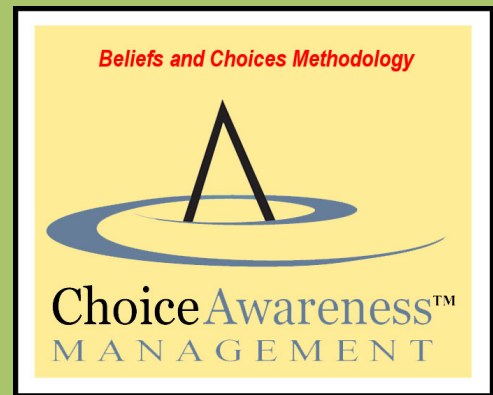


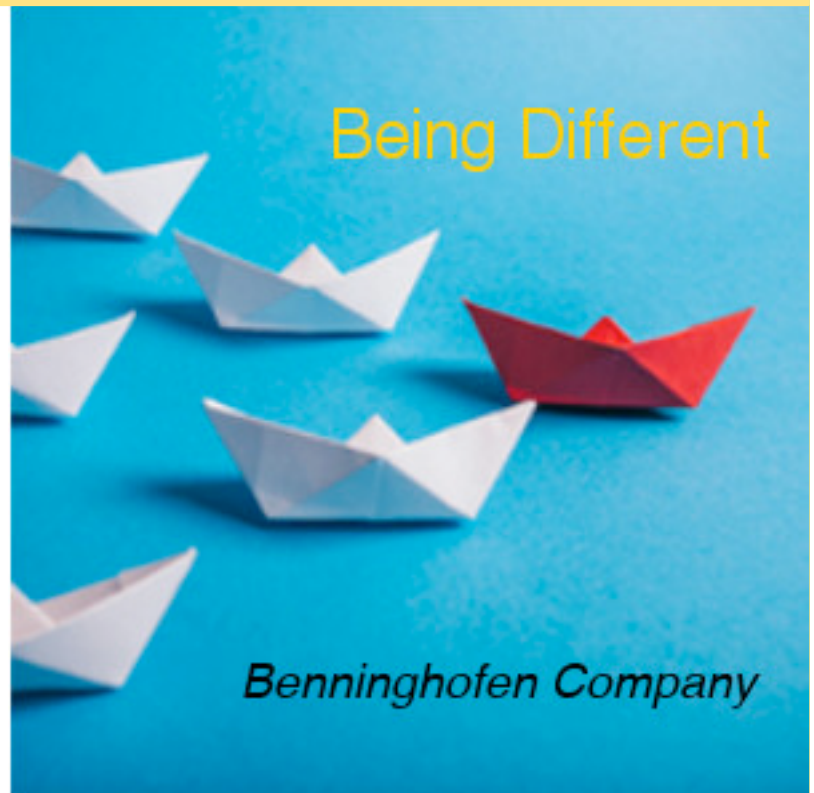
CAM Product: 20-90-05

Subject: "Understanding the Beliefs and Choices Methodology (BCM)".



## CAM Product – Details

**“Introducing the Beliefs and Choices Methodology (BCM)”**



**Bob Benninghofen**  
Founder and Managing Partner  
[bob@choiceawareness.com](mailto:bob@choiceawareness.com)

---



## CAM Product - Details

“Introducing the BCM”

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## TABLE OF CONTENTS

<b>1. Product Background.....</b>	<b>6</b>
<b>2. Beliefs Based Beginning Approach .....</b>	<b>7</b>
<b>Perspective .....</b>	<b>7</b>
<b>A Few Guiding Principles .....</b>	<b>8</b>
<b>Be Open .....</b>	<b>9</b>
<b>Be Willing .....</b>	<b>9</b>
<b>Expect Positive Things to Show Up .....</b>	<b>9</b>
<b>Hold Judgment .....</b>	<b>10</b>
<b>3. Why This Is important to you .....</b>	<b>11</b>
<b>Top Three Reason to Move Forward: .....</b>	<b>11</b>
<b>4. Learning Opportunity.....</b>	<b>12</b>
<b>5. Introduction to Selections .....</b>	<b>13</b>
<b>Consider This .....</b>	<b>13</b>
<b>Pyramid Background .....</b>	<b>14</b>
<b>Our Choices Pyramid.....</b>	<b>15</b>
<b>A different BCM Perspective .....</b>	<b>17</b>
<b>Purposeful Intention .....</b>	<b>18</b>



