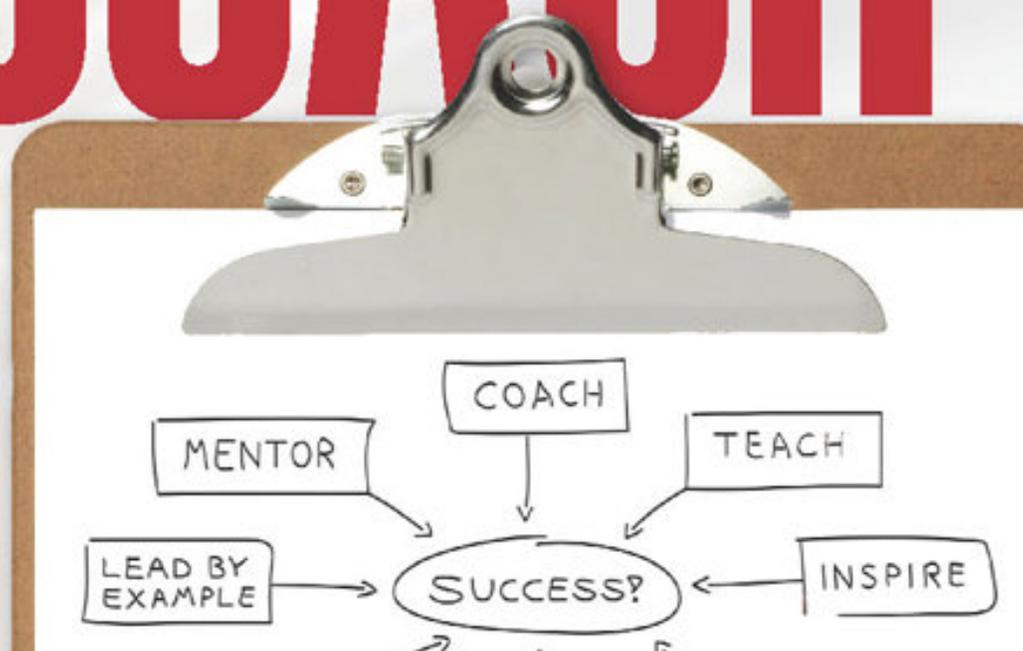


A GUIDE TO PERSONAL & PROFESSIONAL SUCCESS

NO WINNER EVER GOT  
THERE WITHOUT A

# COACH



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THE NATION'S TOP COACHING EXPERTS SHARE THEIR KNOWLEDGE  
AND EXPERIENCE TO HELP YOU WIN IN LIFE AND BUSINESS

## Chapter Thirteen

# LIVING TRUE TO YOUR ESSENCE

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FRAN FISHER



### DAVID WRIGHT (WRIGHT)

Today I'm speaking with Fran Fisher. Fran is a Master Certified Coach, recognized as one of the pioneers of the coaching profession. She is a published author and international speaker.

Fran founded the Living Your Vision® process and the Academy for Coach Training, one of the first schools accredited by the International Coach Federation. She served as a founding executive board member of the International Coach Federation as Chair of the Credentialing Committee, and she was the first executive director of the Association for Coach Training Organizations.

Fran currently provides coaching services for entrepreneurs, executives, and collaborative work teams, as well as training and mentoring for and experienced coaches.

Fran, welcome to *No Winner Ever Got There Without a Coach*.

What is your approach to empowering your clients to win in life and business?

### FRAN FISHER (FISHER)

I am passionate about the possibility of a world where everyone is enjoying a meaningful and fulfilled life.

For most, it's not clear how to awaken to their deeper purpose. And even if they have awakened to it, they're not sure how to make it the generating force of their lives.

I facilitate people in discovering and accessing their essential nature so they can learn to live true to their vision, purpose, and values.

This is the vital place to start the coaching process, whether the client wants a lifestyle, career, or relationship change; personal, professional, or leadership development; business growth, greater financial prosperity, or improved health and well-being.

“The key to living the life and doing the work you love  
is knowing who you are—who you really are  
at the core of your being.”

