



# *Sacred Depths* Certification

## Visioning and Strategizing

Joanna: All right, so today we are in our second of three classes for our visioning and strategizing module. And today we're going to look specifically at the energetics of new things, which is one of my favorite favorite topics, and also we're going to look at tools for strategizing, but before we get into all of that, last week or last time we had class, we looked at visioning. We started looking at visioning and I wanted to just tie up a couple of pieces from all of the material that we looked at for visioning. There are a couple of pieces that we didn't get to that are sort of like frequently asked questions about visioning.

So I wanted to make sure that we looked at them. The first is, we looked at lots of different ways on how to support a client to co-create a beautiful vision, but what do you do if you've got a client that is resistant to visioning? Because it will happen that, I mean, may touched upon this a little bit last time, it will happen that you'll start to do some visioning with a client on goals or bigger vision, whatever it is, and they just won't connect in. They will just be resistant, they'll still say, "I don't know, I just can't see, I'm not sure." Right? And we don't want to be caught like a deer in headlights when that happens. So when you're working with a client and there is a resistance to visioning, you want to do a couple of things. Number one, normalize it.

In fact, whenever a client is being resistant to anything, the first thing that you want to do is normalize it. So what do I mean by this? Well, when we're working on a vision and a client just isn't able to see or feel into, or get a sense of what they want, the very first place that the client is going to go to, is there something wrong with me? Right? Either there's something wrong with me, the client, because I can't sense into this or there's something wrong with you, the coach, because you're asking questions and I'm just coming up with, I don't know. We go to human beings, just one of our normal natural responses. When something doesn't work the way we expect it to is to go into shame or to make it wrong.

So as practitioners, we want to normalize the resistance. If so, if we have a client that just isn't able to sense or see or whatever, we... First of all, energy follows energy. It starts with the practitioner. We don't want to freak out. We don't want to feel like we're doing something wrong, we're not asking the right questions, there's something wrong with this client, it's never going to happen, right? We want to be calm about it. We want to welcome the resistance as just more information, valuable information to support the client with, and we want to make it normal, right?

So, we might say, so energy is first and then from there, we might just say it like, it's so common to not have a full picture of what you want next or to not be able to see it all. I've seen this a number of times where it's just so common, let's look a little bit deeper at what's going on here, right? So that's number one, normalize. You can also normalize by saying, "The first time I visioned or oftentimes when I vision, I have trouble at first" Right? So the more that we can make it normal, the more that we can take the shame and the judgment out of it, and then open up the gates to be able to see what the resistance actually is.

From there, once we normalize, we want to just explore a little bit to see what's in the way of visioning. Some good questions to just have for yourself to ask is, just number one, what do you senses in your way here? Or if you were to come up with a full, beautiful, aligned vision for your business, for your relationship, right? Whatever it is that you're visioning, if you were to come up with this, what about it scares you? What are you scared about when it comes to having this full vision? Another question that can be helpful in this scenario is, by not being able to see the vision, what are you avoiding? What does it help you to avoid by not seeing this? Or what would be at risk for you if you were to really sense into your full vision?

So the exploration can help create awareness for your client on what's in their way of being able to vision, and oftentimes just that alone is enough to... It's for them to then have the internal green light to be able to vision. It's like they're then an inner allowing happens with the questions that I just offered to you. If that's not enough, the next thing you would want to do is take them into a befriend your fear process. We'll get to that in about a month to go deeper in there. And then the other piece and I think I did mention this on our last session is, sometimes just moving the client out of the mental level of learning and processing into the heart level or the body level or the spirit level can jig things up and then they're able to vision.

So bringing them into their heart or leading them, instead of having a conversation about what their vision is, asking them to close their eyes and literally lead them through a visualization to see the vision, creating a vision board, right? And the reason why that can be helpful for people that have resistance is because again, it takes them out of their cognitive thinking and into their body and their creativity and their heart finding images that are attractive to

them, and then they can use the cognitive ability. You can work with them to make meaning out of those images, to get clear on the vision. For some clients, if you know that your client particularly has a strong connection with spirit, but that's usually an easier pathway for them to clarity. They can ask spirit to tell them about the vision, or you can lead them through a visualization where they connect with spirit or their higher power or their inner wisdom. So any of those pieces can really support a client that's resistant.