# CAM Product - Details

“Introducing the BCM”

- Our overall Relationship Design Criteria .....19
- Long Term Sustaining Health .....19
- Fundamental Question .....21
- The BCM Components .....23
  - Beliefs Component.....23
  - Choices Component.....25
  - Action Component .....25
  - Result Component .....25
- 6. Take Notes for your Ideas & Questions .....27**
  - My Insights:.....27
  - My Questions:.....27
  - My Ideas: .....27
  - My Commitments: .....28
  - My Random Thoughts.....29



# CAM Product - Details

“Introducing the BCM”

## 1. Product Background

These Choice Awareness Management products and services were 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.

The programs/projects were 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.



## 2. Beliefs Based Beginning Approach

### 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 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.



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

### 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 the CAM Choices Pyramid***.

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**
- 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.





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### 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**

### 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.

### 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.



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### 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.



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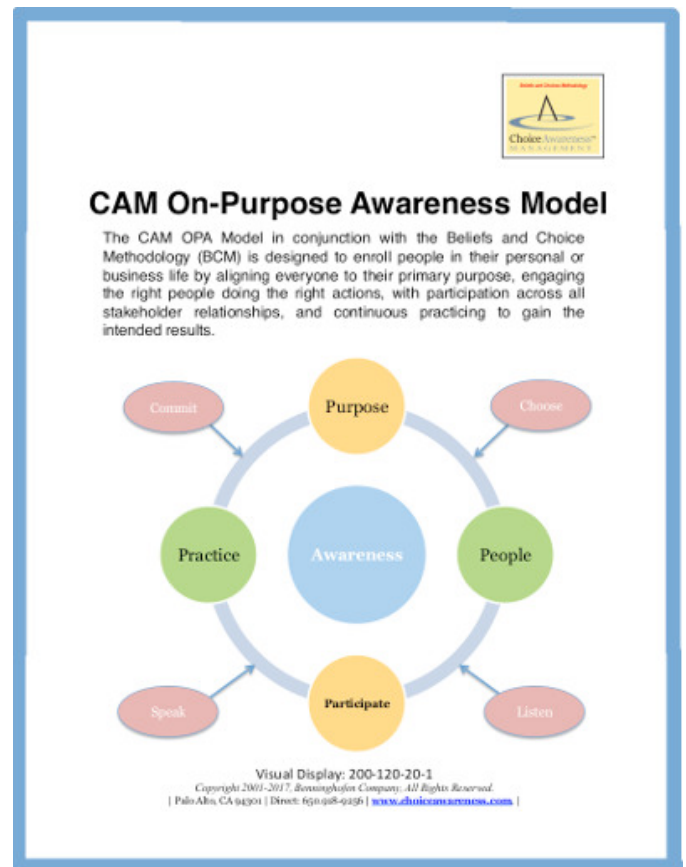
“Introducing the BCM”

### 3. 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.

#### 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 for 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,





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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.

### 4. 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) 425-3099 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: see the bottom of every page on our [website](#).