—*Fran Fisher*

## WRIGHT

What do you mean by “essential nature”?

## FISHER

Webster’s dictionary defines “essence” as: intrinsic; fundamental nature; most important quality; essential being; the inward nature of something underlying its manifestations; true substance. Deepak Chopra calls essence the unified field of all possibilities, of pure being, pure awareness, and pure consciousness. The more we live from this field of pure being, the more our activity acquires the qualities of pure being and reflects them through our thoughts and actions.

Our essential nature is not our identity. It is not our body, appearance, our nationality, or our roles. It is not our work. It is not our thoughts, feelings, character, or personality. All those aspects are vulnerable to change and circumstances.

“We all have the extraordinary coded within us, waiting to be released.”

—*Jean Houston*

Marianne Williamson says, “We ask ourselves, who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you *not* to be?”

We have a choice. We can live our lives consistent with thoughts of diminishment, fear, and negativity which calls forth more of *that*. Or, we can live our lives consistent with the greatness of our true self and call forth more of *that*!

How could the world be different if we are clear about our unique gifts, talents, strengths, and greatness and we *lived* them courageously, consciously, and consistently? Imagine a world where every single person is seen and respected as the sacred being that they are. That’s where I start the coaching process.

“Musicians must make music, artists must paint,  
and poets must write  
if they are to be ultimately at peace with themselves.  
What human beings can be, they must be.  
They must be true to their own nature.”

—*Abraham Maslow*

## WRIGHT

How does clarity about my essential nature impact the quality of my life?

## FISHER

To discover and clarify who you really are, you must look inward to the very core of your being, to your essential nature. The coaching process helps clients discern what essential nature is and what it is not. Much like the metaphor of Michelangelo cutting away everything that was not “David,” thereby revealing his beauty and magnificence.

I redefine vision, purpose, and values in way that is self-empowering and transformational for the client. By embracing this framework, clients shift their world view from outside-in to inside-out. As we live from the “inside-out,” we transform who we are being in relationship to our circumstances in life.

There are three essential questions humanity has been asking since the dawn of consciousness: Who am I? What is my Purpose? How do I live it? This coaching process helps clients answer those core questions for themselves.

**Vision** = Being. Who am I? Vision is defined as an inner vision, not the typical vision of an ideal future, but rather an inward recognizing the essence of who I am—the nature of my essential “being.”

**Purpose** = Doing. What is my Life purpose? I assert that our grand purpose is to “be” true to who we are. So, my life purpose is what I do that empowers me to “be” my essential self.

**Values** = How. How do I live my vision and purpose? By living true to certain guiding principles that honor my true self. For example, my top values include: Integrity, Partnership, Excellence, Gratitude, and Freedom. The quality of our lives is directly related to the extent that we honor our values.

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When we stand in the center of ourselves, and we look at life's circumstances through the lens of our vision, purpose, and values, we can make more empowering choices (inside-out) versus letting the circumstances chose for us (outside-in). The results are more joyful and harmonious. We experience more freedom from fear, more well-being, ease, prosperity, etc.



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Our thoughts drive our behavior, which results in our experience and outcomes.

Acting from my “true self,” my behavior tends to be more responsible, accepting, allowing, responding, collaborative, and trusting. My experience and outcomes are more energizing, expansive, and powerFULL.

Acting from my “false self,” my behavior tends to be more reactive, critical, competitive, blaming, and controlling. My experience feels more diminished, at the effect of the circumstances, energy-draining, victimized, and powerLESS.

WRIGHT

Will you give an example?

## FISHER

I used to be a workaholic. By the way, my definition of a workaholic is people who define their worth by what they do—what they accomplish—not by who they are being. My experience coaching individuals in corporations during the last twenty years has been that Western culture supports, encourages, and rewards this behavior. It's "outside-in" behavior and it is a recipe for burn out.

The anatomy of my addiction was this:

- Deep *desire* to make a positive difference in the world. Heart and soul passion. A vision of a world that works for everyone. (true self)
- High standard of personal *excellence*. (true self)
- Fear of the *judgment* of others. (false self)
- Limiting belief—never enough/*never good enough* (false self)

The thoughts that drove my actions were the fear of the judgment of others and my limiting belief that what I did was never good enough. How did that play out?

