



in full blūmTM



three guiding ideas of
discovery-based coaching



Copyright © the blūm Group

Researched and written by Amy Lawler and Aaron J. Lawler

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages. Readers should be aware that Internet Web sites offered as citations and/or sources for further information may have changed or disappeared between the time this was written and when it is read.

the blūm™ Group publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand.

the blūm™ Group is a leading provider of customized fulfillment solutions, both in the Chicagoland area and virtually, around the globe. For more information about the blūm™ Group products, visit www.blum.strikingly.com.

Printed in United States of America. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

First Edition.

Copyright 2018 the blūm Group . All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. the blūm Group reserves the right to remove additional content at any time if subsequent rights restrictions require it



*What if today was the day you decided to
find your incredible?*





Our Welcome Message

Hi there,

We founded **blūm**[™] with the goal of creating a trustworthy and inspiring coaching model. Thank you for checking us out.

blūm[™] is the leading advisory and mentoring organization in discovery-based coaching. Designed to help members rethink their knowledge enterprise, reinvest their social capital, and renew their positive affectivity, our programs and resources change the language of career and educational advising. We focus on personal development, not job placement or majors of study. When we commit to transforming into our highest potential, new opportunities and advancements follow naturally, spontaneously, and serendipitously.

Here are some simple reasons to partner with us: (1) we pay inspiration forward, (2) our only goal is helping you achieve yours, and (3) this is not a canned, job search package or a one-size-fits-all career development program, this is a comprehensive approach founded on the most current research (learned optimism and authentic happiness (Seligman), the Michigan Ross Leadership Standards (Quinn) and the ICF Core Competencies).

We access and support: your essential values, your life purpose, your inherent aptitudes, and your core talents. Through our positive, strengths-focused methods we concentrate on helping you discover fulfillment. Reorient your direction to building your strengths (not seeking positions, money, power, success, etc.), and genuine opportunity will present itself.

We would love to learn more about you. So let's connect.



BEGINNING THE DISCOVERY BASED METHOD



Rethink knowledge enterprise

Reinvest social capital

Renew positive affectivity

Throughout this ebook, we will introduce you to the discovery-based coaching method.

We've worked with hundreds of professionals from recent college graduates to seasoned executives. Their stories, combined with our ongoing research, reveal the three essential conditions needed to discover a person's full potential. Our discovery coaches guide you through these conditions, helping you turn them into lifelong, positive habits.

This guide culminates with the **blūm™ 30 Day Discovery Challenge**. This challenge will inspire your life. It will help you redirect your life-path to authentic happiness by making the most of your strengths, and capturing new opportunities into your life.





OUR WORK: **DISCOVERY BASED COACHING**

It is time to take control of your life. Too many of us struggle to find meaning, purpose or happiness in our professional and personal lives, only to fall short. The biggest reason we fail? We have the wrong goal: *find and land the perfect job*. You will soon come to learn that that is not what you really want. None of us do.

Because what you really want, is what most of us really want: *fulfillment*. Not job satisfaction. Not happiness. Not even security. That's what most career coaches provide, which is the wrong answer to the wrong question.



THE THREE “MUST” FACTORS

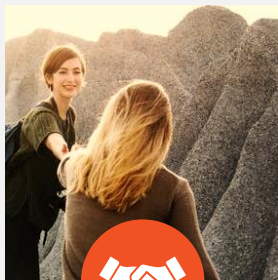
There are three essential conditions (or principles) that are foundational to the **discovery-based approach**. By identifying skills and attitudes that promote intellectual, social and emotional growth, the **discovery-based method** targets the whole person; and provides relevant and timely information to support educational, career and personal planning. We shift the focus from looking for the perfect job, the perfect school or major, or even the perfect significant other and instead focus on inward, growth mindset.

Intelligence Index



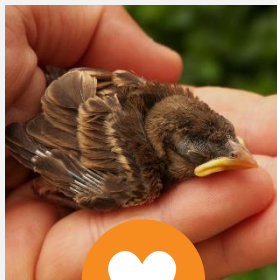
Let's rethink your
knowledge enterprise

Social Intelligence



Let's reinvest your
social capital

Emotional Intelligence



Let's renew your
positive affectivity



The discovery-based method is a quest for fulfillment, or in other words, the happiness experienced by achieving an enriched quality of life.

