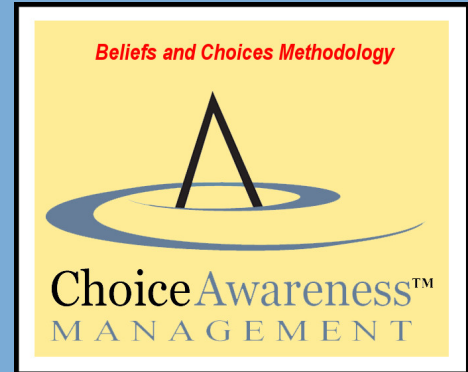


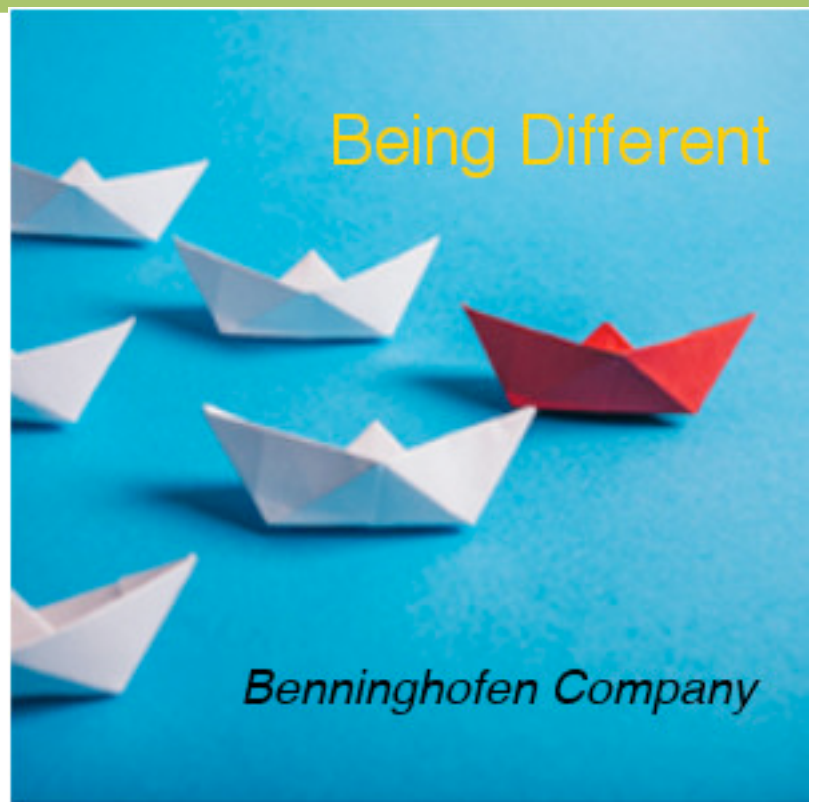
CAM Product: 17050100 eBook

Subject: "Introducing Change Into Your Business".



# Introducing Change Into Your Business

**"How to Begin the Process of Change"**



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Business Coach and Mentor  
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# Introducing Change into Your Business

**“How to Begin the Process of Change”**

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CHOICE AWARENESS™  
MANAGEMENT

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## 1. Product Background

This Choice Awareness Management product was created based upon years of practical program and project experiences working with customers and clients while engaging and enrolling dynamic staffs, teams and groups across multiple disciplines and domains.

They included implementations of various broad consulting engagements most commonly involving senior leadership, multiple project sponsors and related stakeholder community requirements for intermediate to complex business processes and enterprise based application(s) software solutions, either custom created or heavily modified.

Fundamental success criteria involved continuous interactive communications with these groups with inquiry, presentation, facilitation, negotiation and agreement for step-by-step advancement toward milestone results acceptance.





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## 2. Definition of a Business Owner

You are a business owner, if you have responsibility for producing results, working with and through others. You may direct the efforts of people, interact with leaders, managers or staff but the majority of your business is having your people produce the results or help you produce it.

You may work for yourself, participate in someone else's business, direct others - no matter, you are the one responsible for making it happen. The buck stops with you.