Another issue that can come up when you're visioning with a client is that the client has lots of different ideas, right? So many different things going on and having many ideas and so many visions, sometimes it's hard to put them together into one vision just because there's so many hours in a day, right? To be able to accomplish things. So when a client has lots of different ideas or it's like, they have lots of different ideas and they can't... They're like, maybe I should do this, or maybe it should be this, or maybe it should be that, we want to be able to support that client as well. In order to do that, one of the first things that we want to remember, and this is a principle of human behavior, is that almost all human beings, particularly in our modern society, that's set up with...

For us to be super human beings, as a culture we have a fear of not getting to it all. We have a fear of not getting to everything, and oftentimes not always, but oftentimes, clients that have so many different ideas and they're being pulled in all these directions, it can be because of this fear. That if I pick one, if I commit to one, I'm not going to get everything that I want. So we want to be listening, right? Always listening closely to see what's going on for our clients. And if the fear of not getting to everything, not getting to it all is present, we want to just normalize that, right? And then create some higher awareness around it. And a really good tool to support a client here that has lots of different ideas to help them pick one is, so number one, just helping that sometimes it's a commitment thing, right? Fear of not getting to everything, not wanting to commit, so having an exploration around commitment.

Sometimes having an exploration around priorities. Depending on the client, going back and looking at this issue of ego versus desire or want, desire versus should. And for some clients it's about creating an awareness around time, right? And we'll get to time later in the program. I'm a big, like to believe that time can expand, I buy into all of that and all of them is this is I'm around it, but I am also a Virgo, and I do know that there are certain structures around time and sometimes we have to bring that balance back for clients, and once they can see that, then they're more willing to pick something. Yeah, and a lot of saying, this fear of, I think you're talking about not getting to it all resonates for you. It's a big one in society and it's good for us as practitioners to be aware of that because we can have clients that come to us with that, and then it'll help us if we need to go into some deeper layers with that with them, but we want to understand that.

Joanna: So if you are listening and you're sensing either from that session or you know from other conversations you've had with this client, that there is a resistance to commitment, which a lot of people have, again, always coach the, what based on the, who, there are different pieces you may bring in, but you may ask questions around.

Just to start out the first question may be, how does all of this relate to your ability to commit? Or how does all of this relate to commitment, right? Just not even your ability to open up the conversation and you may see what the client shares from there to continue down the line of questions, but the questioning, if there's juice there, if it resonates for the clients, the line of questioning will be to create awareness around their beliefs, their patterns, their fears, around commitment, what are the fears around commitment? Or the limiting beliefs? Where did they come from? Who taught it to them? Who modeled it for them? And then how are they now projecting that in their lives? Or how is it showing up for them in ways that aren't working and help them [reorientify] new understandings around commitment and possibly even do some strategy, like little baby steps around commitment. So that answer your question. Laurie, does that answer for you? Yeah. Yeah. Gloria is saying, what if the awareness gets created exactly what I've created awareness around that.

Okay. All right. I promised that I would also share a little bit of a protocol for a first session and I do want to just briefly go through that and then I promise we'll get to energetics of new things and strategizing. Again, always coach the what, based on the who. So what I'm about to lay out for you. I do not use for every client for every first session. Oftentimes I will take on a new client and usually if I'm doing business coaching and work on their business with them, and they're in the middle of something and we're going to just go off and running on what they need. So always it varies, but I did want to give you a little bit of a pathway or a protocol for a first session that can really help you go deep and help you set a strong foundation for the work that you're doing together.

So you would start off by supporting the client to define the vision. So all the work that we looked at last weeks, defining the client's vision. And the vision would be for the length of time that you're working together or out a year. Like I said, last week, I don't like to go out too far, right? But what is their vision for the next six months, for the next 12 months? Help them get into all of the details of it, what it is that they really want from there. And that should take a good amount of time, right? At least 20 minutes, 25 minutes, something like that, possibly even longer.