We explore life goals, pursue relevant educational opportunities, master informed decision making, embrace the fluid nature of work in our society, and leverage key abilities, aptitudes, and assets for excellence.



rethink

33%



reinvest

33%



renew

33%

The end result? Discovering the autotelic you. This is the best version of you, reinvented so that you are completely internally driven, compelled by purpose and meaning, full of a sense of wonder and curiosity, and liberated to follow your calling.

The Autotelic Personality



WE DISPUTE THE MYTHS

There are no secrets, no magic formulas, no silver bullets. Discovering the autotelic you has nothing to do with position, authority, wealth, success, or genetics. Fulfillment is everyone's purpose. Each of us is called to transform vision into action, to bring values into reality, and to risk challenges, seeing obstacles as opportunities not threats.

Reaching your potential is an act of becoming, not a state of being. Think of yourself as a verb – always dynamic, and always in the state of change – not a noun, defined by a single moment. Becoming autotelic is what you do, not what you are. This is your legacy. This is your commitment to something bigger than yourself and to something that will live on after you are gone.

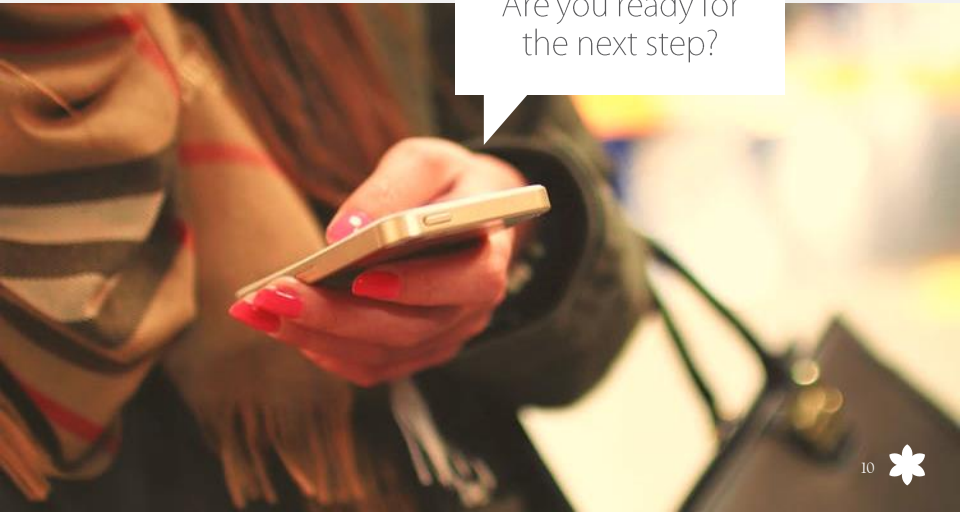


Are you looking for a job for the first time? Or are you stuck in a career that you no longer find enjoyable, meaningful, or rewarding?

Are you thinking about going back to school? Or trying to choose a major that fits your aspirations and life goals?

Are you unemployed or underemployed? Or have you undergone a major life change? Have you recently experienced a critical, emotional upheaval?

Are you simply looking to gain more control over your life, your choices, and your direction? Are you ready for a transformational change?

A close-up photograph of a person's hands holding a gold-colored smartphone. The person has bright pink nail polish. They are wearing a brown and white striped scarf. The background is blurred, showing what appears to be a stethoscope and some papers on a desk. A white speech bubble with a grey horizontal line above it is positioned over the phone.

Are you ready for
the next step?



THREE STEPS, **ONE MAJOR QUESTION & TASK**

Along the discovery-based journey, you will be asked one major question at each step. Answering these questions will help us create a picture of you: your image (your identity, your brand, your digital footprint) and your narrative (your biography, your story, and the future-you that you are chasing). You will also begin the initial tasks in designing your discovery.

Once you have completed these preliminary steps, you will have gained an understanding of the relationship-building process between the discovery-coach and the discovery-mentee (you).



KNOWLEDGE ENTERPRISE



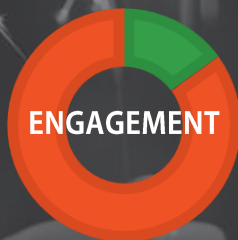
Did you know?

More than 60% of workers state that the only the reason they want power, is to have power over themselves and not over others.