## 3. Beliefs Based Beginning Approach

### 1. Perspective

Answering  
Uncommon  
Questions  
will  
Give Insight



People pay hundreds, if not thousands of dollars a year to have **experts** tell them what they are doing **wrong and right**: usually the former is more acceptable to us!!!

Yet, many people already have some idea of what might be occurring: and some do not have a clue. Either situation is perfectly OK.

Our question is "**Does this sound familiar?**" Yes is the feedback we hear frequently.

Not surprisingly, many people connect with this **wrong** concept easily - our culture promotes this many times. However, we intend to concentrate your attention to the **right** of it, so it becomes a favorable practice which you perpetuate with regularity.

From our and others experiences, we **usually don't believe our own evidence**: it is clear and quite often right in front of



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us.

So, please don't be surprised when you see the evidence revealed or uncovered - be grateful and humble for it's delivery to you.

**(Wisdom Sidebar)** Be cautious though, since sometimes, it is false evidence because our beliefs about it are founded and/or based in unreasonable ideas, usually created when we were very young.

Importantly, we are going to ask you lots of questions - get ready and answer out-loud while you explore what's here for you.

## 2. A Few Guiding Principles

What you are about to experience is based upon years of gathering empirical and antidotal evidence from people and having them provide their feedback on what they considered important about the subject - in our case today it's about **Introducing Change Into Your Business**.

While it is not so important what other people think, it is **very important** what you **think and believe about your ideas** that really matters!!!

If you are like most people, we don't typically put yourself into an inquiry of great depth or substance and with any frequency, or define the important things that matter to you. This will start the process for you...

You will find the ideas here may trigger all kinds of things for you - this is exactly what you want to have happen.

Keep in mind the following three principles as you proceed:

### 1. Be Open





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## 2. Be Willing

## 3. Expect Positive Things to Show-Up

While each of these principles may be self-explanatory for some of you, it may not be for others, so ***please read our perspective and meanings*** to gain more understanding as we intend it for you.

### 1. Be Open

By our way of operating, we mean for you to be and ***continue to be approachable for something new or old***: you may not have heard it for a while or it is completely new. Set your skepticism aside for the moments you are with us, listen closely to what you will be hearing and experiencing.

Consider this powerful quote before you begin:

“There is a principle which is a bar against all information, which is proof against all arguments and which cannot fail to keep a man in everlasting ignorance – that principle is *contempt prior to investigation*”.

**William Paley**

### 2. Be Willing

We mean for you to be ***consenting and disposed to being ready for something***. Volunteer yourself to this. In our case(s) and experience(s), much can occur and show up when people strive to maintain this state. Without it, very little can or will arrive. In seeking possibility, this could and will become a belief for you.



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### 3. Expect Positive Things to Show Up

It is likely that you have conditioned yourself with expectations about training and education, such that you already have pre-conceived notions about any webinar. We ask you to drop all those, whether favorable or unfavorable.

In our experience, coupling this concept with being **open** and **willing** has the tendency to free yourself and make you available. **Strive to keep yourself present**, rid yourself of any past or future distractions, and remain focused upon what is in front of you.

### 4. Hold Judgment

**Do not be judgmental about anything you hear** because this action compares what you are hearing to your existing beliefs: some of which may be false, inhibiting, limiting and useless. As a simple analogy, in general aviation, **this means be present** in the cockpit and fly the airplane.