From there, the next place where I like to in that session is to create awareness for the client around a belief that could possibly be in the way of them achieving that vision. So once they have the vision, once they've clarified it or partially, right? You may not get the whole thing, like we said last week, it doesn't all come at once sometimes. What's standing in your way of achieving that? What are the

beliefs? What are the fears that as we start to walk towards this vision, that would stop you in your tracks, or get you stuck? We're going to look at the beliefs that are in the way of that vision. We may look at the origins of those beliefs, where those beliefs come from? How do they show up in other areas of the client's life? Right? So that they can see how this patterning and this belief has really been affecting them.

From there, support the client to define a new belief, a more productive belief, a more aligned belief that they want to have almost as their foundational mantra or like a touch point to keep on coming back to, that's going to really support them in executing the vision, in believing in themselves to execute the vision, whatever it is. So what is that belief that would really allow them to take the steps necessary to execute? And then I always say, of course you don't believe this yet. It's not like we're going to define this new belief, right? And then poof! You believe it. But by defining it, we're opening up the neural pathways to begin to move towards believing that. From there.

#### PART 1 OF 4 ENDS [00:23:04]

Joanna: ... So leaving now. From there. The next question I ask is, pretend that you did believe this already, whatever that new belief is, right? So let's say the new belief is, by allowing myself space and time I get more done, right? Let's say that's the new belief. So I'll say, let's, for a moment, pretend that you already believe this heart, body, soul, mind, what are three things, one to three things, that you would be doing differently right now, if you fully believed this?

What are one, two, three things that you would, for sure, be doing differently right now? And with the belief that I mentioned the client may say, "I wouldn't check e-mail before 10:00 a.m. or I would do yoga every day, or I would put in my calendar, the times that I'm writing my newsletter for you," whatever it is, right?

One, two, three things they would be doing differently, and those one to three things become the foundational activities for the work that we're doing together. So I ask them to commit to those things, to commit to them as a way of both, supporting their vision, but also supporting them to step more into the new beliefs.

And usually, just by this protocol, and then, of course, ask for takeaways, and all of that. Just this protocol can already set the stage for so much, in terms of your work together, and support the client on actions, towards their vision, and towards their goals. What are you guys seeing in that protocol? Are there questions do you have, or what are you seeing for yourself, that feels important, or something that you're noticing?

It seems like the way you're doing the steps, it would be very easy to just be like, okay, here's the great, you don't have your vision. And then here are three things

you need to do or like, but it makes the actions actually have a much deeper rootedness in them. That to me makes it seem like they'll take more because they've had like a process that, both ideally is touching them, not just mentally, but also in an embodied way or in another one of their other models of learning. But also it's been scaffolded really clearly. So I feel like that makes it sort of more rooted a hundred percent. I'm so glad you're bringing that forward and really well said exactly. We don't want to just go from like, here's the vision now. Here's what you do. I mean, there's some clients that will just like, you know, run with it, but that's more consulting than anything else. And most people, most human beings, if they've hired you, they need that scaffolding that Ilana's talking about. They need that buy-in that investment and a process like this will help with that investment and to support them to feel ready and motivated Kristin.

Joanna: So sometimes what I'll do as a client, we'll say a new belief, I'll say on a scale of one to five, five being, we nailed it. And one being, not in the ballpark, where is that new belief? And then if it's anything less than a five, I'll say, okay, what do we want to tweak in the words? And I'll actually like read back the words to say, what is it that we want to tweak here that we'll get it closer to a five? My goal is not like I'm not attached to getting a five. Cause sometimes you just can't in the moment, but I want to get close by asking that assessment question to begin with it, first of all, just allows for like a discernment, we're actually pretty close or we're really far away or whatever. And then what are the words that might want to shift? And then we'll kind of brainstorm it out together.

Joanna: So I'm going to speak to some of that today and to the exact thing that you're talking about. And then when we get to resistance, archetypes will look like even deeper on the archetypal level. That you're, it's great segue because we have to move on. So that has to do with the energetics of new things .right. Okay, good.

So before we get to strategizing, I want to spend some time really looking at the human behavior behind what I call the energetics of new things. So strategizing is in essence is making a vision real, right? It's like we support a client to create a vision. And then we start to strategize and execute the strategy. And the execution is making, bringing the vision into being, but to be able to go there, it's important to understand the energetics behind something that isn't real yet, right? The vision is not real yet. That's what the strategizing and execution does. So when I say new things, the energetics of new things, what I need is a new relationship, a new marketing strategy, a new house, a new way of being in the world, a new commitment, a new program, a new creative project, any kind of new project.

