

How Leaders Lead»

with David Novak

TAKE CHARGE OF YOU

Self-Coaching Guide

An introductory guide to personal growth in business and in life through the power of self-coaching.



WELCOME!

We are excited that you're investing in your own personal growth. This guide is designed to introduce you to the best version of yourself through the power of self-coaching. Taking primary concepts from the best selling book, *Take Charge of You* by David Novak and Jason Goldsmith, this guide compacts powerful learnings and effective tools into one micro lesson that you can start applying today...and seeing results tomorrow!

You can be your own best coach, you just have to give yourself the chance.

This Self-Coaching guide will introduce you to the concepts taught in *Take Charge of You* and point you towards the best version of yourself.

In it you'll find:

1. An introduction to self-coaching
2. Four powerful insights for growth
3. Space to reflect, make decisions and grow
4. A plan to move forward

If you have questions as you work through this guide, don't hesitate to reach out directly to our team. You can do so by emailing us at support@howleaderslead.com.

We're excited for you to dive in. Enjoy!

What is Self-Coaching?

Think about a plant you might have in the corner of your office or at home in your living room. You want that plant to thrive and grow tall, but often it won't do that without some help. Perhaps it's not getting enough light or water. Maybe there isn't enough space around it to stretch its roots. It might be exposed to less-than-optimal temperatures or poor-quality soil. Any number of things could be getting in its way.

Now, if you know something about this particular plant and are paying attention, you can help. Of course, it's not going to benefit the plant if you berate it for not being taller or take its branches in your hands and try to force them to stretch. But you can help in other ways—by moving it to a brighter spot, if that's what it needs, or repotting it in a larger container with more room to grow. You can't change the plant's basic nature, but with the right awareness and actions, you can work with what you have and create conditions that give it the best chance to thrive.

It's the same with self-coaching. You don't need to reject your fundamental nature or change who you are at your core to reach your full potential. You're not going to try to force growth, or to blame, shame, or berate it out of yourself.

What you need is to develop a good understanding of who you are and what drives you. And then you need a process, a kind of blueprint you can follow that will help you use that knowledge to create conditions that will allow you to grow and thrive. That's exactly what David and Jason offer in their book, *Take Charge of You: How Self-Coaching Can Transform Your Life and Career* and that's exactly what we'll introduce to you here in this guide.

The only thing you need to get started is a desire to access more of your potential and a willingness to keep an open mind. After that, you can coach yourself wherever you want to go.



ABOUT DAVID AND JASON

David Novak is Founder and CEO of David Novak Leadership, the parent organization to multiple nonprofits dedicated to developing leaders at every stage of life, from ages 5 to 65. David is also the host of the top-ranked business podcast, *How Leaders Lead with David Novak* and author of the New York Times bestseller, *Taking People With You: The Only Way to Make Big Things Happen*.

David knows first hand the power of self-coaching as he partnered with Jason Goldsmith to get better at his ability to self-coach in his golf game, business and in life.

Jason Goldsmith is a globally recognized Performance Coach where he emphasizes the combined mental and physical aspects of optimal performance. As founder of Goldsmith Performance, Jason has coached multiple Major champions and numerous top-fifty golfers. His accomplishments in golf include assisting Jason Day and Justin Rose in achieving the number-one world ranking and helping Rose win both the Gold Medal at the 2016 Olympics and the 2018 FedEx Cup.

In recent years, his practice has expanded into other sports including the NBA, MLB, NFL, USTA, Olympic athletes and coaches, Division I and II college athletes, nationally ranked juniors, and Fortune 500 executives. Jason is also the president and founder of Mustard, a computer-vision-enabled social platform that is revolutionizing performance coaching by creating proprietary CV/AI technology in partnership with legends Dr. Tom House, Mia Hamm, Drew Brees, Nolan Ryan, and several other hall-of-fame coaches and athletes.