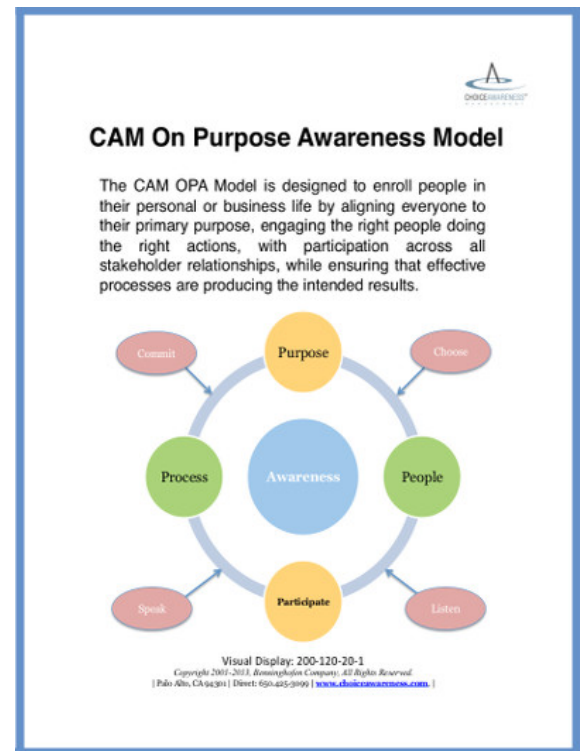
(**Wisdom Sidebar**) Take note to evaluate what you hear in detail later and their usefulness within the context of designing/redesigning your **objectives** with what works and what doesn't for you. You can only know and realize this as you design, develop, implement and measure your effectiveness. *Failure is only feedback* when something isn't yet working (e.g. which you would have measured and scored below 8.0 on the CAM Awareness Scale). Feedback is information used only to improve, reject, redesign or modify until you gain the results you want.

### 4. Why This Is important to you

Each of our products help you produce results for yourself and your teams. In our experience, setting some beliefs in place before you begin will serve you well, coupled with understanding the what and the reasons why, can help justify the journey.

#### 1. Top Three Reason to Move Forward

1. Nothing of significance occurs until you are willing and ready to accept and embrace **awareness within yourself**: insights can come present then. Our [CAM On Purpose Awareness Model](#) is intended to activate this you.
2. **You are responsible** for your own understanding and of how you participate in the world: this involves your choices, the associated actions and results you attain, along with your acknowledgement and deep insights of your experiences.
3. **Beliefs drive everything about us**, many times with little insight of the significant impacts: we operate from inside our beliefs, e.g. literally thousands of them. They define us and direct all of our thinking, speaking, writing, deciding, acting, etc. Gaining awareness of how your beliefs work for you will allow the opportunity and possibility of you changing them and receiving different results.





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### 5. Learning Opportunity

**Choice Awareness Management** delivers educational [products](#) and [services](#) for everyone. We help people learn, discover and implement new ways of doing things more effectively based upon the beliefs systems which support their objectives in their own life and business. We help lift language, behaviors, participation and process by effecting the way people design their beliefs, make choices, take actions and receive results.

Our [vision](#) for everyone is "[Changing Awareness One Choice at a Time](#)".

We love to work with individuals, professionals and business people.

Call us now on our direct line, leave us a voice message on (650) 918-9256 with any questions and we will respond quickly: we want to understand what's going on for you. Our first conversation is completely confidential and free. Also, send us an email via our [Contact Us](#) link or connect with our social media Web-Links.

## 6. Introduction to Selections

Choice Awareness has designed a *few powerful and easy* models for you to help you understand about what selections actually mean in our lives.

Our intention is that you get meaning instantly from our models and you remain open to new perspectives about selections.