## 5. 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.

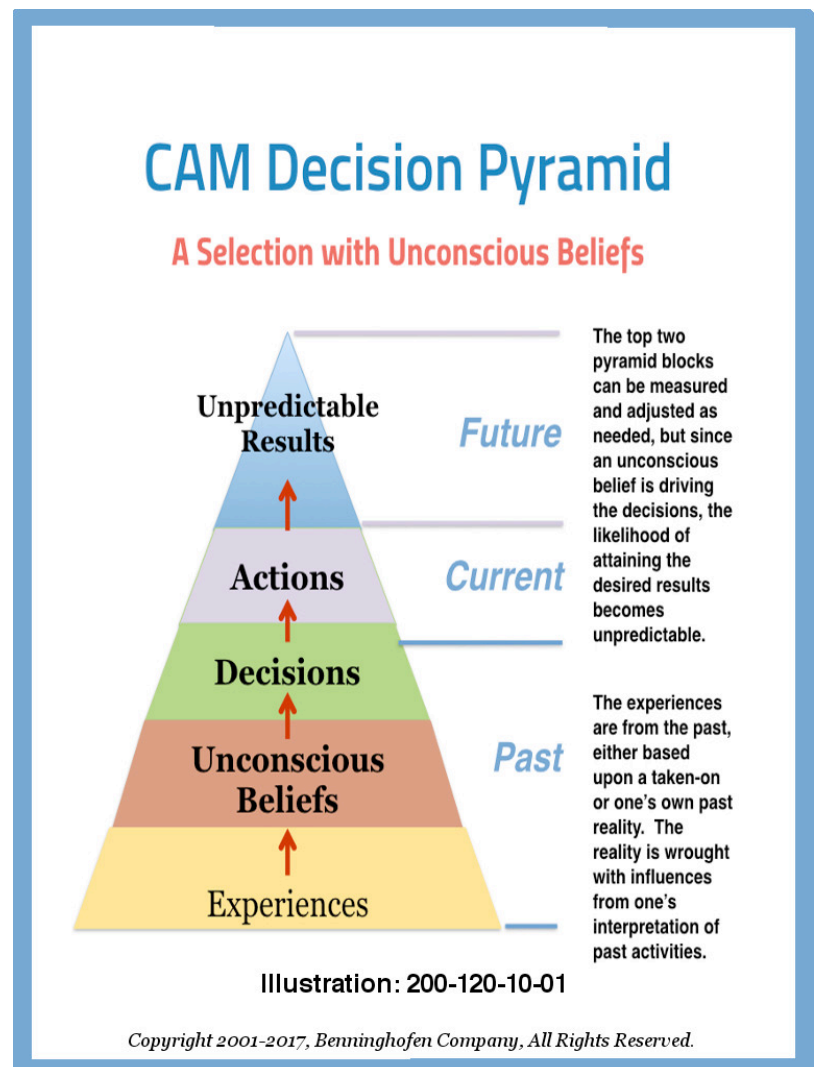
Our intention is that you get meaning instantly from our models and you remain open to new perspectives about selections.

### Consider This

If you inspect a definition of ["Select"](http://dictionary.com) (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.





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“Introducing the BCM”

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

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.

### 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.



## CAM Product - Details

“Introducing the BCM”

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.

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).

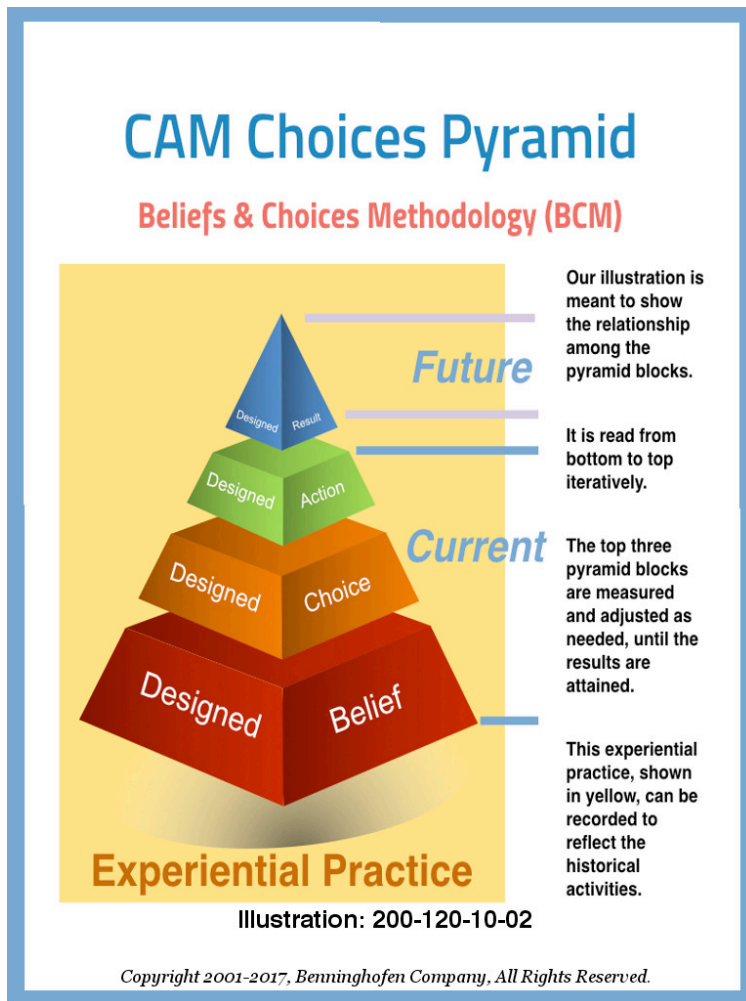
This is because we are basing our decisions most often upon past experiences - historical in nature accessed via our memories, which are interpretations of the experience. The actions we take are based in the present and the results are based in the future.