Four Powerful Insights from David & Jason

If you have found your way to this guide, it probably means that you are searching for something. Perhaps you are not fully satisfied with how things are going in your career or your life. Maybe there's a goal you'd like to reach or an issue you'd like to resolve, but you're not quite sure how to get there. Or maybe you're really pretty happy, but still looking for new ways to grow and succeed, to continually up your game.



It's situations like these where a good coach can really come in handy—to help you gain perspective, develop a plan, work through the inevitable hurdles, and provide inspiration and motivation to see things through.

So that the growth and change you're looking for can become more than just a hope or desire. So that it can take shape and become reality.

If you're going to coach yourself through all that, where do you start?

When either of us set out to coach someone new, we always start in the same place: with a conversation. You have to get to know a bit about the person you're coaching—about who they are, what they want, what they believe is getting in their way—before you can begin to offer any useful guidance. In this scenario, that person is YOU.

With that in mind, we are going to start by guiding you through a kind of conversation with yourself. We do this so we can begin to do two important things that will be key on your self-coaching journey:

1. Gain a better understanding of how best to coach the unique individual: that is you.
2. Figure out what you will be coaching you towards.

Right about now you may be thinking, "I don't need to do that. I already know enough about myself and what I want, so let's just get moving already!" We know the feeling, but let us explain why skipping this step or rushing through it may not be the best idea.

The first thing we will guide you to do—gain a better understanding of how best to coach the unique individual that is you—comes from our combined experience as professionals who have coached a wide range of people and personalities. Through these experiences we have learned an important lesson: What works for one person doesn't always work for the next. This means that while we can give you a process to follow, it's not going to work unless, along the way, you take into account who you are and what you want, which isn't always as easy as it sounds.

The second thing we will help you do—figure out what you will be coaching you toward—is a practical necessity. After all, coaching should not be an aimless pursuit. In fact, if you don't have a clear idea of your destination, you can easily waste a lot of time and resources only to go nowhere—or nowhere good.

Therefore, we're about to guide you through a series of 4 key questions to ask yourself in order to kick off your self-coaching journey on the right foot. Once again, these questions will help you do two things:

1. Gain a better understanding of how best to coach the unique individual that is you.
2. Figure out what we will be coaching you toward.



Helpful Tip: When asking yourself these questions, there's no need to judge your answers. Don't worry about what the answers mean or whether they will lead you toward something that feels impossible to achieve. You'll have time to convert the answers into action, even to tweak or change them if necessary. Right now we're in discovery mode. We're brainstorming and collecting information. We're focused on simply asking questions and listening to the thoughts they provoke in order to find out what we can learn about ourselves that will be useful in our self-coaching journey.



KEY QUESTION #1:

What's getting in the way of your joy?

Many of us are in the habit of ignoring or pushing past our feelings, especially when they're unhappy ones like misery, or even simply feeling stuck or uninspired. But we can also look at feelings as simply a source of information about ourselves. They can help us gain insight into what's going wrong or what's going right in our lives, whether we're on the right track or headed in the wrong direction, whether we need to make a change and what that change might be.

With that in mind, we're going to start by focusing on one particular feeling: joy—or the case of this first question, the lack of it. (The next question will focus on what will bring you more of it.) Why start with joy? It may sound like an impractical or unsubstantial word, but think about the difference between doing something because you have to and doing something because you want to—because you love it and it makes you feel happy or joyful to do it. Those have to's are the things we often complain about, rush through, get to only after a lot of procrastination, or avoid altogether when possible. The want to's are the things we willingly make time for, can't wait to do, and put our best efforts toward because we enjoy them so much. In terms of an organizing principle for continual growth and development, which do you think will lead you to be more successful: pursuing joy when and wherever possible, or doing what you feel like you should or have to?

