



The Blue Binder Project Introduction

Congratulations on your decision to join the Blue Binder Project!

Before we dive into Blue Binder Project, let's take a moment to set the stage. Every one of us is impacted to some degree by Covid-19. Nothing we do in Blue Binder Project is intended to minimize or diminish that reality; it exists. Yet at the same time, right now, right in front of us, is one of the most incredible opportunities for personal growth and learning we will ever have. It is up to each of us to decide whether we take advantage of this opportunity or squander this moment.

There is a business saying that if you really want to improve, you have to work 'on your business instead of in your business.' The idea is that, when you're in the midst of everything happening, it is hard to achieve the perspective needed to improve. The same thing can be said of our lives – in the midst of everyday life, it is truly difficult to work on improving your life situation, because all your bandwidth is taken up just by living. Usually you have to wait until something traumatic happens that throws you out of your routine and gives you a chance to see your life with different eyes. We call this a Window of Clarity, and it usually involves something like a divorce or arrest or the loss of a loved one. Not this time though.

Right now, we're all in the midst of our own Window of Clarity, brought on by Covid-19. Life isn't the same as it was a few months ago. You could say that 'real life' is on pause right now, and within this pause is our opportunity. If we take this time to look back at our pre-Covid-19 life, to figure out what was working for us and what wasn't, and then start redesigning what we want to achieve and experience in everyday life once 'real life' comes back, we can find a true benefit amongst all the challenge. And finding this benefit is exactly why you are participating in Blue Binder Project!

Blue Binder Project is a self-guided study. This means you'll get out of this whatever level of effort you put in. If you answer the questions and go through these exercises at a superficial level, it's not going to be as effective for you as if you really sit down and think this through and open yourself up to the opportunity that is in front of you.

Opening yourself up to that opportunity can be hard, and it may be uncomfortable, and there will almost inevitably be resistance, and the reason for this has to do with the way that the brain is set up. There are two parts to the brain: the conscious brain and the subconscious brain. The conscious brain is what you think of as you. The conscious brain is what you use on a daily basis to work through problems and to plan for things coming up in the future. The subconscious brain runs behind the scenes, and you are usually less aware of what it is doing. While your conscious brain only runs while you're awake, your subconscious brain runs 24/7.

The whole purpose of the subconscious brain is to keep you alive. And we mean that literally, as in keeping your lungs breathing and your heart beating. Alive. The fact that you are alive today means to your subconscious brain that you are doing things right. Even if a person lives what seems to be a horrible existence, the subconscious is giving itself high-fives because the person is still alive. That's one of the reasons people stay in abusive relationships or dead-end jobs or why people endure things that, from the outside, don't make any sense. It's because their subconscious is focused on keeping them alive in that situation, not whether that situation is a good one or not.

And here is a warning. You're starting to look at things a little bit differently now, and that may well cause your subconscious to start raising alarms. Your subconscious may well come up with all sorts of reasons you shouldn't be changing anything - it's a waste of time, it's a waste of money, it's just dumb, I have better things to do, I don't have any time today... all of those things are excuses and distractions your subconscious brain may use to try to keep you from facing things that are hard, uncomfortable, or different. To try to keep you from making changes.

But you're going to continue on because maybe you aren't as happy or content with the way your life is right now as you'd like to be. Maybe you want more out of life than what you've recently experienced. Or maybe you just want to see something good come from all this challenge. So, you're going to push forward. You're going to improve your life through this process. You're going to do that by taking these steps, one by one. You are choosing to go through this experience and come out the other side having a clearer purpose in your life, understanding more about what is important to you, and living life with intent rather than by accident.

If you hit a wall, if your subconscious tries to convince you that you can't do something important, what we've found helpful is to look inward. We believe that everybody has a core of strength and greatness in them. Everybody. However, sometimes that core of greatness can get buried. Over time, we pile different layers over that core - layers of our successes and failures, of loves and losses, of our emotional highs and lows. Pulling back some of those layers that cover your core of strength and greatness is really what you are working on over the next few weeks. Your goal is to let your awesome shine!



