursuit's success is you - the Individual, Entrepreneur, Artist, Athlete.

As a result, my approach focuses on generating a deep understanding of you, the Individual, in order to generate maximum alignment between you, your craft, and your process. Who are you? What comes naturally to you and where do you struggle? How much do you like what you're doing now and what is your vision for the most beautiful manifestation of your work that you can see? Are you primarily struggling with business growth, personal fulfillment, or peak performance? Are your blockers clarity of direction, psychological, or technical in nature?

In order to better understand this, I bring all of my clients through a rigorous diagnostic process outlined below. This is designed to generate potent personal insights regarding who you are, as well as create a base framework of goals & means to achieve them for us to quickly move into action.

The end goal is to bring clients into a state of maximum self-expression & realization by building a craft and process that is a unique result of who you truly are.

Much of what I do is simply acting as a guide & mirror; an instrument for sensing cognitive dissonance & intuitive wisdom inside of you, as well as a voice to provide initial constraints when approaching new & unbounded or difficult

problem areas. For more specific areas of work, please see my Principles & Layers of Work linked to <u>here</u>.

This approach is based on my own natural inclinations & interests in psychology, creativity, process-development, & technology, as well as my experience in high-growth businesses.

Process

Personal Diagnostics

My process kicks off with a deep dive into your personal psychology, leveraging what I will refer to as a series of **frames** - psychological diagnostics and pointed questions which serve as fodder for introspection.

This typically takes four 1-hour sessions to get through, with the expectation of personal reflective sessions between. The result is a deep understanding of your personal & peak performance psychology, including a 1-pager of key takeaways for you to build into your business & personal processes.

Formal Psychological Surveys

1. Strengthfinders

2. Big 5

3. DISC

Introspective Questions

1. **Do you tend to overestimate or underestimate the time it takes to get things done? Do you skew toward an optimism or pessimism bias?**

2. **Do you tend to suffer more from procrastination, action bias (acting without thinking), and/or burnout** in either? In what settings do you find yourself in either of the above? What do you think causes it?

   1. **Is it easy for you to jump into work?**

2. **Is it easy for you to turn off from work?**

3. **What locks you up?** What patterns or themes arise for things that stop you from moving forward?

4. **Do you like to control things or let them happened in a relaxed way?**

5. **What are the patterns between your greatest successes and errors?**

   1. Personally

   2. Professionally

   3. Technically

   4. Psychologically

Business Framework

This is a simple but powerful framework designed to quickly give you clarity regarding where you want to go and how you intend to get there. We will move between cycles of goal & strategy-setting, action, & reassessment.

1. **What are your Goals?** (Make more money, become profitable, grow topline, etc.)

   1. Generally prefer a mix of concrete / quantitative & abstract / qualitative. This leads to a healthy blend of *where you would like to go* as well as *how you would like it to feel*.

   2. We can explore this together, but it should be primarily driven by you. The roll of the coach here is to assist with discovery (questions) and synthesis (generating clarity, something concrete).

2. **What strategies do you plan to employ to get them?** 1-5. Less is more.

   1. People can get caught up by the word ***Strategy*** here. The real question here is ***how do you plan to achieve that goal***, keeping it at a high-level.

      Conceptually, "*Shift to a healthy diet*" exists at the right abstraction layer to be considered a strategy. "*Adopt a ketogenic diet"* is one layer too concrete, as it constrains the strategy by selecting through to lower levels

(tactics & tools) which could fail and lead a person to throw out the strategy even if the failure was on the part of the tool/tactic. A ketogenic diet may not work for you, but that doesn't necessarily mean a healthier diet in general won't.

2. This will be co-creative, but primarily come from you.

3. **What Tactics do you wish to employ under each strategy?**

4. **What Tools do you want/need to execute on these strategies & tactics?**