Of course no one is perfectly joyful all the time. Even the things that make us feel joy can take hard work and even sacrifice to attain. So no, we're not inviting you to skip your dentist appointment or eat cheeseburgers for breakfast, lunch, and dinner just because it makes you feel joyful in the moment. (After all, any joy you get from these things could easily be undercut later on due to unwanted consequences!) What we're going to do here, over the next few sections, is use joy as your destination finder.

When you get into your car and set out on a journey to someplace new, the first thing you typically do is type your destination into your phone. That's how you decide which route is best to take to get to where you want to go. This is something we have all done countless times before. But let's back up for a moment. In order to do that, first you have to know what your destination should be. How do you decide where you want to go in the first place?

When you choose a destination in this self-coaching process, you are choosing a direction for where you want to take your life or career in the future. Once you do that, the work becomes about planning your route, making steady progress, dealing with the inevitable potholes or roadblocks along the way, and maybe even making changes on the fly if circumstances change. All that can translate into a lot of work, so before expending all that energy, let's spend some time making sure—to the best of our abilities in this moment—that we're choosing a destination that's worth our efforts. Joy is the tool we're going to use to help us do that, and we start with what in our lives is getting in the way of it.

So now, it's time to dig in and identify what are some of your joy blockers. You don't need to overthink this task. There are no right or wrong answers. Just clear your mind and answer the following questions.

IDENTIFY YOUR JOY BLOCKERS

1. What's getting in the way of my joy?

2. Think about your worst days as of late: what was happening that made those days so difficult?

3. What's getting in the way of your joy at work?

4. What's getting in the way of your joy at home?



*After answering all of these questions, go back and read through them and ask yourself, could my answer be more specific.

Good work. Take a pause with that as we continue onto another important question.



KEY QUESTION #2:

What would grow your joy personally or professionally?

Self-coaching is about growth and positive change. It's about setting your sights on a destination that's going to make a difference in your life and finding the will and ability to get there. This question is the next step on the path to figuring out where to focus your sights, and it's simply a reversal of the first. Instead of what's getting in the way of your joy, we're now asking you to look at what would bring you more of it.

You probably have a natural sense of what joy means to you, at least enough to begin to answer that last question about what could be blocking it. It's good to have tuned into your natural instincts about it, but let's take a moment now to look more closely at the definition of joy in case it further informs your answer to these questions. Researchers who study joy (yes, there are people with that joyful job) generally define it as an intense positive feeling. Ingrid Fetell Lee, author of *Joyful*, is one of those who made a thorough study of the subject, and she proposed that "while contentment is curled up on the sofa, and bliss is lost in tranquil meditation, joy is skipping, jiving, twirling, giggling."

"It is a uniquely exuberant emotion," Fetell Lee continued, "a high-energy form of happiness." That "high-energy" part is important. People who love what they do often say they feel energized by it. People who don't feel the opposite.

Joy has an energy to it, one that can snowball, leading to more and more things you find yourself driven to do. So as you answer the next question, keep this definition of joy in mind. It's not just about what makes you happy, but what makes you feel energized and alive.

Once again, clear your mind and find some quiet time to reflect and answer the following questions.

IDENTIFY YOUR JOY BUILDERS

1. Start by thinking about what would grow your joy. Take some time to really imagine this.

2. Look back at your answers to the previous question and try flipping them on their heads.

For example, if you said your contentious relationship with your office mate is getting in the way of your joy at work, would transferring to a different department or company bring you joy? Would finding a way to improve the relationship do it? (Remember, we're not worried about how to make this happen just yet, only what we want to happen.)

3. Consider anything else that would bring more joy into your life. For example, perhaps you get a lot of joy out of the volunteer work you do twice a month working with kids at your local community center. Would it bring you more joy to do it more often, maybe even full-time?

4. Write down as many Joy Builders as you can think of. Don't question what comes to mind. Just record it.

5. Try thinking about some of the best, most memorable days you have ever had—days when you felt your most purposeful, most powerful, and most joyful. What was happening that made that time stand out?