- Serious. Highly focused.
- Accommodating and pleasing, so people wouldn't judge me.
- Working hard to fulfill my standard of excellence.
- No time to play unless I had all my work done—*my work was never done*.

What was the effect?

- I *accomplished* a lot which fed my addiction. My employers loved me and rewarded my hard work and long hours.
- My presence and behavior was tough on my *relationships* (co-workers, children, husband)
- My working long hours with no play, recreation, or fun time was tough on my *health*. I depleted my adrenal glands more than once.

In October 1989 I experienced my final fry-out. I had been working sixteen to eighteen hours a day six to seven days a week for more than two years. My mind was fried and my body was shaking so badly, I couldn't hold a glass of water without spilling it.

I took off and walked the beach on the coast of Oregon for a week. In deep reflection, I saw what a fool I was being, blaming my employers, when in actuality *I was the one* who continued to let them let *me* burn myself out.

I was accomplishing great results for them, and I was hurting myself in the process.

In deep reflection, I took inventory of my strengths: highly capable, strong, intelligent, visionary, courageous, high standard of excellence, and committed to making a difference. From that objective view I could see that I had been *doing* those qualities in reaction to and in the defense of the circumstances outside of myself, driven by inner voices of “have to” and “should” and my fear of judgment. I was not *being* those qualities from the inside-out.

I realized that if the whole world is going to work for everyone, then my life has to work, too. In the mist of the morning on that ocean beach, I chose to stop leaving myself out of the equation of life.

“The simple truth is that we won’t be able to heal the world  
until we can come to balance within ourselves.  
We can’t even use our full creative potential or enjoy the blessings  
of intimate relationships  
when we are chronically worried and on overload.”

—Joan Borysenko

I decided to put myself in the center of my true self. I discovered my Vision and Life Purpose. *I Am Divine Inspiration, lovingly and passionately calling forth Essence into Action and Extraordinary Expression. My Life Purpose is to let divine love and light shine through my body, mind, and spirit, unleashing creativity and radiating Joy.*

I went back into my life and started practicing the art of “letting” versus “driving” to make things happen. I cleaned up my life and put things in order of priority for my well-being. Essentially, what I did was transform my life from “outside-in” to “inside-out.” The synchronicity of events that transpired following my personal transformation brought me more joy, freedom, ease, prosperity, and *fun!* Today I am a living testimony to the shift in the quality of our lives when we can learn to live true to the essence of who are.

Here is another story of transformation. Arlene was a coaching client. When I first met Arlene, she was making a significant life transition. She had recently taken an enormously courageous leap of faith to leave her seventeen-year marriage. Arlene made the choice to exchange the known of seventeen years of pain, struggle, and disappointment for the unknown. Arlene originally met her husband, Ted, when they were both attending the same recovery program. In retrospect, Arlene realized she expected they would share the recovery journey together, but that hadn’t happened. During their seventeen years of marriage, Arlene was learning new ways of

living, learning to make some deep personal changes as well as sustaining her sobriety. Ted didn't.

"Once I had the courage to take the leap out of the marriage," she shared, "I realized just how bad it really was. I started making lists of what I wanted for a better life and for the first time I could see how far I was off the mark." The greatest fear Arlene struggled with was the fear of being alone. She indicated that she hadn't done "alone" well before, so she was afraid she would slip back into those old addictive behaviors. What helped fuel her courage was seeing some of her women friends living alone and getting along just fine. Some of them even seemed to be happy!

In the coaching process, Arlene found her center, accessed more of her personal power, and moved forward with confidence. She discovered her essential self and her life purpose:

*I am a pioneer for Truth, a substantive and genuine healer, in easy rhythm with the wisdom and natural order of the universe.*

*My life purpose is to unite with the heart and soul of being, and connect with the very essence of life.*

For the first time in her life, Arlene realized that she had the power to affect the quality of her own life. She learned how to create an intention and then watch the result show up "almost like magic," she exclaimed. She called them light bulb insights and Burger King Moments. Arlene learned that she could make choices moment-to-moment and even change her mind sometimes versus continuing to live constrained by the old, rigid parental rules of her childhood. That's when Arlene began to see new possibilities and choices she had never known were available to her.