That's what I mean by new things. So you probably already know answer to this question As quickly, jot down in the work that you do with clients or that you'd like to be doing with clients. What are some examples of new things or new projects that your ideal client work on? You don't have to be exhaustive, but what are some of those new things?



Joanna: New things have a distinct energy. And the more that you can understand the energy of new things as a practitioner, the better you'll be able to help navigate clients through new projects and new commitments and new actions. And the more their projects and actions will flow. And a big mistake that practitioners sometimes me, is that they treat taking action on a new project in the same way that they treat taking action on a continuing or ongoing project or a project. Oops, sorry guys. I just, I mistake hold something up or that they treat a new project or taking action on a new project in the same way that they treat taking action on a project that's just about to come to fruition. And there's a difference between something that's already established and in motion versus something new you'll oftentimes end up getting resistance or the client will come up against resistance and obstacles. They won't actually get started. They'll start. And then they'll stop. The strategizing will get convoluted or held up if you don't really treat a new thing as a new thing. So let me explain a little bit more

For Those of you that have been in sacred rhythms. You'll be familiar with what I'm about to say, but it's a, it's a good refresher and I'll just share this very briefly and any project, really anything in life runs in cycles. Okay. So we Could literally spend four days. And in my facilitator training, we do in a way spend four days looking at just deaths. We're not going to do this right now. I'm going to tell you briefly in five minutes, but I want you to understand this. Cause it's really helpful. So just like the earth runs in cycles, right? We have four seasons. We have spring. We have summer, we have autumn. We have winter. If we look at the cycle of a day, there's four pipe parts to that cycle as well.

There's morning, there's afternoon. There's late afternoon. There's evening. We even look at the span of a person's life as a life cycle, that has four parts like for a woman, maiden mother queen. KRS-One just like everything in nature goes in a cycle. Any project that we work on bulls in that same four parts cycle, four phases of the cycle, right? So the four phases roughly are planting. Anytime we work on a new project, first we have division first. We want to plant the seeds of that new project. We want to get it established. We want to set a foundation. And then we move into the summer phase, which is about growth, and once we've planted the seeds, we want to water them consistently and persistently water them, make sure they get sun. We do the hard work of growth and persistent and consistent growth

From there. Every Project has an autumn. And autumn is about the harvest. It's about enjoying the fruits of the labor. Whether the project has come to full completion or you've come to like a resting place in that project you want to celebrate, so I'm renovating my kitchen right now.

We're not at the end at all. But finally all the new walls went up, we set the foundation. We, they worked and worked to get the walls up. Don't have the cabinets in yet or anything, but right. But it's a moment to pause and celebrate. And then the fourth part of any project cycle is winter is okay, so what are we

going to let go of what needs to fall away so that we can renew again so that we can now move to the next phase of the project or move on to the actual next project, whatever it is, the reason why I'm explaining these four phases again, is because oftentimes practitioners treat a new project as if it's in the growth phase. When what you really want to do when you're first starting out with something is treated in the planting phase or the spring, not the summer.

And the reason why this is important. Well, there's a lot of reasons why this is important, but one of them is because the spring has a very different energy than the summer. Summer is like fire. It's a flame that almost like an eternal flame, it's persistent, it's consistent. You need that, persistent and consistent flame and that past passion to get through that, that persistent and consistent work of the summer. It's like the sun that always shines. But to start something new, to actually get it off the ground, to get the foundations set, to get it going, you need spring energy. You need a burst of energy.

You need a burst of energy. You need that kind of thing about the difference between the maiden and the mother. I love, I think Kristen was nursing her baby, the mother energy is that persistent nursing, it's like, we're buckling down. We're doing it. But the maiden energy is like, Oh my gosh, I'm so excited. And, and it's more of this burst of energy. Cause I'm so sorry. I'm not at home right now. Let me just let this start Inside.

