

Praise for *Coach Your Self Up*

As the CEO of your own destiny, leveraging your strengths is not enough—you also need to know where you may be holding yourself back. Mike Normant's *Coach Your Self Up* helps you not only see where you are imposing limits on yourself, it teaches you the steps to make sustainable positive changes.

—**Maynard Webb**, Founder of Webb Investment Network, Co-Founder of Everwise, Bestselling Author of *Rebooting Work*, Board Member at Visa & Salesforce

“This book is a “must-add” to your personal and career development library. How we behave and the way we interact with others has a big impact on our career and life opportunities. Mike Normant's *Coach Your Self Up* pushes you to look in the mirror and honestly assess where you may be unknowingly blocking your own success. Building on a superb overview and synopsis of the work of important thought leaders in the fields of psychology and human behavior, Mike shares a step-by-step process for making small shifts that can lead to big changes for you.”

—**Dr. Beverly Kaye**, Founder of Career Systems International, Speaker, Co-Author of *Help Them Grow or Watch Them Go, Up is Not the Only Way, Love 'Em or Lose 'Em*

“The worlds of personal and career development are merging. Focusing on personal growth at work is part of bringing our whole selves to work. The best thing we can do to move forward in our careers is to make a commitment to our own personal development—to deepening our self-awareness. Mike Normant's *Coach Your Self Up* provides a powerful self-coaching toolkit that enables this growth.”

—**Mike Robbins**, Author of *Bring Your Whole Self to Work*

“Mike Normant nails it with his premise that personal development *is* career development. Any work you can do with yourself to shift self-limiting patterns will absolutely benefit you on the job. *Coach Your Self Up* provides you with a pragmatic framework and tools to help you identify your own self-limiting patterns and to self-coach your way to making lasting changes.

—**Stuart Crabb**, Partner and Founder, Oxegen Consulting, former Global Head of Learning at Facebook

"Mike Normant's *Coach Your Self Up* touches two fundamental beliefs we share at 1440—it all begins with self-awareness, and the answers we seek are found only within each of us, for ourselves. Self-coaching follows naturally, helping everyone to guide their own career journeys to the growth and understanding that will take them to the next level."

—**Scott Kriens**, Co-Founder, 1440 Multiversity

"Bookstore shelves are filled with books telling readers what kind of person to be in order to be happy, successful, stress-free and so on. But many of them miss the point entirely—the hard part for people isn't figuring out what they could be, but how to get there. It's difficult to bring one's best self forward—yet to be successful in our work and in our lives, that's the help we really need. Mike's *Coach Your Self Up* provides a roadmap for exactly that."

—**Todd Murtha**, CEO, Careerwave

"*Coach Your Self Up* is a gift directly out of the depths of Mike's life itself, reflecting an accumulation of learnings from his professional experiences along with years of his ongoing pursuit of his best self. This book is as powerful as it is practical and approachable, providing tools, guidance and inspiration to make consequential changes in your career, work and life!"

—**Michael Lipson**, CEO Whisperer, Executive Coach, Culture Builder & Strategist

"I'm in full agreement with Mike Normant's belief that rising levels of self-awareness has the potential for profound effects in the world. Seeing one's self more clearly leads to new habits and behaviors. *Coach Your Self Up* will not only help you be more successful in your career, it can also positively impact the individuals, teams, and organizations that you are part of."

—**Aaron Kahlow**, Founder of ConsciousLeader.org and Founder/Chief Facilitator of Conscious Circles

"Our habitual thought patterns get in the way of being our best selves. In my work I see this every day. The world needs more pragmatic tools to help people "wake up" to their inner potential. Mike Normant's *Coach Your Self Up* is one of those tools. This highly accessible book is meant not only to be read, but to be applied."

—**Segyu Choepel Rinpoche**, Master and Holder of the Segyu Tibetan Buddhist Lineage, Founder and Director of Juniper Integrative Care Clinic

“Benjamin Franklin once said, “There are three things extremely hard, steel, a diamond, and to know one's self.” Lucky for us, Mike Normant’s new book *Coach Your Self Up* has made it easier for us to accomplish this. Using clear language, concise concepts representing current research and transformational practices that are creative and experience based, he guides readers through a self-learning process that leads the student into more expanded self-awareness. Always compassionate in his view of the difficulties along the way, he keeps us present, engaged and on point as we learn about our self from our self. I highly recommend it!”