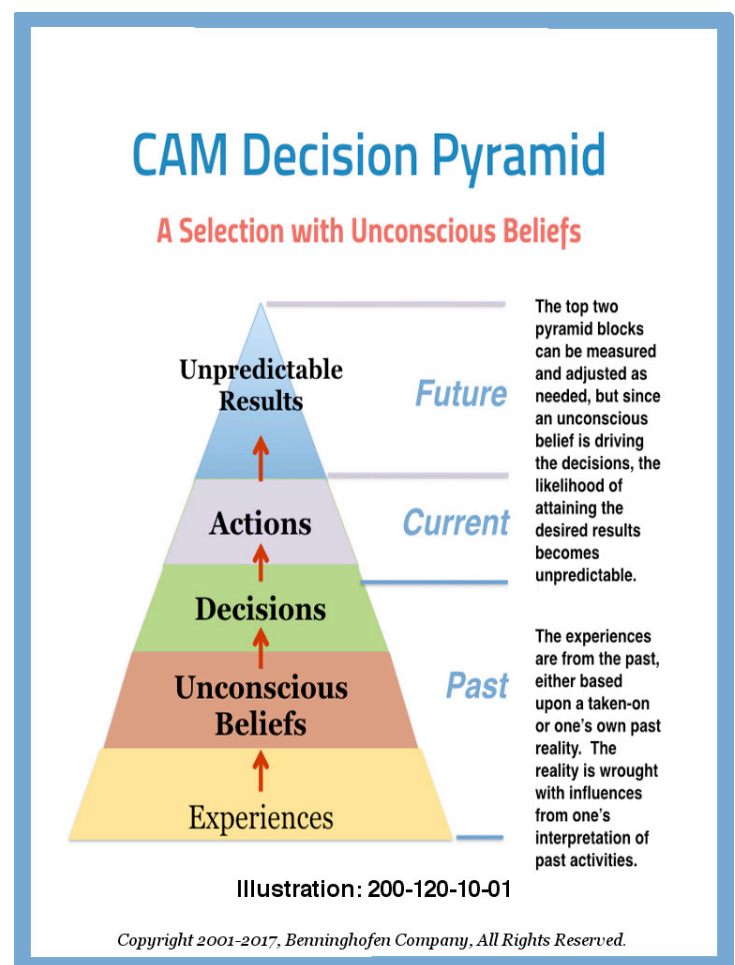
### 1. Consider This

If you inspect a definition of “Select” (i.e. courtesy of [dictionary.com](http://dictionary.com)), you will discover there are two ideas of the verb, which appear very similar:

1. to choose in preference to another or others; pick out, or
2. to make a choice; pick.

We however, suggest that selections are made either by a **decision** or a **choice**; we believe there are distinct difference between the two words.

The first illustration depicts how believe we make decisions; and this is our idea of what a graphic Decision Pyramid should look.





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The second and third illustrations depict how we make choices; using a Choices Pyramid and a Tootsie Roll Presentation of the [Beliefs and Choices Methodology \(BCM\)](#) to help you with new perspectives.

## 2. Pyramid Background

Our **Decision Pyramid** close by depicts how we typically make decisions in our lives.

The distinguishing point of this imagery, is that you should read from bottom to top. In this way, then, our experiences drive our unconscious beliefs, which drive our decisions and actions to produce unpredictable results.

However, with **our decisions, we usually don't design our beliefs**. Because of this, we have no way of knowing what results we actually want: thus they become unpredictable.

Since, we most often are unaware of our beliefs (i.e. unconscious), we tend to make our decisions in a rote manner - habitual (e.g. we prefer to reference habits as a rote process, while we believe that [practices](#) should be designed purposefully). These unconscious beliefs have been taken on from others experiences along with our own. They may or may not be based in reality.

**(Wisdom Sidebar)** We invite you to consider that our reference to reality is meant for you to understand that a particular reality represents your interpretation of an experience. Your interpretations are filtered through your beliefs, whether effective or not, and recognized or not.

In addition, when the experience seems similar, this rote selection/decision process takes over, even when the nuances of the situation differ: they present themselves to us or we perceive them as similar, yet they are not.



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The image also depicts how are experiences, unconscious beliefs and part of our decision are usually based in the past - sometimes a portion of the present (i.e. the present portion of the decision is still not connected to a conscious belief).

This is because we are basing our decisions most often upon past experiences - historical in nature accessed via our memories, which are interpretations of the experience. The actions we take are based in the present and the results are based in the future.

It is easy to think of a few decisions which match this pattern. Again, we invite you to inspect some of your recent decisions which produced unpredictable results. You will begin to see how this model closely matches real-life and why this method is ineffective. The Choices Pyramid offers a new solution toward predicting attainable results with high efficacy.

### 3. Our Choices Pyramid

The second image is called the **CAM Choices Pyramid** because it explains how our **Beliefs and Choices Methodology (BCM)** operates.

