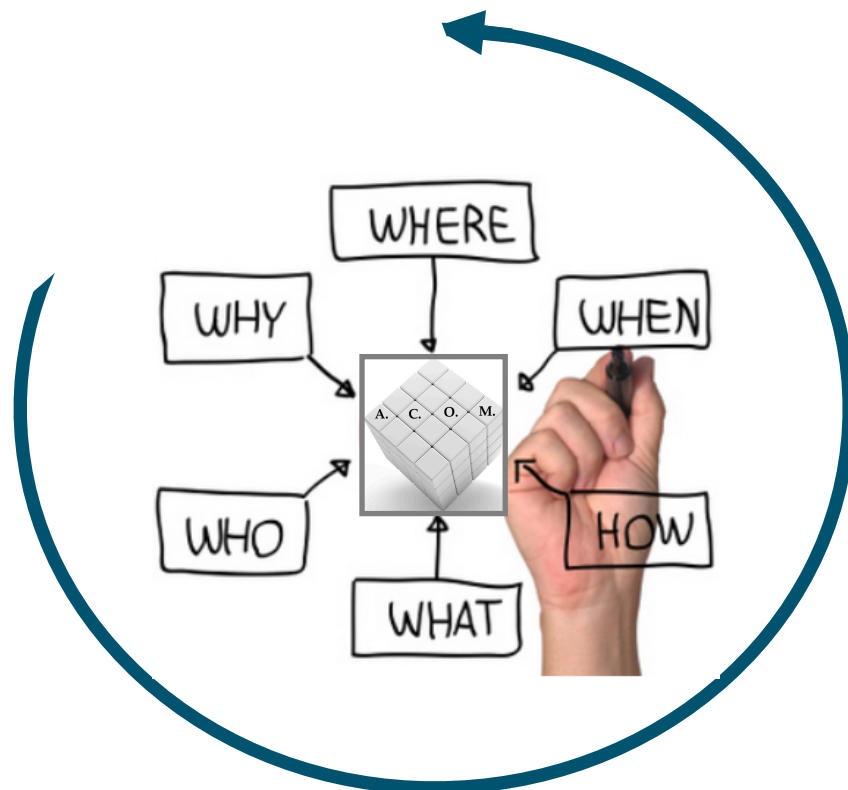

From Why to Where?



Answer six basic one-word questions and propel yourself
to a higher level of focus and motivation.

A.C.O.M. Answers

Focus and Motivation

Discover potential and empowerment in the A.C.O.M. design-thinking approach.

To be motivated and not be focused is to fail. To be focused and not be motivated is worse - it is to be a failure. Before you go ballistic and rail on me for being simplistic let me tell you that I have been both. I have failed and I have been a failure.

I suspect you have too! Balancing focus and motivation is tricky. Finding either one can be a challenge at times, and getting them to play well together is the trick.

I have a simple goal in this introduction. and a simple objective.

"I want to train and coach you in the A.C.O.M. design-thinking approach so you can achieve greater success and satisfaction."

Another way of saying 'train and coach' is to educate and to apply. How are we going to do that? First, let's start with the ever-popular place to start, with the proverbial question, "Why?"

In the university I attended there is the story of a graduate level psychology professor who handed out the questions for a final exam. His students in what was a critically important course for them had two and one-half hours to write and show the knowledge and perspective they had gained from the course. When they read the questions there was only one. The question was, "Why?"

In less than two minutes one of the students said out loud, "You've got to be kidding me!" and pitched his paper on the professor's desk as he walked out."

Interrupted and annoyed by his outburst the others delved into every aspect of the question and wrote for over two hours. Some wrote right up to the limit.

When the grades came out there was a highest grade, a perfect score. It was for the student who had walked out, but first he had written on his paper, "Why not?"

We encourage you to not just ask "Why?" Ask "Why not?"

The question of “Why?” and the resilient capacity to look at life and challenges as a “Why Not?” has fascinated me. Still does. All of us know stories of individuals who have broken the barriers, challenged themselves, and have gone on to reinvent themselves or have invented the ‘next best’ when no one else knew what ‘the next’ was.

Much of my life and my work has been centered around helping people deal with their personal and professional ‘whys’ and ‘why not’s’. Whether as a psychotherapist, as an author and publisher, or in speaking, consulting, coaching, or training, it has been about being an influencer and having influence with others.