The first two key questions were about starting to gain a better understanding of the you you will be coaching in this book. This question is about choosing a destination that we will be coaching you toward. To answer it, you are going to use the work you have done so far examining your Joy Blockers and Joy Builders. And then, when considering all those joy related things, this question becomes about focus and selection: Which one thing will bring you the most joy— that's your Single Biggest Thing (SBT). That's the destination we will coach you toward through the course of this book.



KEY QUESTION #3:

What's the Single Biggest Thing (SBT) you can imagine that would grow your joy personally or professionally?

That is a crucial part of choosing your SBT: It should feel big, important, impactful, even aspirational. There is a difference between setting a goal and choosing a destination. A goal might be to lose five pounds or get into the habit of exercising five times a week. The destination might be to improve your overall health to the point where you have more energy, more focus, and you feel like you're living your best life. So allow yourself to think big, think boldly, and see where it takes you.

- 1. Return to the list of Joy Builders that you made and read through them. Put a checkmark next to the ones that feel the biggest and most important.**
- 2. If you could pick only one thing to focus on, what would it be? Ask yourself: What would make the biggest difference if I started working toward it today?**
- 3. This is your Single Biggest Thing (SBT) – the destination you're going to work toward throughout the rest of this guide (and if you're reading Take Charge of You, you'll use your SBT there also). Write it down and draw a circle around it.**
- 4. Look for commonalities between your Joy Blocker and Joy Builder List and ask yourself if they can be combined to create a larger, bigger version.**
- 5. My SBT is:**



Helpful Tip: You may have noticed that the previous question asked what would most grow joy personally or professionally. As far as we're concerned, the process is the same whether you use this book to coach your- self toward a personal destination, a professional destination, or both. So try to keep an open mind about what might truly make the biggest difference for you in any part of your life.