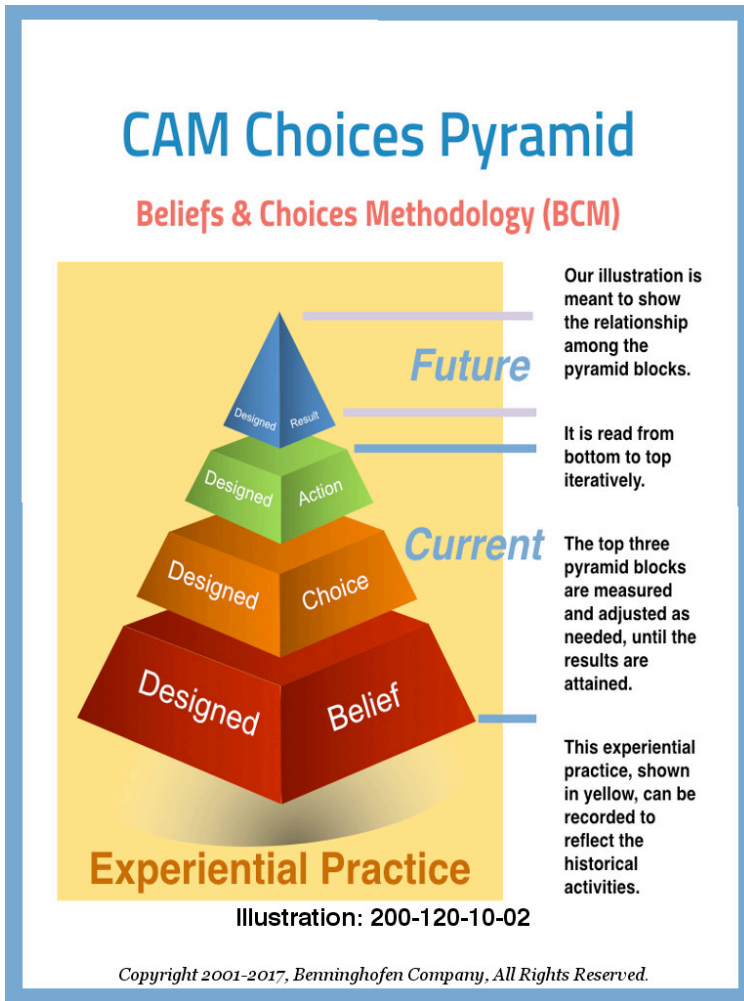
We first define a belief and the associated result (i.e. outcome) that we want while describing the outcome in some value form: quantity, amount, or end-state. The result must be measurable. Then we proceed to describe the paired choices and actions required to produce the outcome.

One of the distinctions of our pyramid is the image was created as a 3D (i.e. close by) illustration to depict the rich and comprehensive nature of defining all these components.

Another distinction from the Decision Pyramid vs. the Choice Pyramid is that it contains only a current and future state; no past is involved. In this BCM practice,

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one defines the belief, the choice and the paired actions from a current perspective. The future portion is the end-state which the belief will produce.

One could say that this is a predictive model and one that is evidence-based because you refine your choices and actions toward attaining the result. The key is that this model will create a predictable future.

As an example, let's say that your belief is designed to have your business identify and engage one hundred new customers or clients. The choices you design would have your business set your target market, define your service/product for that market, and the paired actions would have you execute business development practices to attain the

outcome. You would measure each choice and action toward that end.

After measuring, you will adjust the choices and paired actions, to ensure the results attains at least an 8.0 or better on the [CAM Awareness Scale](#).

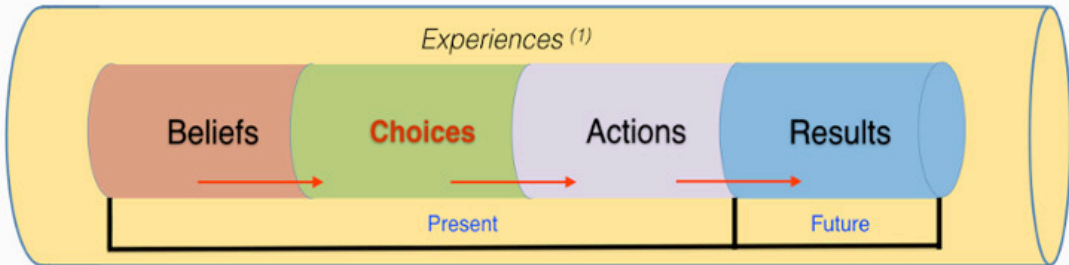


## 4. A different BCM Perspective

In this third illustration, we depict the BCM in a **“Tootsie Roll Model”**: it is another perspective, we believe will also prove helpful to you.