While Arlene continued to work with me, she fulfilled one of her top desires. She met a man who became her new husband, Mark. She met Mark at a recovery program and recognized immediately that this man is doing his work. Beyond that, he was also willing to partner in the relationship to support each other's growth. That alone is a miracle worth celebrating. But, wait! There's more.

After divorcing, Ted took some dangerous drugs, spent time in jail, and ended up in a psych ward. He asked Arlene for help. Ted's downhill spiral left Arlene feeling embarrassed, outraged, and highly judgmental, especially now that she was in this precious new relationship with Mark. With her new-found personal power, and clarity of purpose, Arlene reflected on who she was being. It didn't fit with who she chose to be at her essence—a *substantive and genuine healer*. She shifted her association with Ted from judgment to compassion, "*connecting with the essence of life.*" Arlene had expanded her ability to access love and compassion.

This was a transformational shift for Arlene. As of this writing, Mark is helping Arlene give Ted a hand up. Together they are supporting Ted in his recovery process. At last report, Ted is making good progress; Arlene and Mark are growing together deeper in partnership and love.

## WRIGHT

What is the cost of not living from Essence?

## FISHER

Statistics tell us that 70 percent of all hospital visits are stress-related. Stress is a manifestation of chronically unresolved situations and issues. What if stress is the body's response to resistance, and resistance is the mental or emotional state of being out of alignment?

What if you could recognize the physical sensation or mental state of resistance before it manifests as illness or disease? What if you could recognize it as a signal that you are off course, so that you could bring yourself back to center?

Living your life in stress leads to illness and breakdowns. Stress burdens your immune systems and brings about more distress. The chemical messengers of distress—cortisol, adrenaline, and insulin—increase. They throw off the delicate pH balance because they increase acidity. Your body is designed to work best within a narrow, slightly alkaline range of 7.35 to 7.55 pH. With an excess of acid, efficiency of energy production in your cells is decreased, leading to loss of resilience to infection, viruses, disease, and the ability of your cells to repair themselves. This contributes to fatigue, illness, and pain.

Emotions have incredible influence on your physiology. They are an interface between your thoughts and perceptions and your physiological responses. If your mind judges an experience to be a bad one that must be resisted, it sends chemical signals to the body that bring about emotional states of being. When the emotional states become chronic you tend to get diseases related to those states.

For example, if you are chronically angry, you tend to get diseases related to tension—cramping, knotting, toxic build up in muscles leading to fibrosis, tissue degradation and inflammation, leading to heart disease, diabetes, Crohn's disease, arthritis, fibromyalgia, or migraines. If you are chronically sad, you have a tendency toward poor respiration and circulatory response, leading to congestion of body fluids, obesity, asthma, and general depression. If you are chronically afraid or worried, you are open to diseases of over-stimulation, leading to constant agitation and exhaustion of the body's resources—an inability of the body to get enough nutrients and support. Over time, that can lead to high blood pressure, sleep disorders, chronic headaches, back aches, and anxiety.

All these factors weaken your natural defenses and impair your body's innate ability to function properly and support you in fulfilling your dreams and missions. I often say to myself, when I am being challenged to make a courageous choice, "I want a body that supports me in fulfilling my vision and purpose. I want this body to be healthy, vital, and strong because I want to enjoy the pleasure and satisfaction of making a difference in the world."

When you make choices in alignment with your essence, purpose, values, guiding principles, and values, you sustain a state of harmony, grace, and balance. In that state, your body can heal. You can grow stronger, more vital, and alive.

WRIGHT

What does it take to put this practice into action?

FISHER

There is a choice zone between you and the circumstances in your life.

"We cannot choose our external circumstances,  
but we can always choose how we respond to them."