Did you know?

More than 75% of employees say they are not meeting their full potential, and that the lack of development is the reason they leave.



Did you know?

Only 13% of workers feel engaged in their jobs, and 24% of workers report being actively disengaged; they deliberately show unhappiness.



Why is knowledge important?

How are you participating in the knowledge economy? The majority of organizations have their knowledge, intellectual, and creative capital embedded in their people. When people leave the organization, they take this capital with them. This makes the knowledge enterprise one of the (if not the) most important undertakings or projects an organization can carry out.

How are you leveraging your knowledge as an asset? In the knowledge market, we must demonstrate: (1) a strong willingness to try new ideas, (2) the initiative to advance interdisciplinary research, innovation strategies, and new solutions, and (3) endeavors that revitalize and energize the knowledge community.



know-what

information,
raw data



know-how

procedural,
application



know-why

evaluated
understanding



capability

capacity +
ability



expertise

mastery,
teaching others



wisdom

deep insight,
awakening

What kind of knowledge does your resume
or personal brand demonstrate?



KNOWLEDGE ENTERPRISE TASK

PERSONAL BRAND AUDIT

Conduct a *personal brand audit*. Your personal brand is a self-packaging of who you are, what you offer, and how you do it. It is how you market yourself following your value proposition (your innovations, services, or competitive features which make you attractive to clients or prospective employers).

Evaluate yourself using the following tool. These are the basics of a novice-level personal brand. *Are you exceeding the minimum standards?*

yes

no

Do you have a professionally taken headshot? Is it posted to social media sites like LinkedIn, Facebook, Twitter, and Google+?

yes

no

Do you use a personal vision statement that is clear, concise and catchy? Does it sound like a slogan more than an objective statement?

yes

no

Does your resume and your profiles tell your story? Are you treating your history more like a narrative instead of a chronology?

yes

no

Are you following relevant channels and influencers? Are you sharing their wisdom with others through your network?



SOCIAL CAPITAL

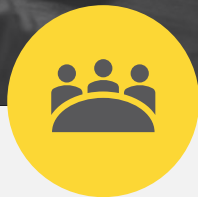
Social capital, like economic capital, is a form of wealth measured in terms of valuable resources, assets, excellence and reciprocity. Instead of being a collection of tangible possessions, social capital exists in the bridges and bonds between people and is increased through the exchange of goodwill, trust, and cooperation within a social network.



Social networking, interpersonal connections, collaboration, and team-building



Soft skills such as communication, character, integrity, honesty, and agreeableness



Soft powers such as the ability to attract, co-opt, influence, persuade, charisma, and adaptability





How often do you form connections?

How wide can you cast your social net?

Building positive relationships and social connections ensures well-being. We require love, intimacy, and acceptance. With a strong network, we build a support system necessary to cope with the difficulties of life.

The seventy-five-year-long Harvard Grant Study found there are truly only two requirements for happiness: (1) love and (2) developing the skills to ensure acceptance and connections to others. Accordingly, money, power, position, success or achievement mattered very little without close, personal relationships.

Are you helping others? Giving to others is as good for you as it is for them. This is the way to find purpose. From purpose we feel fulfilled. Altruism is hardwired in our brains and it is connected to our pleasure centers. The greatest use of one's life is a devotion to service.



For it is in giving that we receive.

— St. Francis of Assisi



The sole meaning of life is to serve humanity.

— Leo Tolstoy



No one is useless in this world who lightens the burdens of another.

— Charles Dickens



When we give cheerfully and accept gratefully, everyone is blessed.

— Maya Angelou



SOCIAL CAPITAL TASK

21st CENTURY SOCIAL NETWORKING

Let's grow your social network. We are going to practice your social networking skills by looking at interpersonal: communication, learning from interactions, active listening skills, fostering teamwork and collaboration, and conflict management.