Joanna: So we want, when we start a new project with a client, we want them to be excited. We want them to feel newness, that excitement of the new energy, That's where we want to get them to in order to get things off the ground. That sounds nice. But it's easier said than done because often times clients will need a little support to get to that spring time, energy, to that excitement, to that new energy. Now, as I've said earlier in the program, sometimes you're going to get a client and they're in a winter phase. You don't want to push them into spring, we're not talking about someone who still needs to grieve or still needs to create more space before they start something new. I'm talking about the person who is like, they're lit, they actually are ready for something new, but they, they just need to be gently there a little bit more. So how do we do this?

Well, we want to understand it's planting growth harvest and winter is kind of like a death or a release or letting go or a pause, In order to support clients who might be not yet excited about starting something new or resistant to starting something new. We want to understand a couple of things, things about new things. So for there are a couple of different approaches that a client will have to something new. If they're not already excited all Of that. The first approach is I don't know it all, So oftentimes for something new, there is a fear of I've. I haven't done it yet. I don't know how to do it. And because of that, I can't, or I'm not, this is going to be too hard or it's not going to work. What you, as the practitioner want to remember if you've got a client that is in a place of, I can't do this because



I've never done it before and I don't know how to do it. And I don't know all of it yet.

Joanna: I mean, we can give them a good sense, but what's even more supportive is to support them, to trust a little bit more that they can start something even when they don't know it all yet. And again, as practitioners like, we just, I always look to nature for wisdom. There's so much wisdom in nature around this early spring is still in the dark, it's not the light of the summer solstice. It's half light, half dark Dawn. The beginning of each day is still a darkish gray. It's not like the sun is fully shining. When we plant seeds, we plant them into the ground, into the dark soil, like into the mystery. We don't plant them. You know, out like above the surface where everything is seen, babies are conceived in the dark of the womb. And when babies are born, they're partially blind. They can't see it. You can't see everything, right. When something is first born, whether it's a baby or a new project. In other words, we always begin in the mystery.

So we want to support our clients to be comfortable with starting something. They don't have all of the answers to, they don't know all of the outcomes. They don't know how to do all of it. We want to support our clients to see that most of the time it's actually beneficial to start in a place where we aren't jaded yet, where we don't know all of the things where we don't have full mastery, dreaming happens in the dark because there are no boundaries, right? We can't see the what's possible, What's possible. And what's not. Anything is possible in the dark and in the mystery. One of the things that can happen for a client that has a fear of not knowing it all, when they start something new is that they're going to want to only focus on how are we going to do this? What are the exact steps that need to be taken? What is this and that.

## PART 2 OF 4 ENDS [00:46:04]

Joanna: Taken this and that. As practitioners, we want to support our clients first to help them commit to the vision. So before we even get to the how, and the strategizing is the how we'll get there, what's even more important first is to support the client in committing to the vision itself. So what are some ways that we can support clients who have this fear of, I don't know it all yet, I haven't done it before, so I don't know how it's going to go.

We'll look at some of that when we get to befriending your fear, because there can be a fear of trusting all of that, but there are some other things that we can also do. So number one, create awareness around everything that I just shared, right? Really support the client to see that it's okay to start without knowing anything, create awareness around it, or create awareness around the fear itself. They may not even be seeing it. Yeah.

Once you create awareness, some things that can be helpful with this are to ask, well, what is it that you do know? Right? . So you don't know everything. You're not supposed to know everything. What is it that you do know? Or when was a time in the past when you move forward with a new project, even though you didn't know how? What did you learn from that?

Another great question for a client that's experiencing this fear, like this particular energetic around a new thing. How is it a gift that you don't know everything about this project yet? How is it a gift that you haven't yet done this? How will that work in your favor?

Lisa saying, I've created awareness with my clients before not needing to know the how, yeah, but in terms of energetics. Yeah. Penny is asking, is there an element that goes with the spring energy? Do you mean element like element, like it would be error if that's the kind of element that you're talking about Penny. So air would go with Spring or this at least this is how I've learned it in the women's tradition of cycles that I've learned at summer, fire, autumn is water and winter is earth.

So that's one approach that clients may have to something new or resistance which can say, but there's another type of resistance to something new, and I spoke to this earlier it hasn't worked before so it's not going to work now, right? I've tried to lose weight before and it didn't work. I've tried to find a romantic relationship before and it didn't work. I've tried to do a preview workshop before to sell my program and it didn't work, right?