EXAMPLES OF SBTS: PERSONAL, PROFESSIONAL, OR BOTH

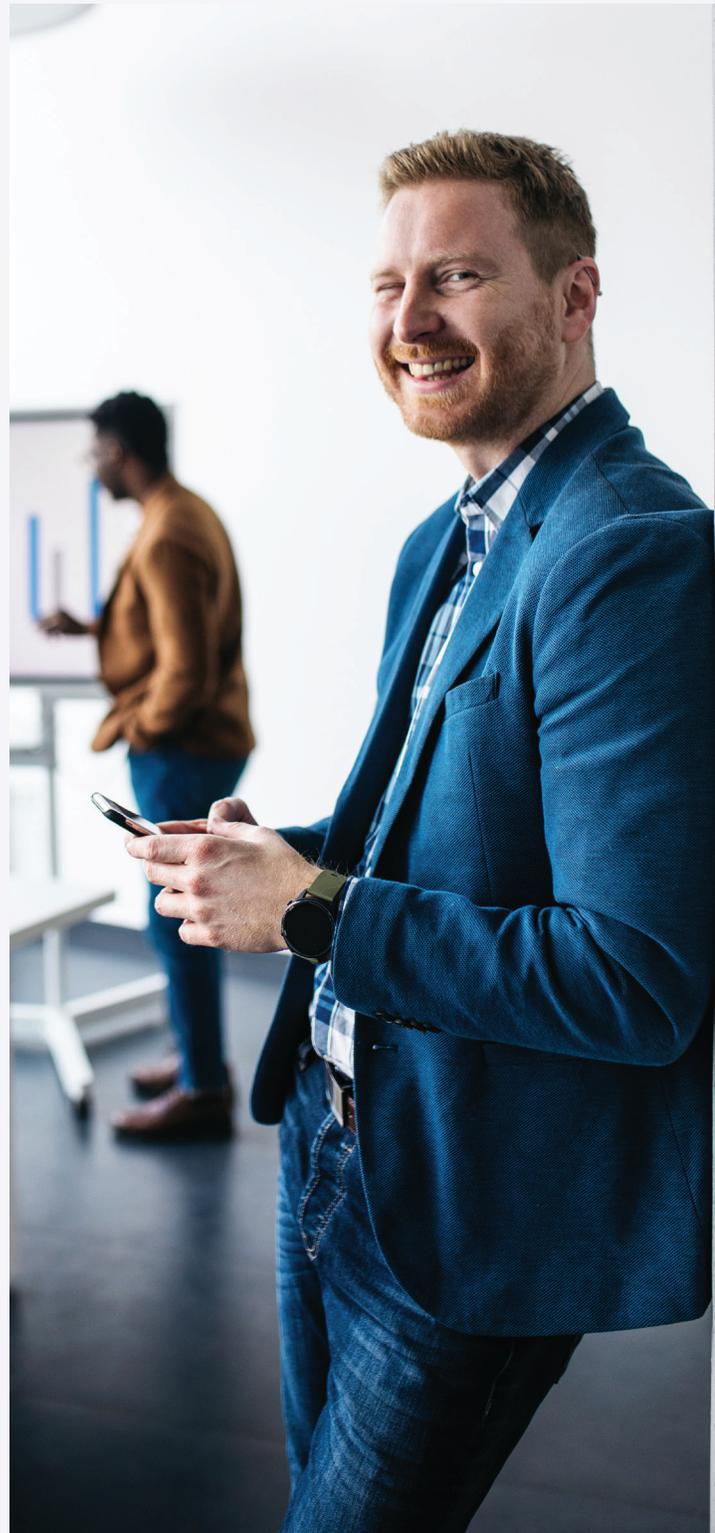
- **Start my own business and become my own boss.**
- **Take charge of my health and well-being by getting into the best shape possible.**
- **Find out if I can make it as a professional coach, athlete, singer, actor, or [fill in the blank].**
- **Go back to school and get my doctoral degree.**
- **Create a podcast that people actually listen to and gets out my message.**
- **Become the head of my division or company.**
- **Get my real estate license without sacrificing the work-life balance that's so important to me; in other words, continuing to be the best parent I can be.**
- **Finish writing my novel or screenplay.**
- **Finally make that big move to a new town and to the new home I've been dreaming about.**
- **Figure out what my next act will be when I change careers or retire.**



KEY QUESTION #4: What would it mean if you accomplished your Single Biggest Thing?

When describing how he feels about his work, world-renowned investor Warren Buffett likes to say it's like he "tap dances to work" every day. This is something David was lucky enough to witness for himself when, as the new head of Yum! Brands, he would visit Buffett annually to learn more about the finance side of running a company. They would meet each year at a KFC, and Buffett would always ask a million questions. He always wanted to go behind the scenes to see the operation and meet everyone who worked there—all of whom he had questions for as well. He had this infectious desire to learn and to get better at what he did. David got a lot out of those meetings, not the least of which was how important it was to love what you do and to show that each and every day.

Buffett has mentioned that image of himself tap dancing to work so often that his biographer, Carol Loomis, used it as the title for her book about him. It's very appealing. Who wouldn't want to feel that way when they walk into work every morning? How much better would life be if you did?

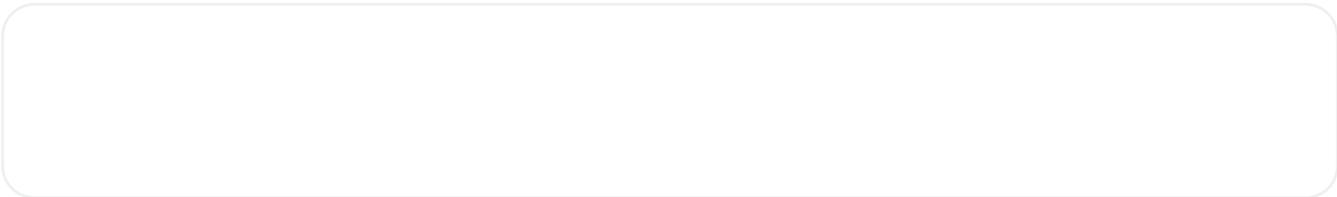


We want to end this introduction to self-coaching by asking you to create a picture of your own success, one that describes what it would be like to achieve what you want most in your life.