—**Gary Sherman**, Founder of the Creative Awareness Project and Author of *Perceptual Integration: The Mechanics of Awakening*

“Creating a “conscious culture” is the cornerstone of the Conscious Capitalism four-tenets framework. The self-coaching skills introduced in *Coach Your Self Up* are specifically designed to serve in activating individuals to become more aware of, and responsible for their human-ness, in other words, becoming more conscious. I believe that organizations that aspire to develop and sustain a conscious culture should definitely consider *Coach Your Self Up* as a high-impact component of any personal development and performance initiatives in amplifying the amazing potential of their employees. Mike’s thoughtful and practical approach in this book is a huge contribution to the movement toward humanity-centered business.”

—**Steve Havill**, Founder and CEO of Conscia Ventures, Board President of Conscious Capitalism Bay Area Chapter

The Unlimit Group Publishing
San Francisco, CA 94102



All rights reserved.

Copyright © 2018 by Mike Normant

No part of this book may be reproduced, copied, stored or transmitted in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, or information storage or retrieval systems—without the prior written permission of The Unlimit Group®/The Unlimit Group® Publishing, except for the use of brief quotations in a book review.

Coach Your Self Up® is a registered trademark. The official “registered trademark” symbol is used in the Preface and Introduction. For ease of reading, it is not used throughout the main body of the book. Please protect the rights of the author by not engaging in any copyright infringement of the trademarked title of this book.

The information contained in this book is intended to be thought provoking, informational and inspirational, not therapeutic or medical, and is in no way considered a replacement for consultation with a professional business or legal consultant, coach, trainer, healer, therapist, counselor or medical doctor.

The author, publisher and speaker are in no way liable for any use or misuse of the information implied or contained within this book.

Library of Congress Cataloging-in-Publication Data
LCN Number: 2018905921

ISBN: 978-1-7321931-0-9

Editors: Alice Chaffee and Linda Newlin

Cover and Interior Image Design: Ina Murdock-Santos, The Branding Room
Initial Logo Design: Chelsea Rae Cole, Design & Photo

Dedicated to the thought leaders and teachers, past and present,
whose work helps individuals unleash their full potential.

Contents

Preface	i
Introduction	vii
1. Laying the Foundation	1
2. Managing Attention – A Superpower for Life	31
3. Learning Practices (First Set)	51
4. Self-Limiting Behaviors	59
5. The Stories We Tell Ourselves	73
6. Learning Practices (Second Set)	85
7. Speed Laddering and More	95
8. Challenging Your Stories	107
9. Deep Stories	119
10. Learning Practices (Third Set)	131
11. Challenging Deep Stories – Examples and Tactics	141
12. Getting Unstuck	169
13. Maintaining Momentum and Moving Forward	175
Appendix A – Hear from People Who Have Coached Themselves Up	189
Appendix B – Organizational Application	201
Resources	209



Preface

Hello, and welcome to Coach Your Self Up®. I am thrilled that you are exploring this new frontier of coaching to support your ongoing personal and career development. The techniques and practices presented in this book are for individuals who are seeking to make positive shifts in their careers and their lives.

About You

You are interested in taking more ownership of your career, seeking to better understand and proactively utilize the career levers that are in your control.

You believe, or are open to the idea, that the best thing you can do to drive your career success is to commit to your ongoing personal growth, to working with/on yourself.

You realize that shifts you make through personal development at work will spill over into all aspects of your life.

You are interested in working on yourself to be more effective, to be a better version of yourself, and to tap into more and more of your full potential.

You are interested in learning a pragmatic approach to making sustainable behavior changes, an approach that you can use over and over again throughout your life.

You appreciate the importance of “being present” and are seeking tools that can help you improve in this regard.

Coach Your Self Up

You recognize, or are open to the possibility, that sometimes you get in your own way.

You are aware of, or open to finding out about, specific behaviors you engage in that are counterproductive to your success.

You are aware, or open to learning, that you are wired to create stories (i.e., assumptions, conclusions, opinions, beliefs) about your world and about yourself. These stories can also be self-limiting.

You are interested in learning to cultivate a self-observation practice to deepen your self-awareness.

I hope you find this book to be a valuable resource in your professional and personal development journey.

About Me

I would love to share the story of how Coach Your Self Up® came into being.

In 2007, while running the global Learning and Development department of a pre-IPO tech company based in San Francisco, I went through a divorce. Although the divorce was collaborative and generally amicable, it was a stressful and draining experience.