## Beliefs & Choices Methodology

*An illustrated explanation of how BCM works*



**Tootsie Roll Illustration:200-120-10-03**

The Beliefs & Choice Methodology (BCM) is an experiential designed process where beliefs drive choices, choices drive actions and actions drive results. It is iterative because the results are consistently measured and any of the preceding component items are refined until the designed result is attained.

<sup>(1)</sup> The experiences become the belief knowledge and wisdom, while the result becomes the manifested faith.

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Take a few moments to concentrate your reading, understanding and efforts in two distinct parts of your life by considering how you go about handling:

**Today:** On a daily basis **remain present in the moment(s)** guided by your beliefs, making choices and taking actions, then



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**Tomorrow**: Glance to the future momentarily (***weekly or monthly***) to ensure your compass is pointing in the right direction.

***(Wisdom Sidebar)*** We have found that by consistently remaining present in this fashion, we honor living **On-Purpose** and gain a fruitful, productive and engaging life - you will too!!!

### 5. Purposeful Intention

Our emphasis is **paired CHOICES and ACTIONS** as a central theme with **Awareness** as the delivered Outcome.

We know from our and others experiences that you can improve and manage your life via **your systemic beliefs** by:

1. ***Using precise language*** throughout your design activities; this is where you can bring meaning to each component,
2. ***Designing them to match*** what you wish to accomplish coupled with how you go about doing it,
3. ***Creating clearly articulated choices and associated actions***, then connecting them, while
4. ***Receiving the results*** you define for yourself.

These four points may at first appear to be claims by someone (us) in which you don't have any knowledge or any experience with before today.



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However, we ask you to stick with us for a few moments of your time, to gain an appreciation of how important our ideas can be for you.

### 6. Our overall Relationship Design Criteria

Choice Awareness does not desire, wish, and/or otherwise plan on creating a dependent relationship with you. We want to be viewed as being part of your support system, available and there when you need us: only then.

We have created and designed products and services that assist and help you to create your own beliefs system for yourself. This will focus your concentrates upon you developing your own beliefs, choices, actions and results, which are healthy, instructive, directive and productive for you and your teams.

We want you to share what you have learned for yourself with others: all your important relationships. If it happens that you are doing this for your business, you learn to share what you have learned with all your colleagues and your important relationships.

In addition, we expect no harm to come to you from your creations: only goodness - see [our principles](#) for more understanding.

We are guided by the concept of self-sufficiency and reliance. We wish you to become reliant upon your best intuition and especially all the fortifying relationships within your community that you perpetually create, sustain and enrich. Each of those relationships have great power to help you and you them.

### 7. Long Term Sustaining Health

We support our Choice Pyramid with many educational products and services, all designed to have you improve communications in your personal and business lives'. Please look at our workshops to gain an understanding about how to accomplish implementation of your choices system:



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1. [Personal Disciplines](#) - an introduction to our beliefs methodologies
2. [Beliefs](#) drive your Choices
3. [Choices](#) drive your Actions
4. Actions drive your Results

We will teach you how to design, establish and pursue the life to which you aspire all based upon developing a healthy belief system.

Choice Awareness helps fuel what's next for you with targeted and effective beliefs, choices, actions and results allowing it all to occur for you.

*To support your efforts, we have created a sample set of champion beliefs - see our [company culture overview](#) for an introduction of what's possible...*

## 7. What does Change Mean for You?

What does change mean for you and of what value do you think it delivers for you today?

- If you ask a 100 people what that meant to them, you would get a hundred answers.
- All would be their answers and that's it. Everyone has a different perspective about what change means.
- Some people think it takes forever with much practice associated with it - maybe 100 hours, 1,000 hours, 10,000 hours. Or minutes...

The concept of change actually exists in our beliefs about it. So, this is a journey into our beliefs and the impact they have on us...BTW, you can create a belief that



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allows you to define “Change”, with all associated choices and actions, with an attendant result that change produces.

## 8. The End Result for Your Business

So given that change can be defined by you and your business, what is the impact to your business or personal life? It can be significant for many reasons.