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.

### 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, 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.



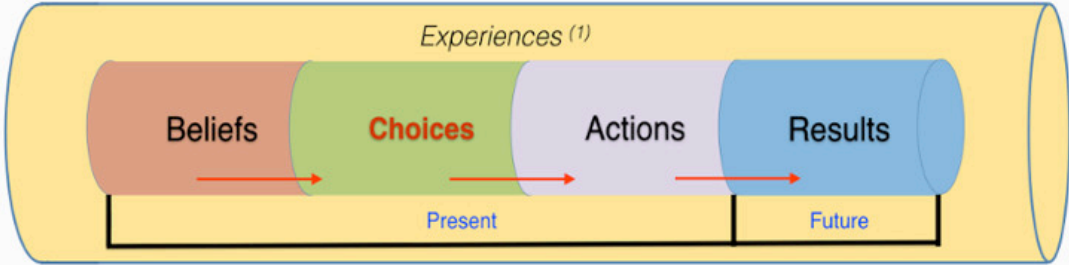
After measuring, you will adjust the choices and paired actions, to ensure the results attains at least an 8.0 or better on the [CAM Awareness Scale](#).

## 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>(i)</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:



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

**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!!!

### 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.



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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.

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.

### 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.

### 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'.



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Please look at our workshops to gain an understanding about how to accomplish implementation of your choices system:

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..*



### 1. Fundamental Question

It is possible to make **changes in your life**? For those of you that have the experience of changing, you can share that the change occurred for many reasons, some of which are presented below:

1. You were willing to make a change,
2. You were compelled to make a change,
3. Something occurred that allowed you to change,
4. You changed overtime but only noticed it later,
5. You don't have a clue but you changed anyway...

Personal and business stories are replete with examples of the changes that occurred from experiencing anything as the impetus for change, such as near-death occurrences to sustained physical and emotional pain, which drove us to change our circumstances.

Regardless of the reasons and there are many, usually spanning the loss of friends, family, relationships, jobs, you name your own reasons: something got us to the point where we needed differences in our lives; whatever those differences may have been.

We firmly believe the differences exist inside our own belief and the faith that one gains from the results and experiences: [faith](#) here is other than religious faith.

So we posit it is possible to change, even without stress, pain or loss of something or someone.

It happens that you can design what it is you want as a belief. You can also design the choices, actions and results that you want associated with the belief. Over time



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with practice, sustained choices, actions, and revisions, you will be delivered the results you designed.

For us, our associated faith occurs when these efforts are coupled with the belief, since you will have specific experiences that support, enrich and solidify your belief.

Effectiveness of your design requires commitment, perseverance, willingness, openness, management and revision: Devine guidance has been components for many people too!

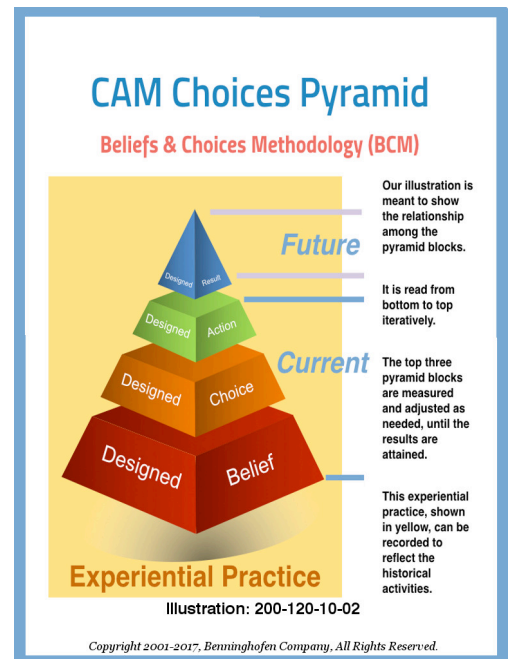
Sound impossible? It is entirely possible and reachable for each person willing to under take the journey.