So the belief inherent in you, it hasn't worked before, is it didn't work then? So it's not going to work this time. So let's all just be honest with ourselves for a moment, because I know we've all fallen into this one before, or when has that happened to you, if you can remember, when does that happen to you? And if you can remember, try to remember back to how it felt, the reason why I'm asking you so you can get a sense of how a client may feel when you're seeing so much possibility for them in a new project and they come to you with, this hasn't worked before.

So when you've got a client that is falling into this category and they're really scared to move forward with something new because they don't think it's going to work because it hasn't worked before, you want to really support them to disconnect, it hasn't worked before from... So it's not going to work this time. You want to support them to disconnect those two ideas. Those two ideas don't necessarily have to go together.

So how can you do that? Well, first of all, again, with all of these things, creating awareness may be necessary, right, because you may need to just create some awareness for the client that they're even feeling that way. They may not even

realize that they're putting those two things together, right? So first you may just need to create some awareness that's the resistance that's going on for them.

Don't ever underestimate awareness, right? it's so huge sometimes just to become aware of the thing that is resistant inside of us. And to create awareness that those two things don't have to go together. It may not have ever even occurred to the client, right? Sometimes we're so ingrained in this thinking.

The other thing that you can do is support your client to see how this time is different, right? So how is she different this time than the last time she tried to do this? How is this situation different? How are the people involved different? How has she evolved? What new resources does she have?

Another thing that can really help with a client that, it feels it hasn't worked before and so it's not going to work again, is to create awareness around what it takes to get things done. In other words to normalize that sometimes things don't work the first time. I don't know about you guys, but most of the things I've tried the first time haven't worked. The first time I did a preview workshop, it sucked. The first time I tried to have a sales conversation, it didn't work, right? So sometimes we really need to normalize this for our clients.

Joanna: Oh, really, great tool is to reconnect a client back to their why in this situation, right? Their deep why, their important why. What about the vision got them excited in the first place? That can sometimes help. Nicole saying, she likes Bernay Brown's acronym, FFT. Yeah. I love that. I mean, I curse out that loud, but fucking first time I just heard Renee Brown. The first time that she used that I didn't know she had it. I'm so glad you bring that in. Yeah, exactly. Normalizing that oftentimes things don't go well the first time.

And so that relates to the next energetic resistance to new things, it's very related. That could be going on for a client that I want you to be aware of. And again, I've given you so much about human behavior with these things because the questioning skills, the listening skills, the creating skills, all of them are so important that's why I teach them but you'll use them more precisely and more effectively the more you understand about human behavior.

So another thing that can happen for new things is the expectation of your shiny and quick moving results, right? There are going to be no bumps in the road and everything should happen real quick and right away and I think I've already shared with you guys, how working with business owners in the transformational space I feel like the transformational industry has brainwashed people into thinking that things happen in one, two, three, there is no bumps in the road, a lot of marketing for anything and this is why marketing can be damaging. It's not done with integrity.

You can have the relationship of your dreams, in two weeks you can lose a £100 in a month. I don't know whatever the things are, right? And sometimes what can

happen, energy follows energy, right? And so if a client is having this expectation of shiny and quick moving, no bumps in the road, even though we know better as practitioners, we can end up falling into that thinking with them, right? We can fall into that trap with them. So we want to be aware of this. We want to create awareness around these expectations of shiny quick moving things no bumps in the road and how that's a myth.

I always liked to set... I want to be careful how I say this. Inspiring yet realistic expectations with clients. I feel ethically that I am doing a client a disservice if I go along with them, if the client is like, and for my first membership program I want 1,000 people in the first three months, right? I'm never going to say no, that's not going to happen, but I want to support a client to have inspiring realistic expectations so that they can approach new things in a way that's going to be really effective.

Sometimes for clients that have really bought into this myth of the quick moving and the shiny, some of the work that we want to do with them is around resilience, right? How to create more resilience so that they can be slow and steady and purposeful and win the race that way. Because what oftentimes happens with the people that have these shiny expectations, quick expectations is the first time they try to do something they'll start with that spring energy, they're excited, they've got the energy, but as soon as one thing doesn't go right, it's like they don't have the resilience anymore to keep on going with it. It's just done.