—Epictetus (55 AD)

What are circumstances? The baby is crying. The traffic is in gridlock. I am late for an appointment. My mother died. The car broke down on the freeway. My co-worker is absent today. My hair is turning gray. My husband snores. My wallet was stolen. My computer hard drive crashed. Gasoline is expensive. The neighbor's dog barked all night. I am single and lonely. I hate my job. My husband leaves the toilet seat up. My wife has a headache. I missed my flight connection. The wrong person got elected.

Got the idea?

Living from the "inside" means making choices that are aligned with your vision, purpose, core values, and empowering beliefs. It means shifting your perception, shifting your attitude, or finding an empowering view that brings you a sense of peace and freedom from the pain and stress. Empowering choices you make in relationship to the circumstances will support you in being clear, confident, powerful, calm, peaceful, creative, energized, free, satisfied, and fulfilled.

Your core values and beliefs are inherent within your essence. You may have other values and beliefs that are personality-oriented or behavior-based. These are learned or acquired through fear—coping with or reacting to the consequences in life. You can recognize the distinction by noticing which values connect with your essence and which ones do not.

Empowering choices reconnect you to your essence. Disempowering choices disconnect you from your essence. Your empowered choices may take courage, faith, time, and patience, but they will transform the quality of your life.

The circumstances may not change immediately or ever. The reality is that you have little or no control over most of the circumstances in life. For example, the weather, the changing seasons, traffic, hair turning gray, mother dying, or world hunger. Other circumstances might be the result of choices you have made in the past or even in the present moment. For example, late for an appointment, I made a mistake, someone is upset with me, I am sick because I have not been taking care of my personal well-being for a long time.

**Examples of honoring values:**

Instead of being judgmental about my friend's behavior, I choose to be curious and inquire for understanding. Values: friendship, compassion, caring.

Instead of resenting the weather, I choose to look for ways to make it a great day. Values: gratitude, appreciation, positive attitude.

Instead of complaining about my team's results, I choose to be part of the solution. Values: partnership, contribution, responsibility.

Regardless of the circumstances, you have a choice about who you are *being* about it. And those choices make the difference between more negativity, upset, and frustration or more inner peace, joy, harmony, and ease.

WRIGHT

What are some tools, tips, or practices that will help me make more empowering choices?

FISHER

Create powerful statements, such as *I am* and Life Purpose statements that you can speak to yourself daily. These can be empowering tools for supporting you in setting the tone for your day or in preparation for entering a challenging situation. Holding these in your consciousness, you will naturally make more empowering choices in your day.

Discover your top values. For each one, brainstorm ways that you already honor these values and ways that you can honor them more fully. For example: Ways I already honor my value of Spirituality include starting my day with a prayer ritual and my Vision and Purpose statements. I respect Mother Nature by recycling glass, paper, and plastic. I express my love and gratitude in my relationships with family and friends. Ways I

could honor my value of Spirituality more fully is to forgive my sister and let go of past hurts.

Choose one of your values each day as a theme or intention to focus while holding the inquiry: “How can I honor this value more fully today?” One of my clients is a team that meets weekly. At the beginning of every meeting, each team member checks in by sharing how they visibly honored one of their team values that week.

**The Five Qualities Tool** This is a practice you can use to start your day or prepare for a challenging situation. Identify five qualities (no more, no less) that you choose to *be* for the day or for the situation. Write them with a ballpoint pen on the palm of your hand so that they are with you, embodied like a tattoo.

I have a client who sets her “being” intentions every morning using this tool. Sometimes she writes them on her hand. Other times she writes them on an index card and carries them in her pocket or purse.

I used this tool once when I was *really* stretched. I was delivering a coaching skills training in a different country to people who spoke a different language, working through an interpreter to an audience ten times larger than I had ever worked with before. The being qualities I chose were: transparency, authenticity, playfulness, openness, and clarity. That was how I wanted to be and how I wanted to show up. I wrote the qualities on the palm of my hand every morning of the four-day course, and I kept that intention private. At the end of the course, many of the participants lined up speak to me. They, no kidding, acknowledged me for my *transparency, authenticity, playfulness, openness, and clarity*.