## 2. Why This Model?

We could have chosen any model to depict the five CAM components of our communications model, such as Venn diagrams with intersections, process charts with arrows and flows, etc..We wanted something that could be easily recognizable, intuitive, colorful, instantly appreciated, all in one page as an infographic: the CAM Choices Pyramid works well toward that objective, especially because of the 3D design gives one the full comprehensive nature of the BCM.

The Pyramid is read from the bottom to the top. Communication and interaction occur between the components, moving upward.

Our model is cyclical in nature, reiterating another cycle with each choice, action and result to set your experiences. There are demarcations on the model





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depicting the current and future which gives you a clear idea where you are operating inside the pyramid.

## 2. The BCM Components

Below is a brief introduction for each pyramid block, containing a general what and why.

### Experience Component

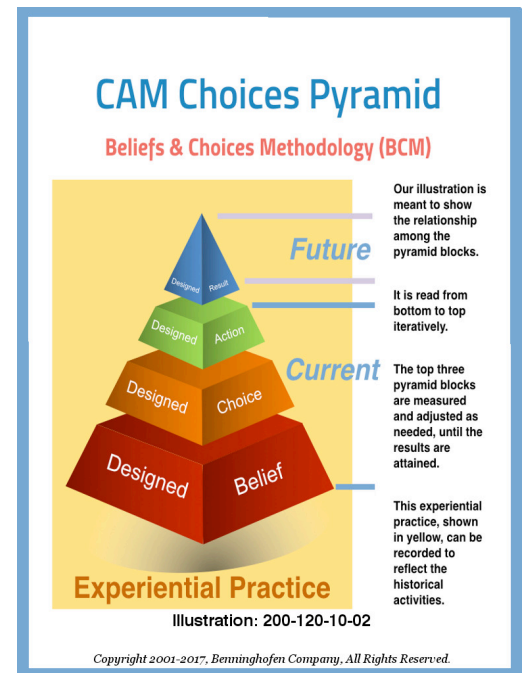
This component experience (i.e. depicted in yellow and titled Experiential Practice) encompasses all the components because we can all identify with our own experiences - they are the source of all our stories. They become - the what. Our interpretations of them are very important to us: we and others provide the meaning behind our beliefs.

These experiences become your knowledge and wisdom of your beliefs (e.g. your history) and the associated results (e.g. manifested faith): for businesses it becomes the organizational memory.

### 3. Beliefs Component

The beliefs component is the **most important of our CAM Choices Pyramid** because this is where your life is designed.

Whether you realize it or not, your lifetime is made up of a series of beliefs, literally hundreds of thousands of beliefs which are embedded in your beliefs system (i.e. we say for the most part these are unconscious beliefs because you did not design them - see again the decision



pyramid above - you made decisions not choices). With these decisions, you run your life mostly on automatic pilot without your knowledge or consent of many of your beliefs, much like an operating system such as OS X or that other company Microsoft...

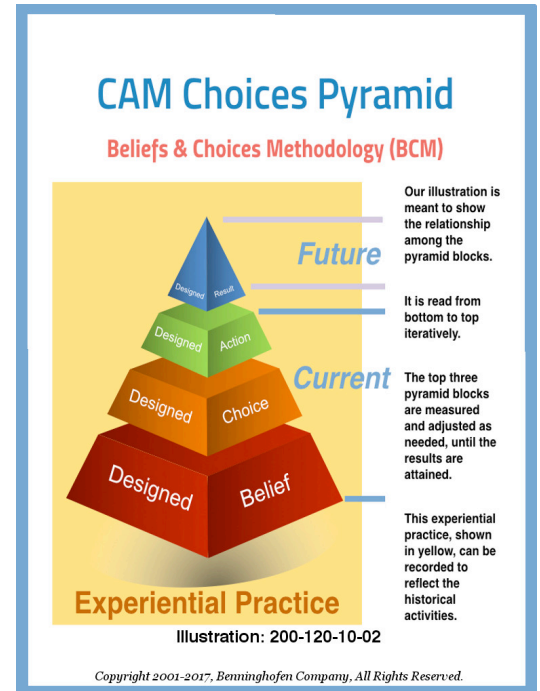
Many times our experiences harden our beliefs, whether the beliefs are effective or not, which is one of the reasons why we consistently sustain inhibiting beliefs, which are typically built upon false premises.