In early 2008, the ink was barely dry on the divorce papers and my ex-wife ended up in the hospital for an extended period of time facing a serious health crisis, from which, thankfully, she emerged. Shortly thereafter, I lost my beloved mother.

People from all facets of my life were there for me and delivered a consistent message of, “You need to take a break and take care of yourself.” I finally listened and left my job (on good terms!) in the summer of 2011. My intent was to take four to six months off to recharge my batteries and then go “do it again” (i.e., run the Learning and Development function at a locally-based company).

Then the universe intervened. Friends recommended books. I read some Eckhart Tolle, some Deepak Chopra, some Wayne Dyer and more. Many of these personal growth philosophies and ideas resonated with me.

Preface

I spent almost a year and a half attending numerous meetings and events with a men's "consciousness group" that a friend had recommended. It was fantastic. I learned so many things about how to "work with/on myself" from that group.

During this time, three different friends mentioned to me a weekend program called LifeLaunch® led by The Hudson Institute of Coaching in Santa Barbara, CA. The weekend was designed to help people reflect on their lives and to create a vision and a plan for a meaningful path forward.

When LifeLaunch® was mentioned to me for the third time, I decided that the universe wanted me to go and I signed up for the next program in the fall of 2011.

A few important things happened during that LifeLaunch® weekend: I gave myself permission to take an entire year off to process the recent upheaval in my life and I decided to enroll in Hudson's eight-month program to become a certified coach.

One important aspect of Hudson's Coach-in-Training (CIT) program was called "Self-as-Coach" and was all about becoming more self-aware. So, there I was, working with a men's consciousness group in parallel with Hudson's CIT program. It was self-awareness development on steroids.

In the summer of 2012, I decided to try and make it on my own. I would lead management and leadership training programs inside fast-growing tech companies.

Along the way, I continued to tell people about some of the personal breakthroughs I'd experienced on the self-awareness front and how that was leading to some life-changing shifts.

During 2013 and 2014, more people started saying things like "Mike, it seems like this self-awareness stuff has been pretty transformative for you, why don't you build a training program to share it with others?" In the summer of 2014 I put my head down and set out to do just that.

My intention was to create a program that could be delivered to cohorts within organizations. And I wanted to make it relevant to any interested employee, regardless of level or role.

Coach Your Self Up

I know that many organizations invest in leadership development programs for their managers and senior leaders. Raising self-awareness is typically a key aspect of these programs. I wanted to bring this aspect of leadership development to a broader audience. Why not bring the gifts and benefits of increased self-awareness to all employees?

With the support and guidance and coaching of lots of good people, a solid program design began to emerge. I got more and more excited about this and eventually came up with a name for the program: “Coach Your Self Up.” I soon found two companies that were excited to run a pilot of the classroom training program for a cohort of interested employees. The results were promising.

Fast forward to 2017. Whenever I shared my purpose with others (to raise self-awareness in the world to help as many people as possible achieve more of their potential), they would tell me, “You need to write a book.” I resisted this for several months.

It finally became clear to me that not only could I write this book, but that at some level my purpose demanded it. I had created something powerful that was already benefiting people in the classroom. If my intention was to impact as many lives as possible, I needed to make this material available to individuals.

As I reflect on my journey of these last several years, I see that I have been applying the Coach Your Self Up self-coaching principles and skills all along the way.

The beauty of Coach Your Self Up® is that it takes relatively complex topics and makes them accessible and easy to understand. I hope you find this to be true for you.

As I write this in early 2018, the Coach Your Self Up® classroom training program has been delivered at multiple companies, including the first international delivery in Chennai, India. Participant feedback has been very strong. It feels fantastic to hear

Preface

anecdotes from folks who have been able to apply principles from Coach Your Self Up® to make positive shifts in their own lives.

Here are two brief excerpts from the testimonials in Appendix A:

“This program was nothing short of transformative for me. It’s been great to see that I am able to make a change—I can react differently right now in this moment.”

“Coach Your Self Up was a catalyst that has helped me become much more conscious of what I am doing with my life. This program has helped me become a better person.”

Ever forward.

Coach Your Self Up



Introduction

Working with a coach can be powerful. “Coachees” experience professional and personal growth and transformation across multiple dimensions. However, not everyone has access to working with a skilled coach.

The idea of self-coaching came to me when I was describing my training program to others. I would summarize by saying, “Essentially I am teaching people how to coach themselves.” My curiosity piqued, I did some research on the Internet and found several references to the self-coaching topic.