In our work, there are times when each of us need some restful activity. One of my favorite spots for that is on Pompano Beach just north of Fort Lauderdale, Florida. I still like to travel south from there on the Intracoastal Waterway to find a favorite shop or restaurant. On the way you pass yachts and numbers of homes owned by people who took something small; a talent, an idea, an invention, or an overlooked opportunity, and turned it into something big. They asked, “Why not?”

Whether it is peering from the waterway into a home with 50 screens monitoring news and stock exchanges from around the world or realizing the guy in another home fought for over seven years to keep the rights to his invention from being lost in a court battle. His patent years ago was for the intermittent wiper blade mechanism used in most cars.

Then there are the stories of how the wealth, prestige, and fame that came to them is now gone, the home is owned by someone else, and referred to as the home formerly owned by _____.

The bigger reality is that many of these people lived or have lived with and in vulnerabilities or limitations that were sometimes, and even often, self-imposed. They had success, but many failed at finding sustaining satisfaction to go with that success.

There are those who would say that satisfaction is elusive, momentary, and never really lasting. I have even said that, but lasting satisfaction does not come from what you do or what you have. It comes from within you, inside what you do and what you have. Our goal goes beyond helping you find greater success, it is for you to follow a path that brings a greater sense of satisfaction, lasting satisfaction.

It is very possible that the people who have had homes, and the ones who have homes on the Intracoastal Waterway have wanted to find and experience abiding satisfaction.

I don’t know how many have, but I want you to know it can happen. You can have success and satisfaction. I want that for you. With A.C.O. M. training and coaching you will get there.

In A.C.O.M. workshops and coaching sessions we build on your dominant strengths to help you avoid Assumptions, control Cycles, overcome Obstacles, and master Mindsets.

The A.C.O.M. approach results in new solutions, choices, actions, and results.

Don't just start with "Why?", start with all six of the basic 'Why to Where' questions. Starting with those questions will propel and prepare you for personal and professional success like never before.

In the workshops and coaching sessions you discover breakthroughs that produce a new focus and new motivation.

The A.C.O.M. coaching package is extremely effective. By following the model in a workshop members will connect and participate with one another, then discover how to respond and share what they have discovered with others. You will see a sense of connectivity develop from a workshop which will generate greater levels of interaction, efficiency, and effectiveness.

On the website at www.ACOMcoaching.com you will be introduced to the combined impact of our proven processes. Your new awareness and your application of the principles will produce amazing results.

Discover the A.C.O.M. Model

The A.C.O.M. model includes elements from the principles of Systems Theory, Choice Theory, Design-thinking, Mindset, and Mastery. The model was refined with consultation from graduates of the Human Development and Psychology Graduate School at Harvard University, and The International Management School at The Parson's School of Design. With that said, it is in your exploration that you must determine that this approach and these principles are an applicable fit for you, and for what you want to gain. To help you get there we offer a free Discovery session.

If you are wanting to build on your strengths, minimize personal distractions (avoid inaccurate assumptions and find solutions), be both focused (control cycles and make better choices) and motivated (overcome obstacles and take action), and build a master mindset (with the resolve and results you want), A.C.O.M is for you.

If you are wondering whether you should take a first step make sure you start with 'Why?' Answer the why question.

If you are thinking that you don't know enough to start the process, there is really good news. The tools you will need are built into the experience. No special knowledge or understanding is necessary or needed to get started.

If you are questioning whether you can use this approach to gain your goals with the impact you want, let's have a conversation. We do not push or pressure. We simply inform. You decide.

This process is amazingly rewarding, even life-changing.

Beyond Consistent and Confident

Whether you have never seriously considered how you can consistently and confidently set and reach your goals with new focus and motivation, or you have tried with limited or only some success, the A.C.O.M. process will provide answers.

You may have even been frustrated and feel you failed in your previous attempts.

With proven insights, built-in strategies, tactics, and tools in the A.C.O.M. Model you will encounter, engage, and express your full potential. You can do this!

As you do, in your business, career, or personally, you will begin to see change and results that not only add to your future success and satisfaction, but facilitate growth and mastery.

On the website at www.ACOMcoaching.com and in your free Discovery Session you will be introduced to actionable steps to get started.

Gaining Insight and Understanding

You will quickly gain insight and understanding to uncover and eliminate personal limitations and move forward.

As you consider the concepts you will begin to see how your willingness and a new capacity to respond to challenges will free you to move beyond the traps of resistance and reactions and achieve your goals.