1. Look back at the Single Biggest Thing you wrote down. Do this even if you have the kind of placeholder SBT that we just talked about. (It might be something like: "Gain more insight into what I want so I can answer these questions" or "Try something new so I can decide whether it can be my next SBT.")

2. Instead of thinking about how you're going to accomplish your goal, start with the end result in mind. Imagine what it would be like to have already reached your destination and accomplished your SBT.

3. Describe what that would be like. What would it feel like? How might your life change? What might it mean to you personally? What might it mean to your family, friends, or community?



4. Once you have finished, read it back to yourself. You will want to remember the feelings that come up because they can serve as powerful motivators throughout this process as you encounter the inevitable roadblocks and do the hard work of achieving your SBT.

5. To help you stay motivated through this process, sum up your key thoughts and feelings in just a few words—it might be something like "I get to leave the house every morning feeling like I'm tap dancing to work." **Write them on a sticky note along with your SBT.** Then post the note on your bathroom mirror, next to your computer monitor, on the home screen of your phone, or someplace where you will see it regularly so it can serve as a reminder, a focus, and an inspiration moving forward.

We want you to really exercise your imagination muscles here and spend some time picturing the difference your SBT could make in your life. Having a clear goal, a clear SBT could literally be life changing for you.

After carefully thinking through and answering these four questions, you are well on your way to self-coaching success. You know the things that aid and hinder your joy and you know what you're working towards. If you think about it, these are things that every great coach needs to know about the person they are coaching...and now you know these things about yourself!

We are cheering you on in your success!

But if you feel like there is more still for you to learn, keep reading.

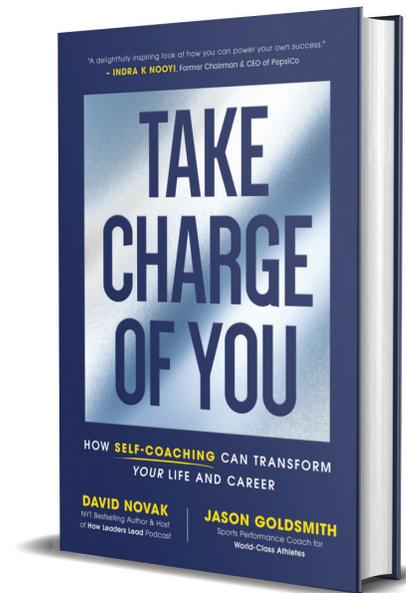
CONTINUED GROWTH

It's time to build some process and discipline around what you've learned about yourself and the conditions you need to create in order for you to grow! There's a lot of ways to do that but of course we recommend picking up a copy of David and Jason's book ***Take Charge of You: How Self-Coaching Can Transform Your Life and Career*** available however and wherever you find your books.

You'll already be ahead as the book introduces the same concepts you just learned about, but teaches so much more, including...

- **What to do with unwanted insights**
- **Understand how your mind might not be helping you succeed**
- **Learn to listen to yourself**
- **How to switch to problem-solving mode**
- **How to define your current reality**
- **Getting to a neutral state**
- **How to talk to yourself**
- **The practice of detached breathing and it's benefits**
- **The art of continuous self-improvement**

...and so much more.



The book comes with a digital workbook for you to journal and track your progress on your self-coaching journey. And if you're interested in teaching your team or others about self-coaching, there is an entire **FREE** program available that guides you through the learnings in a team format – all you need is the book.

If you're interested in purchasing copies for a team, contact John from our team today and we'll get you special pricing and handle the shipping directly from our warehouse.

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