Making it okay, normalizing it, making it okay to be a beginner, right? To be starting out is. So important. And then sometimes having a deeper conversation around resilience. Possibly looking at the client at what resilience means for them, where do they struggle when it comes to resilience? What have they found helpful in the past when building resilience?

Okay. I'm going to pause here for a moment because I'm going through this quickly. Well, actually let's talk about one more thing and then we'll pause. This is something that we look at deeply into the depths, but I just want to speak to this a little bit here for women, part of what can bring us into initiating energy, planting energy, that excitement of new things to get things going, is the energy of the maiden. And you can be any age and connect in to the archetype and the energy of the maiden.

The maiden is curious. She's experimental. She's open. She laughs at her mistakes. She is not attached to being a success or to getting it, right? . She's not obsessed with perfection. And she likes to have fun. Now, of course, what I just described as the ideal maiden.

But for many of us, she got buried under history, right? Things happened in our childhood that cut us off from this energy of the maiden. So this might be going on for a client of yours. If it's not a woman, I like to use those of you that have

been through sacred rhythms you can also use the energy of the full bowl instead of the maiden.

So let me just ask you briefly right now, as you sense into this for yourself, what are some of the pieces of history that have been piled on top of your maiden? What are some of the pieces of history that have buried your maiden a little bit? Buried her curiosity, her experimental nature, her openness, her ability to laugh at herself and her mistakes.

Her not being obsessed with perfection or success. Her ability to have fun. And how much access? You could even rate this on a scale of 1 to 10, do you have to your ideal maiden? How much access do you have to your ideal maiden?

### PART 3 OF 4 ENDS [01:09:04]

Joanna: I've still got a lot that I wanted to share about strategizing, which I'm not going to be able to do in 10 minutes. So here's what I think I'm going to do. I'm going to share with you one piece around strategizing. It's kind of a juicy piece that I love to talk about. And then later this week I will make you a recording so that you get all of the strategizing pieces that you need.

But for now, let's talk about this. So all of these different ways that we've been talking about the energetics of new things, the reason why I share them and I put them together with strategizing is because you want to keep all of these pieces in mind once you have the vision so that they don't get in the way of the client or in the way of strategizing. Strategizing is very important. You guys, I'm sure already know this. Because without the strategy, it's like there's the vision, but there's no pathway. There's no plan to getting to the vision. There's no way to track it. I'll share with you when I make the recording, all of the different elements that you want to be thinking of, all the different elements that are required for a strong foundation, all the pieces that you want to take into consideration. But what I want you to start thinking about now, when it comes to strategizing is this.

When you are working with a client on a strategy, a strategy to fill their group program, to attract the love that they want into their lives, to set the boundaries for... whatever it is, get a new job, whatever it is. And you think about the different action steps that they're going to take in that strategy. I want you to keep in mind, not only the different steps that it takes to accomplish the vision, but also the natural rhythm of your client. The natural rhythm of your client.

Different human beings have different internal rhythms, and a big mistake that a practitioner can make is assuming that everybody has the same natural rhythm. I'm sure some of you guys have seen business coaches out there that make that assumption. It's the "hell yeah" coaches that just assume that people get things done really, really quickly, right? And then so many people come and they fail,

not because there's anything wrong with them, but because everybody has a different natural rhythm. And different moments sometimes even in our lives, we have different rhythms. Although what I will say is I think we each kind of have a fallback rhythm that we're usually in and I want to go through some of the ones that I've identified. It's important just as you hold your client, but also how you set the strategy up, how quickly things are going to happen, how much is going to happen. For a client to be successful, it has to be matched to their natural rhythm.

So some clients are... Well, anyway, I'll just tell you what they are. The marathoners, right? Maybe this is you. Your natural rhythm is that you're a consistent doer. I kind of fit into this category. I don't like pulling all nighters. I don't like it when I do a lot of things all jammed into two weeks and it's like a lot and then I have nothing to do. Like I'm about the slow and steady pace. I like to set my planning up, my strategy up, that I'm doing every day. That's my natural rhythm. I'm a consistent doer.

There's some people, though, that are sprinters. The way that they work best is like a spurt of energy. They do, do, do, do, do, do. But here's the mistake that is made. You can't do, do, do, do, do, do, do, do, do, do, do all the time without a break and without a longer break. So if you've got a client that's a sprinter, you don't want to put them on a strategy that keeps them slower paced like a marathoner. They're going to get bored. It's not going to work for them. You want to give them a lot to do, but you want to work breaks in to the sprints because they need that recovery time.