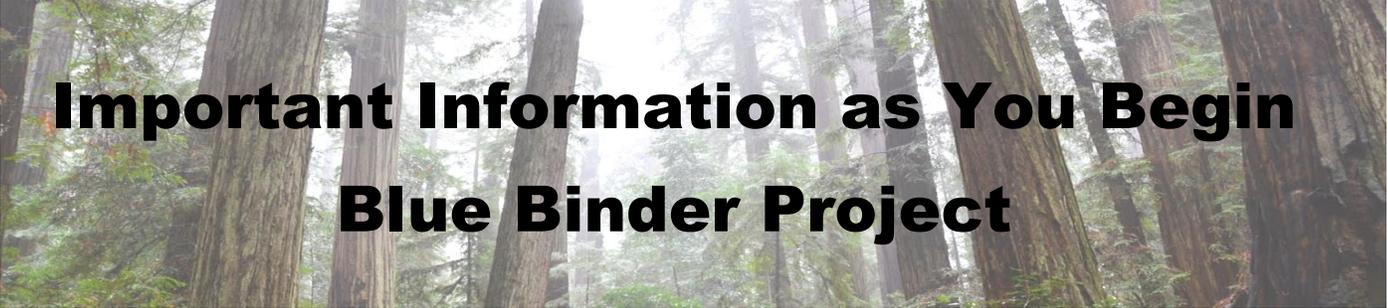
Though Covid-19 has brought us all to this table, each of us comes into Blue Binder Project at a different place in our lives and we will need different things to help us get to our next level. We believe everyone going through this process will get some of what they need out of it, but the experience will be unique for each individual. Some people will approach this work with an open mind and optimism about what they can accomplish. Other people are going to look at this and think, “This is something I can never do. This is too hard. This is too much work.” Still others are going to go through this and say, “This is too simple, and this isn’t something that has any value at all.”

We suggest, for folks who think this is too hard to do, go forward one day at a time and just start. It is all about starting – and that will make all the difference in the world.

For the folks who think it’s too simple, there’s a famous Bruce Lee quote that applies: “To know and not do is not to know.” Some of the concepts in this project *are* simple, but even a simple concept doesn’t do you any good if you don’t put action behind it. If you aren’t doing these concepts already, then you don’t “know” them, you don’t yet understand their full importance. As you go through this project, if you start to tell yourself you already know something and don’t need to do it again, take a closer look, because you may be making assumptions, and sometimes assumptions can steer you wrong.

To get the most you can out of this project, please go through it sincerely. Go through it with faith in the process. We believe it will change your life. At the very least, it will improve your understanding of what you want out of life and what is most important to you. Congratulations again on starting this project. We wish you the greatest of success!





Important Information as You Begin Blue Binder Project

The Difference Between Coaching Services and Mental Health Services

Coaching and mental health services are two distinct types of services that help people feel better and live happier, more productive lives. It is important to understand these distinctions as you begin your coaching work with Blue Binder Project.

Coaching is a way to enhance your quality of life. Coaching helps you create a present and future for yourself that is happier, more successful and includes more of what you want to experience in life. Coaching accelerates your progress by providing greater focus and awareness of choice. Coaching concentrates on where you are now and what you are willing to do to get where you want to be in the future.

Mental health services, on the other hand, are health care services. They are meant to identify, diagnose, and treat nervous and mental disorders. The goals include appropriate diagnosis, alleviating symptoms, understanding the underlying dynamics and changing dysfunctional behaviors that are the result of these disorders.

Coaching does not include and does not replace mental health services such as psychotherapy, counseling or substance abuse treatment. Coaching is also not meant to replace or qualify for court-ordered treatment programs. If you believe you need mental health services, it is important that you receive those services through an appropriate mental health provider. If you have question about these differences, please ask your coach for clarification.



Overview Weeks 1-4

Week 1 — Getting Started

Building a foundation for a new way of thinking and practices to help you get steady in this uncertain time so you can ground yourself and discover the growth you want to find in your life.

Week 2 — Self Evaluation

Understanding where you were in your Pre-Covid-19 life. Getting the bird's eye view of what was working and what was not working in your life prior to this life pause.

Week 3 — Core Principals

Clarifying who you are by discovering through what you're learning, what is important to you. This will help you to clarify the principles you believe in, which will help you to make the best decisions you can moving forward in your post-Covid-19 life.

Week 4 – Life Goals

Determining what you want. Dreaming big about what will make your life the life you want and what you're going to take out of this life pause to move forward.