The A.C.O.M. process is about choices. Think of it this way. These choices relate to Your Assurance, Your Assignment, Your Awareness, Your Approach, Your Application, and Your Advantage. Each is connected to one of the six basic questions and described below:

- **KNOW WHY.** Your **Assurance** that you are to join in the A.C.O.M. experience is foundational. Hopefully you are compelled to make life-changes happen. To be successful as an ACOMer you must be convinced that removing barriers and improving your focus and motivation is not an option, it is a commitment. Greater success and satisfaction await you, but you must begin with a choice, a compelling personal answer to the "Why?" question.

- **KNOW WHO.** Your **Assignment** is not an impossible mission. In the process how you see yourself will change. New strengths, and a more focused, motivated you will emerge. Spoiler alert: you will no longer think, choose, or feel in the same patterns as before. Becoming an ACOMer is your assignment. You are the “Who.”
- **KNOW WHAT.** Your **Awareness** will include looking at the process. There are tools, patterns, essentials, and principles in the process that will equip and empower you with what you need for greater capacity and more meaningful encounters with others.
- **KNOW HOW.** Your **Approach** is to invest yourself. It’s called buy-in and without it we don’t trust for and expect the results when challenges come or the going gets tougher. You are not alone. There is someone to talk you through, and guide you through. There is no such thing as building a bulletproof mindset without experiencing pushback and challenges. In those challenges it will be important that you understand how to respond, and build a new resolve, a new mindset.
- **KNOW WHEN.** Your **Application** will happen when the time is right and you are ready. Learn more about the process. You will know when it is time to get started and apply yourself in your new beginning.
- **KNOW WHERE.** Your **Advantage** will be that you will be determining a clear plan using design-thinking principles for productive purposes. In graduate school I was required to pick one approach from among 200 approaches to mental health understanding and treatment. Today the choices are endless in both the therapy world and in coaching. A.C.O.M. is only one approach to personal and professional coaching and training, but it is one I believe in for thousands of good reasons. I would like to say with the kids being chosen for a team on a playground, “Pick me, pick me!” Let’s talk, and then you will pick me.

From WHY to WHERE

Start with Why and Establish Your Answers to Six Basic Questions.

Before you say yes to A.C.O.M., let’s revisit the basic questions one more time.

WHY

Starting with 'Why' is the first of six basic one-word questions. Whether your focus is at work, personal, or in your family, to be successful in engaging in this process, you need to pursue why (the reasons) you are choosing to do this. Answering the "Why?" question is important.

WHO

To achieve your potential success and satisfaction, to multiply your identity and your influence you will need to discover your 'New Personage' and begin responding as that person. Some old things have to go away. In this new identity what will your special interests, your openness, and your hunger look like? How will you draw other people together? The goal of spending time in the A.C.O.M. process is to make changes in who you are.

WHAT

The process appears challenging but it is actually simple. You will know what is needed and the tools, patterns, essentials, and principles will equip and empower you to effectively get results and meet your goals.

HOW

The proven 'HOW' ingredients (strategies, tactics, and tools) can result in changes for you and others.

The A.C.O.M. approach introduces proven insights in a process to encounter, engage, and equip you. You can do this!

Once you see how simple and straight forward the process is, you will want to share it with others, and you can.

WHEN

There are seasons that surround us and seasons within each of our lives. There are moments of receptiveness, moments of need, and timing in which the door is open to new beginnings.

Make this your season to experience A.C.O.M.

WHERE

Giving yourself to find change and gain greater capacities always has effort and some cost or sacrifice involved. Your 'WHERE' is close by, as close as your phone or your computer.

I invite you to join me in a free A.C.O.M. Discovery Session.

Here We Go.

We should be concerned when we are failing to or refusing to achieve more of our full potential. Even when we care deeply about personal growth and achieving professional goals, we can be overwhelmed by the enormity of schedules and disruptions. We may simply not know what we can do or where to begin. Start by exploring your answers to the following six questions, and then take your first step to being an ACOMer. We answered one of the questions for you.

Why are you going to do this?

Who will you discover?

What steps will you take to be equipped and empowered?

How will you proceed?

When will you get started?

Where could you be looking for an approach that will serve you well?

<https://www.ACOMcoaching.com>

We hope we are the answer to the last question. We want to be an opportunity for greater discovery and more meaningful, responsive, and amazing results in your life.

To be effective in the A.C.O.M. approach you must recognize, understand, and apply a paradigm-shifting change, a change that is experiential, more caught than taught. This is transferrable learning and it is most transforming when the process is simple and straight forward.

This process is about you realizing new potential and productivity in who you are, and what you do. You can do that! I can help.

"I want to train and coach you in the A.C.O.M. design-thinking approach so you can achieve greater success and satisfaction."