Our overall primary objective and concentration with our services and products are to help and assist you build new effective beliefs which produce the life you want - the what.

**(Wisdom Sidebar)** We forward you to experts who can work with you on disappearing the inhibiting and ineffective beliefs (e.g. those unconscious beliefs which stop you). We say, that once you concentrate your focus upon creating new beliefs, the inhibiting beliefs will fall away.

When you have designed a belief, it will provide you with a compass to steer toward a unique result - the why.

We teach you how to create beliefs.

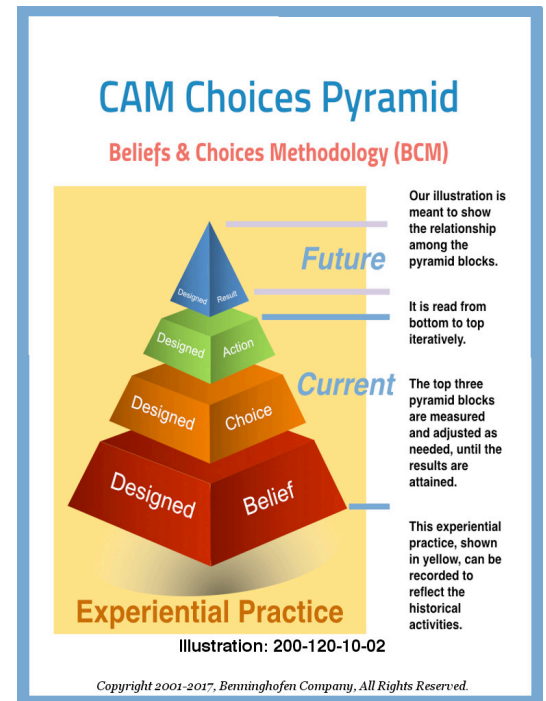




## 4. Choices Component

The choices is the second component in our model and the heart of our BCM (e.g. [Beliefs and Choices Methodology \(BCM\)](#)) because this is where choices are made about your beliefs - the what.

Your selections are creations that you define for your beliefs, so that each choice has clear objectives all connected with associated consequences. With detailed definition and clarity, you make appropriate choices that will produce the right kind of actions to forward your life - the how. Your choices remain in the current.



## 5. Action Component

The third component is where you take actions on your beliefs and choices - the when, the where and the who. These actions are pre-designed by you based upon the consequences you defined with your choices from component three - the how. These actions remain in the current.

## 6. Result Component

This final component is where you define the results that you want to have present in your life - the desired outcome.

While this may seem like the most difficult component at first to create, with practice this becomes one of the easier definitions. Your result is the why.



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The management of your belief system is based upon how effective all these components have been defined, activated, monitored and revised consistently asking if it is working or not?

That is one of the reasons we call our brand [Choice Awareness Management](#). You become aware, make choices and manage your systemic beliefs system. As our Logo illustrates, you gain greater awareness the more you choose.



## **6. Take Notes for your Ideas & Questions**

We have provide some space for you to record your ideas and questions about our *Introducing Beliefs and Choices Methodology* 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. \_\_\_\_\_

### **3. My Ideas:**

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



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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:  
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5. Promise:  
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8. Promise: \_\_\_\_\_

## 5. My Random Thoughts

As a result of all my insights, questions, ideas and commitments, these RANDOM THOUGHTS have come up for me: we request that you please share them with us too.

Click our [Contact Us page](#), where you can enter descriptive comments about how you have found our product and how you are using it in your life.

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