Try each of the tasks below. Reflect on the experience. Did the task grow your social network? Did you make a new acquaintance or add a new friend on social media?

yes

no

Use active listening. When someone speaks to you, paraphrase what she says and repeat it back to her. Nod as they speak.

yes

no

Ask open-ended questions. Avoid questions that have clear “yes” or “no” answers, and instead invite others to elaborate on ideas.

yes

no

Give praise to someone. Make it specific. Praise is only meaningful if it is linked to a behavior or outcome. Use words and expressiveness.

yes

no

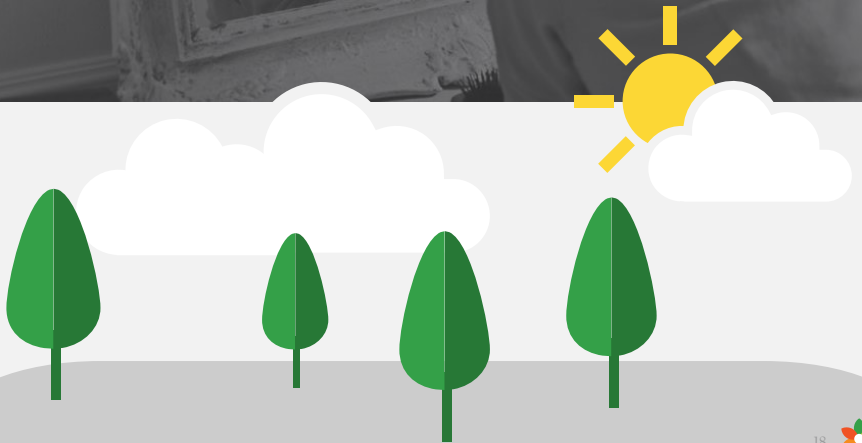
Help a stranger. Choose a safe, public place and offer help. Smile as you lend a hand, and then introduce yourself. Thank her for letting her help you. Be genuine and grateful.



POSITIVE AFFECTIVITY

“The optimist believes that bad events have specific causes, while good events will enhance everything he does; the pessimist believes that bad events have universal causes and that good events are caused by specific factors... Success requires persistence, the ability to not give up in the face of failure. I believe that optimistic explanatory style is the key to persistence... While you can't control your experiences, you can control your explanations.”

— Martin E.P. Seligman, *Learned Optimism: How to Change Your Mind and Your Life*



Are you an open-minded person?

enthusiastic

energetic

confident

creative

alert

resilient

cordial



How would you describe your overall attitude or point of view?

Our outlook is shaped by our experiences, but it is shaped even more so by how we interpret those experiences. The way you live is a result of your disposition.

When someone has a high level of positive affectivity she experiences positive emotions, especially as she interacts with others. She will likely express a cheerful, friendly, and energetic demeanor.

Are you an optimist or pessimist? To see the world as an optimist, we must have a confidence about the future and believe in hopefulness. The opposite of course, is the tendency to see the worst aspect of things, and expect defeat.



POSITIVE AFFECTIVITY TASK

LEARNING OPTIMISM

Is there such a thing as a talent or predisposition for joy? If so, can this talent be learned? According to Martin Seligman the path to optimism is accomplished by consciously defying negative self-talk. Pessimists outnumber optimists, but we pessimists can overcome our gloomy dispositions by reflecting on our negative responses to events, and willfully changing our reactions. *Try using Seligman's methods to overcome negative thoughts. Then reflect on the outcome – did it work? Do you feel more optimistic?*

yes

no

The next time someone angers you while in traffic, pause yourself. Use phrases like “I am overreacting” or “I do not know that person’s situation.” Say this out loud and wave to the other motorist.

yes

no

Think back to a time where you felt pessimistic. Now reimagine the scene, but this time change your negative reaction to a positive one. Rewrite the history of the event in your mind and say it out loud.

yes

no

For two weeks, each day take five minutes and write down your ideal future. Include all that you want to accomplish and all that you wish to acquire. Be creative. Be specific. Focus only positive ideas.



THE 30 DAY DISCOVERY CHALLENGE

Perhaps the most significant process within the **discovery-based coaching method**, concerns powerful, positive internal conversations. These dialogues we have in our own mind, often called self-talk, are methods we use to manage ourselves. Using this self-talk is how we control our thoughts, our reactions, and our moods. Yet, sometimes we feel less in control. Sometimes this self-talk can be self-defeating. *Let's reframe your self-talk.*

The **blūm™ 30 Day Discovery Challenge** dares you to live the beauty and power of the three conditions (*knowledge enterprise, social capital, and positive affectivity*) in your daily life. It is a test that asks you to rise to your potential and become the *autotelic* you.





blūm™ 30 Day Discovery Challenge

On the following page, you will find the “scorecard” for the **blūm™ 30 Day Discovery Challenge**. There are thirty, daily challenges. As you complete each one, “x” through the box.