Practice reframing obstacles as opportunities—even *gifts*. I often ask my clients, when stopped by an obstacle or overwhelming circumstances or stuck in a limiting view, “What is the opportunity?” or “What is the gift of these circumstances?” or “What the empowering view?” Here is a story shared by one of my clients:

“As a young man growing into my size, my dad would say at times: ‘If I were your size, I would go around knocking people down just to watch them fall.’ At that time in my late teens, at six feet four and one hundred ninety pounds, I was just about the largest kid in our area. I hated that and I held it against him until just recently when I realized that rebelling against him and that statement fueled my search for collaboration and cooperation. It was one of the most powerful motivations in my life. Had I not heard that from him, I would not have been as sensitive to the subtleties of bullying in my personal world and the world at large. My life is dedicated to bringing peace.”

Reframing is an empowering choice.

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WRIGHT

How do I bridge the gap from the clarity of my essential nature to living it more fully?

## FISHER

“Build your castles in the air, for that is where they should be.  
Now put foundations under them.”

—Henry David Thoreau

You are undoubtedly familiar with the universal principle of “Ready, Aim, Fire.” When any process is executed in that order, there’s a far better chance the intended result will be met. So, aligning with this principle we have our clarity (ready) established. Now it’s time to build a foundation (aim). The best foundation for living true to your essential nature is a designing a holistic life plan, followed by activating the plan through action (fire).

Why “holistic?” Because, you want your foundation to support you in every aspect of your life. Through the clarity of your essential nature, choose your highest intentions (aims) in each of the key areas of your life, which could include: personal well-being, relationships, financial, livelihood, community service, creative pursuits, etc. For example, my highest intention for my Key Area of Career is “I am nourishing my Spirit and Soul through my Lifework.”

The building blocks of my life plan include my Key Area Intentions, Choices (or Goals) for fulfilling those Intentions, and specific Action steps to fulfill each of those choices. From the ground up, then, I am committing myself to specific actions that I am willing to take that empower me to fulfill my choices and intentions, and ultimately honor my Vision, Purpose, and Values.

The more grounded the foundation, the more empowering the plan.

In my Key Area of “Well-Being,” I have subcategories of “Choices” such as: nutrition, exercise, personal grooming, recreation/travel, sexuality, and wellness maintenance. I have designed Action Steps to support each of those categories. For example, my actions under “Nutrition:”

- Choose 10 percent protein and 80 percent vegetables for lunch and dinner
- Minimize bread and sugar
- Eat only food that is prepared with love
- Put lemon juice in my water
- Drink eight glasses of water per day

So, your aiming process is an alignment process. You are designing intentions and actions for your life that will most effectively honor your vision, purpose, and values. You are designing a road map into new

territory that may require you to develop healthier habits, let go of limiting beliefs, or take spiritual, emotional, mental, or physical risks.

There are two keys to achieving success with your Plan:

1. Only design Intentions, Choices (goals), and Actions that light you up and that you are willing to take. Ram Dass says, “Focus on what you want, and pay no attention to what you don’t want.”
2. Work your plan. Put it into action (Ready, Aim, FIRE)

## WRIGHT

How do I put my plan into action?

“It’s no easy task to get on the track for fulfillment.  
In fact, we say choosing a fulfilling life is a radical act”

—*Laura Whitworth.*

Hanna designed a Life-Plan for a new life-style. She was burned out emotionally and topped out financially, working in the environment of a Fortune 500 company. She wanted to take the leap into self-employment. She wanted autonomy, creativity, and a better work-life balance. Her Life Plan included steps for creating her own consulting business, as well as plans for more social life and fun.

She stepped into action. She negotiated contracts with the same company where she had been employed. She began enjoying independence and she started making more money than she had made working in that corporation.

One of her social choices was to find a spiritual community, so she began exploring churches in her city. She found one she liked and started attending regularly. Soon, she was invited to be a Sunday morning greeter at the door. The very first Sunday she took her volunteer post, she met a woman who became an instant friend. At the holidays, her new friend invited her to go skiing at their mountain cabin. This was another one of Hanna’s choices—to get back to skiing. On that ski weekend, Hanna met another house guest. He turned out to have connections in the field that was Hanna’s business target market, which eventually opened up more business for her.