Most notably, I found another Bay Area resident, Ed Batista, an executive coach and an instructor at the Stanford Graduate School of Business (GSB). He has been blogging about self-coaching since 2009 and in the spring of 2015 offered a class called “The Art of Self-Coaching” as part of the Stanford GSB curriculum.

The inaugural class was a success and is now offered on an ongoing basis. Ed is publishing a book through Harvard Business Review (HBR) Press in 2018 entitled, *The Art of Self-Coaching*.

As you might imagine, I was thrilled to find there were others out there with this idea, and super-thrilled to hear that Ed Batista was going to have a book published on the subject with HBR Press.

Self-coaching is the next frontier of coaching.

It will never replace the importance or value of working with a skilled coach. However, for all the people who may never have that

Coach Your Self Up

luxury, learning self-coaching skills can be a giant leap forward. The gift of self-coaching is invaluable.

There is no single “right” approach to self-coaching. As the field grows, numerous variations will make their way into the mix.

I get fired up when I think about the potential self-coaching holds for creating an exponential jump in self-awareness and the ability for large numbers of people to change behaviors and thought patterns that are limiting their potential at work and in their lives.

Given how much time the average person spends at work, it made sense to me to apply self-coaching in the career development arena, to use these powerful techniques to help individuals improve their effectiveness and overall success.

As an individual becomes more self-aware, she is positively impacted and starts making inroads to achieving more of her potential. This in turn has a positive effect on the individuals, groups and organizations with whom she interacts.

As individuals become more self-aware, their empathy for others generally increases. And as individuals practice more self-compassion, their compassion for others also rises.

I see a straight-line connection from rising levels of self-awareness and individuals continually aspiring to become better selves to creating more peaceful, loving, compassionate societies.

Narrowly, this work is about helping individuals be more successful in their careers and their lives. More broadly, it’s about making a better world, one self-aware individual at a time.

Self-coaching is the
**next frontier of
coaching.**

Introduction

About the Journey You are Embarking Upon

This book has been written in a way that roughly simulates the experience you would have if you were participating in the classroom version of the Coach Your Self Up® training program.

You will learn how to “coach yourself” to make sustainable behavioral changes that will have a positive impact on how you are “showing up” in your life.

Learn – Apply - Repeat

You will learn self-coaching concepts and techniques. Along the way I will encourage you to take a few breaks from the book and engage in Learning Practices to apply what you are learning. This significantly increases the odds that you will retain what you learn.

Keeping a Journal

I strongly recommend you keep a dedicated notepad or journal for this self-discovery journey. At various points throughout the book, mostly within the Learning Practices, there will be opportunities for you to capture your thoughts and reflections in writing.

Working with Others

This book will support you in working on your own or with others. When I teach this to groups inside organizations, I assign individuals to an “accountability team” with other participants. If you have one or more colleagues or friends who are interested in working through this process with you, you could work through the material together as accountability partners.

Book Structure

The content is laid out such that it builds on itself in a logical and easy-to-follow manner. I suggest that you work through the book from front to back.

Chapter 1 lays the foundation with supporting ideas, theories and philosophies from numerous fields of study.

Coach Your Self Up

Chapter 2 focuses on the topic of Managing Attention. I consider this a superpower for life. Many of you will never experience your attention the same way again after reading this chapter.

Chapter 3 contains the first set of Learning Practices where you will experiment with various aspects of managing your attention.

Chapter 4 is where you will learn about self-limiting behaviors (SLBs) and choose one of your own SLBs to work on.

Chapter 5 introduces the idea of “stories.” You will learn about the Ladder of Inference and how we are wired to generate stories.

Chapter 6 contains the second set of Learning Practices where you will continue to practice managing your attention. You will also begin self-observing your selected SLB and noticing stories.

Chapter 7 provides insightful activities to help you more fully appreciate the idea of stories.

Chapter 8 lays out an approach on how to challenge your stories.

Chapter 9 introduces the idea of “deep” stories and encourages you to consider what some of your own deep stories might be.

Chapter 10 contains the third set of Learning Practices. You will continue to self-observe your SLB. You will also continue to look out for stories, including those that are associated with your SLB.

Chapter 11 introduces a Self-Observation Worksheet and provides multiple examples of how individuals have used self-coaching techniques to drive behavior change.

Chapter 12 shows how to use the self-coaching tools to work through situations where you feel “stuck.”

Chapter 13 is where you will identify how you will maintain momentum and commit to a personal action plan to do so.