At **Choice Awareness** we teach people how to create your own choices systems using our Beliefs and Choices Methodology (BCM). This process allows you to create foundational beliefs which fosters honesty, trust, [belief<sup>1</sup>](#) and [faith<sup>2</sup>](#) in each other, a collective purpose and a common language understood by everyone. Communication is lifted where words take on new and powerful meaning. Everyone takes ownership. Helpfulness, participation, dedication, freedom and responsibility become second nature.

### 1. How Does This Work?

The [created choices system](#) (e.g. see our illustration of BCM) becomes the source communications model that provides a map to release the power of choice for everyone. Words possess power. Beliefs are words and the source of choice. People learn how to unwrap one or two of your own beliefs to examine their current meanings to see how the methodology works. But more importantly, you are taught how to create new ones that serve the purpose of the business or your personal life.

---

**Belief** – Confidence, trust and conviction are the normal definitional usage. CAM defines belief as a starting point associated with multiple meanings and definitions, always coupled with specific outcomes.<sup>1</sup>

**<sup>2</sup> Faith** – Fidelity to one’s promise of belief. CAM defines faith as an ending point where all activities culminate with delivery of specific outcomes originally defined in belief. Faith is set from the experiences of the selected activities of choices and actions – see our [Choice Pyramid](#)



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(Note) Older beliefs tend to be discarded automatically when the focus is concentrated on new beliefs.

Moreover, this new communications process produces language that is understandable and acceptable to all, develops choices to guide people, and sets of actions that match the choices, all toward delivering the designed outcomes.

When these things don't occur, you will experience some or all of the [systemic symptoms](#). There are links to both business and individuals.

## 2. How is it Accomplished?

Choice Awareness's **“Beliefs”** product set is delivered in live webinars, workshops, videos and direct-coaching sessions, plus others.

Each individual, professional or small business can begin by attending our [introduction webinar](#) (i.e. see how to get started below) as a prerequisite.

Once you have completed the webinar, you can attend the [Beliefs Workshop](#) where you will learn how to create a practice choices system by inspecting a current challenge and/or issue, which is stopping or hindering actions.

The choices system is taught with [direct mentoring](#) to support your business over a varying period with your your leadership team where you all create a few practice beliefs model. Later if you decide to continue efforts, this practice model is formalized by your team and becomes the basis for all current and future communications.

During project start-up measures are established as part of the ground rules, with inspection by executing [adaption reviews](#) to ensure that your results are producing understanding and effectiveness.



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### 3. How to Get Started

We invite you to call us now on our direct line, leave us a voice message on (650) 918-9256 with any questions and we will respond quickly: we want to understand what's going on for you - our first conversation is completely confidential.

Also, send us an email via our [Contact Us](#) link or connect with our social media Web-Links.

### 4. Check Out Your Own Beliefs Right Now

[A business tool](#) called Quick Business Review containing “15 important business questions owners don’t ask themselves” and [a personal tool](#) called Quick Personal Review containing “10 important personal questions people don’t ask themselves” is used as a quick starter questionnaire to gauge your current beliefs. Share your answers with us in telephone conversation and we can give you some basic understanding of the effect of these beliefs.



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### 9. Take Notes for your Ideas & Questions

We have provide some space for you to record your ideas and questions about our **CAM Introducing Change into your Business** in this section. Make your notes for yourself, then connect with us for your feedback on-line if you wish.

#### 1. My Insights:

These are the important INSIGHTS that you have gained by reviewing this material:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

#### 2. My Questions:

As a result of scoring myself, these other QUESTIONS have come up for me:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_





# Introducing Change into Your Business

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### 3. My Ideas:

As a result of scoring myself, these other IDEAS have come up for me:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### 4. My Commitments:

These are the COMMITMENTS that you are willing to make to have success in attaining the goals:

1. Promise:  
\_\_\_\_\_
2. Promise:  
\_\_\_\_\_
3. Promise:  
\_\_\_\_\_
4. Promise:  
\_\_\_\_\_
5. Promise:  
\_\_\_\_\_
6. Promise:  
\_\_\_\_\_