Hanna was in action, acting *on purpose*. She wholeheartedly participated in her Life Plan. She allowed herself to be supported. She released what didn’t serve her. She made new connections that brought fulfilling results. Being in action in alignment with her essence, Hanna’s actions were the catalyst for the synchronicity that unfolded for her.

Hanna's Empowering Life Statements:

*Vision: I am the personification of the flowering vine, spiraling upward toward the light, moving with purpose and joy.*

*Life Purpose: My life purpose is to wholeheartedly participate in the process of evolving body, mind, and spirit by trusting myself, allowing myself to be supported, releasing what doesn't serve me, and celebrating my conscious connections with others.*

My experience with clients has been this: when people get clear on who they are and what they want, design a plan for manifesting it, and then step into action, they activate a process that can be *magical*.

I have witnessed hundreds of unforeseen, seemingly magical events unfold for people from unexpected sources and directions. Johann Wolfgang von Goethe reflected this phenomenon when he said, "Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it. Begin it now." The more you take action that is aligned with your essence, the more you will experience a state of synchronicity, ease, and flow.

It is like the difference between standing on the banks of a river, thinking about stepping into the river, and actually *stepping into the river*. In this case I like to think of the river as the flow of Universal Intelligent Energy. As I stand in the river looking downstream, it's as though the river is supporting me in moving toward what I want. As I stand in the river looking upstream, I see the flow bringing what I want to me. My part is taking the step into the flow.

Often there is a noticeable threshold between the plan and the action. It has been called many names and can take many forms. For example: resistance, avoidance, hesitation, procrastination, worry, anxiety, etc. Bottom line: it's fear. One of my clients coined this mantra: "*Action heals fear*." When she finds herself immobilized, this helps her step forward into action.

What mobilizes you into action? What's the price of taking action? What's the cost of your non-action?

Hanna was motivated by the pain of the stress in her life, which was affecting her relationship with her boyfriend. Her work schedule limited the time they could spend together to three to four times a month, sometimes less. Maintaining a meaningful connection was difficult. The stress was affecting her health. Her doctor had advised her to cut back or her current ailments could escalate beyond repair. She wanted more simplicity, ease, and fun. She *needed* it!

She was terrified to take the leap and give notice on a job that provided the security of a steady paycheck. The job was killing her, but it still had its

benefits. Standing on the threshold, she could see the costs behind her and the possibilities ahead of her. She could feel the fears—fear of failure, fear of making a mistake, fear of the unknown, fear of what her family and friends would think.

“. . . and the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom.”

—Anais Nin.

The key to effectively following through on your Intentions, Choices, and Actions is your commitment, courage, boldness, and willingness to take a risk.

## WRIGHT

How do you hold yourself accountable for following through?

## FISHER

Keep your plan fresh and alive so it doesn't gather dust on the shelf. Develop the habit of routinely reviewing and revising your plan. It is a living, dynamic work of *art*. It is a “who I am choosing to *be*” plan, not a “to do” list, so tell yourself the truth about what you really want and what you are really willing to do.

Surround yourself with people who support, champion, and celebrate your aspirations and the changes you are making. These include family, friends, spiritual community, like-minded associations, a personal coach.

Memorize your vision and purpose and values. Speak them daily. Embody them through your thoughts and actions. Embody these as guiding principles in your life and workplace.

Recognize and celebrate your baby steps as progress, wins, accomplishments, and successes, no matter how large or small. Even the ones you judge as “small” are building blocks for greater success.

Build on your strengths, so you are expanding your capacities for more energy, greater joy, increased prosperity, and well-being.

Forgive yourself when you stumble. Dust yourself off, and get back in the game. Acknowledge that you are doing your best and that you are learning. Failures are feedback. Embrace “learning” as one of your top ten values.

Are you ready to begin an extraordinary journey that will transform the quality of your work and your life? Are you ready to claim your essential I Am?

Inquiry: How fully am I living *true* to my Essence?

### Self-reflection Exercise

The key to greater fulfillment is recognizing your essence and doing what empowers you to *be* who you truly *are*.