Resources

Like this ebook, many of our materials are available digitally or in print. A full version of “**In Full blūm™**” is available for purchase through our website. The full version contains exercises, journaling, guides, and activities, all designed to be used with your **discovery-coach**.



Discovery-coaching

The **blūm™ 30 Day Discovery Challenge** can be completed without any formal training or advising. However, many of our clients find that the challenge is more satisfying with a **blūm™ mentor**. If you find the tasks overwhelming, reach out today!

The Discovery Challenge Score Card

Make a list of ten keywords vital to your work experience	Make a list of your soft skills and soft powers	Join a committee at work or in the community	Write a cover letter focusing on your narrative	Make a list of your passions and values	List your top four needs or must-haves in life
Write a statement that demonstrates your competence	List specific evidence supporting your soft skills	Generate repeat business with a client, customer or employer	Explore “the gig economy” and do a search for “side hustles”	Make a list of your talents and abilities	Describe your ideal work environment
Write a statement that demonstrates your compassion	Demonstrate how you are a profit and not a cost (or liability)	Learn a new system or software that is in demand	Create a collection of your special projects, include images	Make a list of people you want to thank and write a note to each	Make a list of negative beliefs, and then counter-act each one
Train or teach someone in something new	Volunteer more and add this to your experience	Join a national association or organization	List any accomplishments that can be shown in numbers	Make a list of people it is time to forgive	Identify a “wall” that is blocking your career or personal life
Join an advisory board for a non-profit	Apply for an award, scholarship, or compete	Seek out a letter of rec, a testimonial or written commendation	Do an image search of “infographic resumes” and save the ones you like	Make a “Bucket List” (all of the things you want to do before you die)	Contact a mentor in your field and ask for one piece of advice



Ready to discover your incredible?

Any kind of transition can often be overwhelming. A complete transformation to a fully realized version of you can be even more daunting. A **discovery-coach** can guide you through the process. Instead of just counseling you on resume writing, interviewing skills, or developing an action plan, a **discovery-coach** works with the whole you. We know that if we discover our fulfillment and become autotelic, then the right opportunities will spontaneously generate in natural and meaningful ways. We simply have to be open to the possibilities.

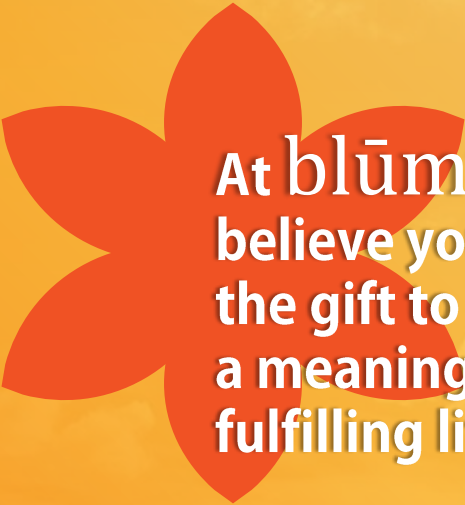

Ask yourself, are you living for your resume or for your eulogy? Are you trying simply to advance or do you want to leave a legacy? Fulfillment means we commit our lives to something that will outlast us and that we become part of something bigger than ourselves. Are you?

See, we often start with the wrong question: What do you want to be? (Or sometimes we ask: What do you want to do?). Fulfillment is not a fixed point - it is a moving target. You have to think of yourself and your life goals as not being, but becoming. Aristotle said that within the marble the statue already exists. You are always becoming. You are a verb, not a noun.

The mistake is to simply look for better ways to find a better job. At **blüm™**, that is not our goal, because we know it doesn't work. Our goal is to coach you through the search for your incredible. Our goal is to help you become the best version of you and create fulfillment in your multi-faceted life. It's a lifelong goal, and it starts here. Are you ready to take the next step?

Let's start the conversation.





**At blūm™, we
believe you have
the gift to create
a meaningful and
fulfilling life.**

We have coached hundreds of individuals for over a decade, and have been the means for profound change, transforming lives. *Are you ready?*





*What if today was the day you decided to
find your incredible?*