Some people I like to call them tipping pointers. These are clients that are usually deep, deep thinkers and deep, deep processors. And they need to really marinate on an idea for a while, and then all of a sudden it like comes together. And then they're ready to take a lot of action after that. So my clients that are tipping pointers, it's like they come to a tipping point. I know the first few weeks after we've visioned something, I'm not going to give them a lot of outer things to do. We're going to still be in the inquiry. We're going to be marinating with it. And then we're going to like hit a point and they'll turn into marathoners or sprinters from there. But it's so good to know this so that you normalize it, so that you plan for it, so that the client feels empowered in how things are going.

And then the fourth category is kind of similar. It's kind of a mixture of tipping pointers and marathoners. They're like the tipping pointers, they're deep thinkers and processors, except they never really hit the tipping point. Like those are the people that are just, they're just slower. And that's not a bad thing. That's different from a marathoner. I consider myself a marathoner. I'm not slow. I'm just steady. I'm consistent. But I have some clients, they just need to marinate on everything. They move at a slower pace. That's awesome. It's not because of a fear. We've looked at the fears. We've looked at the resistance, and it is not because of any of that. They get stuff done, but it is in that slower way.



So what's your natural rhythm?

Joanna: So one way is to ask, right? So to ask, like, "When you've been accomplishing things and have felt really good about what you've accomplished..." And often I'll also just say like, "And I don't mean that you've exhausted yourself." You've accomplished things, but you felt miserable accomplishing them. Because that's not... But when you are accomplishing things and feeling good about them, what's the pace that you're moving at? How do you? So a lot of times a client will know. Sometimes I'll actually describe the four that I just described to you and ask the client where they would put themselves, or if there's another one that I didn't mention. So that's always really, really valuable.

A lot of times, particularly with deep thinkers and processors, you'll just know because of how the conversations go. And even just when you're doing like inner work, they're really kind of marinating on things. Usually when it comes to action, they'll fall into the same place with that. But I like to ask. And then sometimes it's like you don't know until you move into the execution, but you want to track it and you don't want to just expect them to execute the way you've set the strategy up. You want to watch it that first week or so, and then create awareness if the strategy needs to change. And create awareness for the client around that natural rhythm, help them see why it's perfect for them, in alignment for them. So on and so forth.

Joanna: The marinaters are deep thinkers and processors, but they usually hit a tipping point where then they can go a little bit more quickly. Whereas like the core deep thinker and processor, they never hit the tipping point. They're just slowly marinating the whole time.

Joanna: So you do have to push them a little bit, right? They're maybe less prone to action and more prone... So you want to listen for when they're ready to take action and support them in it and you want to normalize it. And again, I'm talking about people who like... This one client comes to mind. She's incredible. She gets a lot done, but it's in her own way. Like she really has to think through things. So something that would maybe take most people a week is going to take her two weeks. Not because there's resistance. It's just that's how her brain works. That's how her body works. And we just account for that. So that's different than resistance and not getting things done.

Joanna: So I feel like we have our fallback, like I said before, the thing that's like our baseline, but then depending on what season we're in, like in winter, we're going to be in our winter, whatever it is for us, we're going to be slower. Whatever our baseline is, is going to be a little bit slower. For sure. Thanks for bringing that up.

"Do you give the deep thinkers smaller tasks and goals?" Absolutely. Chunk it down even smaller. And when you guys listen to the strategizing, the recording

I'll make you, you'll understand more. But yeah, you just want to chunk it down to smaller pieces.

All right. I know we're at time. I want to honor that. But I'd love for you just before we go to take a moment and write down what is it that you're taking away from our time together today? What's really feeling important for you, personally or as a practitioner?

Continue to work on visioning with your partners. And once you get the strategizing tools, you can start to bring strategizing in as well. If you're working with clients, I want to invite you to make a list of each of your clients and see if you can assess what their natural rhythm is. It might be one of the four that I mentioned, or just make up your own for what their rhythm is, but identify what their rhythm is.

PART 4 OF 4 ENDS [01:31:46]