Answer the following statements with:

(1) Never, (2) Rarely, (3) Sometimes, (4) Most of the time, or (5) Always

- I am having fun.
- I speak a language of possibility.
- I feel at peace with myself and my life.
- I feel professionally fulfilled in my work/career.
- I am at “home” with myself—body, mind, and spirit.
- I am being open, honest, and authentic.
- I am creating the life I desire.
- I have a positive mental attitude.
- I feel confident.
- I am being my best self in my intimate relationships.
- I enjoy being of service to others.
- I am surrounded by people who appreciate me.
- I am celebrating my wins and accomplishments.
- I feel energized.
- I make decisions and choices that honor my personal values.
- I see the greatness in others.
- I am honoring my greatest passion.
- I am courageously being me, free from the influence of others.
- I am liberating myself from fear that holds me back.
- I recognize and appreciate who I am at my essence.

\_\_\_\_\_ TOTAL SCORE

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Results:

90–100 Bravo! You know who you are at your essence. You are living true to your divine design. Going forward, what new territory of your essence will you explore, cultivate, or express more fully?

75–89: Congratulations! You are embracing your essence and you are now ready to embrace even more. Look for new ideas, inspiration, and guidance for how to live more fully aligned with your essence.

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60–74: It's time for you to get clearer about aspects of your essence! Choose one of the statements above for your next growth focus and take it on as though the quality of your life depends on it, because it does!

0–59: Congratulations for taking this step for positive change. By reading this book and completing this self-reflective exercise, you have already taken a powerful step forward in increasing your awareness and the quality of your life.

## ABOUT THE AUTHOR

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Fran Fisher is a Master Certified Coach, recognized as one of the pioneers of the coaching profession. She works primarily with entrepreneurs, executives, and collaborative work teams, as well as skills training and mentoring for aspiring and experienced coaches.

Fran founded the Living Your Vision<sup>®</sup> process and the Academy for Coach Training, one of the first schools accredited by the International Coach Federation (ICF). In 2005, Fran sold the LYV and ACT businesses and associated trademarks to inviteCHANGE, LLC, located in Edmonds, Washington, USA. She was a founding executive board member of ICF, serving as Chair of the Credentialing Development Committee, and she was the first executive director of the Association for Coach Training Organizations (ACTO).

Fran's passion is empowering individuals, teams, and organizations for realizing their highest visions. As a master coach, her expertise is helping visionary leaders fulfill the highest aspirations. She blends the art of visioning, the structure of planning, and her intuitive ability to support clients to greater success and fulfillment.

Fran is the author of *Violet's Vision*. She is a contributing author to the Simon and Schuster bestseller *Chocolate for a Woman's Soul*, and a contributing author to *A Guide to Getting It, a Clear Compelling Vision*, and *A Guide to Getting It, Passion and Purpose*.

Fran is a passionate ballroom dancer, a fair weather hiker on Pacific Northwest trails, and avid beach comber in any weather!

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NO WINNER EVER GOT  
THERE WITHOUT A  
**COACH**

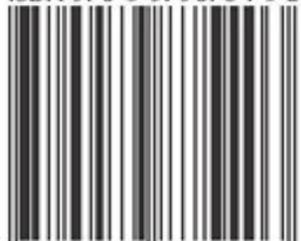
*No Winner Ever Got There Without A Coach* is where you need to start. This book is like having your own personal coach because its pages are full of valuable lessons that will help your business and personal life thrive.

If you've never worked with a coach before, this book will inform you about what is involved in having a relationship with a coach. If you've trained with a coach before, this book is still a valuable tool for you because you will find innovative and sometimes surprising solutions to problems you might be facing in your business—and perhaps even in your personal life.

Finding and working with a coach is far more important than many people think. Focus, motivation, management, and especially results are all improved when you work with a highly skilled professional coach. Feedback from a coach can allow you to be objective about you and your life, and your coach may present a different and unbiased view.

If you want to put the pizzazz back into your life and if you want to give yourself that extra edge you need, *No Winner Ever Got There Without A Coach* is the book for you. If you want to hone your business skills and get or keep your career running at peak performance, *No*

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