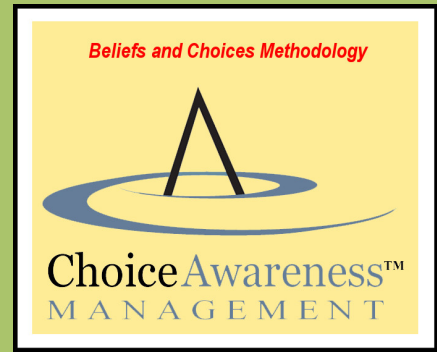


CAM Product: 80-10-90

Subject: "Annual Disciplines: 10 by 10 Visualizations."



CAM Product – Details

“Putting Visualization into Practice”



Bob Benninghofen

Founder and Managing Partner

bob@benninghofencompany.com



CAM Product - Details

“Putting Visualization into Practice”

NOTICE

This document is confidential and proprietary to Benninghofen Company of Belmont, California 94002. It is being made available to Clients and Customers of Benninghofen Company intended solely for their personal use.

Unless indicated otherwise, Benninghofen Company, previously known as Berritt, Inc. copyrights all original Benninghofen material on these pages. All rights reserved. No text or image on these pages may be used other than for personal use. Reproduction, modification, storage in a retrieval system or retransmission in any form or by any means, electronic, mechanical, or otherwise, for reasons other than personal use, is strictly prohibited without prior written permission.

None of the authors, their agents, publishers and employees, including Benninghofen Company and its employees, warrant any specific or general benefits, monetary or otherwise, from the materials contained here. Clients and Customer acknowledges that no comments, observations, recommendations, or other contents are responsible for Customer's business success or failure, acts or omissions, or for the appropriateness of Customers' business decisions heretofore or hereafter.

Any services, products and/or services provided and referenced by and within the following materials are provided without warranty of any kind, including but not limited to, implied warranties or merchantability and fitness for a particular purpose, all of which are hereby specifically disclaimed. Visit [“Terms of Use”](#) on Benninghofen Company/Berritt, Inc. website Choice Awareness Management [“choiceawarenessmgt.com”](#) for more details about Disclaimer of Warranties and Limitation of Liability”.

PHOTOGRAPHIC IMAGES:

This document may contain various photographs most of which are deemed royalty free: some may be labeled HTI and are from Hemera Photo copyright



CAM Product - Details

“Putting Visualization into Practice”

© Hemera Technologies Inc. and its licensors, 1997-2010. Other royalty free and stock photos included may be licensed from Fotolia and Photos.com and their licensors 2010, All Rights Reserved. Some photos are taken, owned, and licensed by Berritt, Inc and maybe labeled “CAMP” or Choice Awareness Management Publishing.

TRADEMARKS.

Hemera and Photo-Objects are trademarks of Hemera Technologies, Inc. Choice Awareness Management™, Choice Awareness Management Publishing, Choice Awareness Management Studios, and Choice Awareness Management Logo™ are proprietary marks of Benninghofen Company/Berritt, Inc. and displayed in website www.choiceawareness.com. Choice Awareness Management referenced as CAM or Choice Awareness includes CAM LOGO and Brand Name, CAM Self-Assessments, CAM Behaviors, CAM Alignment Ladder, CAM Enlightenment, CAM Mentoring, CAM Strategies, CAM Methodology, CAM Framework Foundation, CAM OPA Model, CAM Awareness Scale, Flashlight Book Reviews & Commentary is excerpted into An American Guide to Success, CAM Cooking Experience, CAM Fitness & Health, CAM Living, CAM Movies, CAM Music, CAM Seasons – Strategies for Aging, CAM Style, CAM Thinking, The Infinite Value Series, The Infinite Value Newsletter, CAM Lifetime Journey Learning, CAM Lifetime Journey Learning Model, and/or other Benninghofen products referenced herein Benninghofen Company’s trademarks may not be used in connection with any product or service that is not provided by Benninghofen Company in any manner that is likely to cause confusion among customers, or in any manner that disparages or discredits Benninghofen Company.

All other trademarks referenced herein are the trademarks of their respective owners, and constitute neither an endorsement nor a recommendation of those Vendors. In addition, such use of trademarks or links to the web sites of Vendors is not intended to imply, directly or indirectly, that those Vendors endorse or have any particular affiliation with Benninghofen Company.



TABLE OF CONTENTS

1. Product Background.....	6
2. Belief Based Beginning Approach	7
Perspective	7
A Few Guiding Principles	8
Be Open.....	9
Be Willing	9
Expect Positive Things to Show Up	9
Hold Judgment.....	10
3. Introduction to Selections	11
Consider This	11
Background	12
Our Choices Pyramid.....	13
A different BCM Perspective	15
Purposeful Intention	16
Our Overall Relationship Design Criteria	17
Long Term Sustaining Health	17
4. Why This Is important to you.....	19
Top Three Reason to Move Forward:	19



CAM Product - Details

“Putting Visualization into Practice”

5. Learning Opportunity	20
6. What does Visualization Mean for You?	21
Daily review.....	21
7. Keeping Important Results Present	21
How Does This Work?	21
How to Get Started	21
10 by 10 Visualization Table	22
Use this to your Great Advantage	24
8. Take Notes for Your Ideas and Questions	25
My Insights:.....	25
My Questions:.....	25
My New Ideas:.....	25
My Commitments:	26
My Random Thoughts:.....	27



CAM Product - Details

“Putting Visualization into Practice”

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. Belief 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.



CAM Product - Details

“Putting Visualization into Practice”

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 **Putting Visualization into Practice** into your On-Purpose life.

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.



CAM Product - Details

“Putting Visualization into Practice”

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.



CAM Product - Details

“Putting Visualization into Practice”

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.

3. 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"](#) (i.e. [courtesy of dictionary.com](#)), you will discover there are two ideas of the verb, which appear very similar:

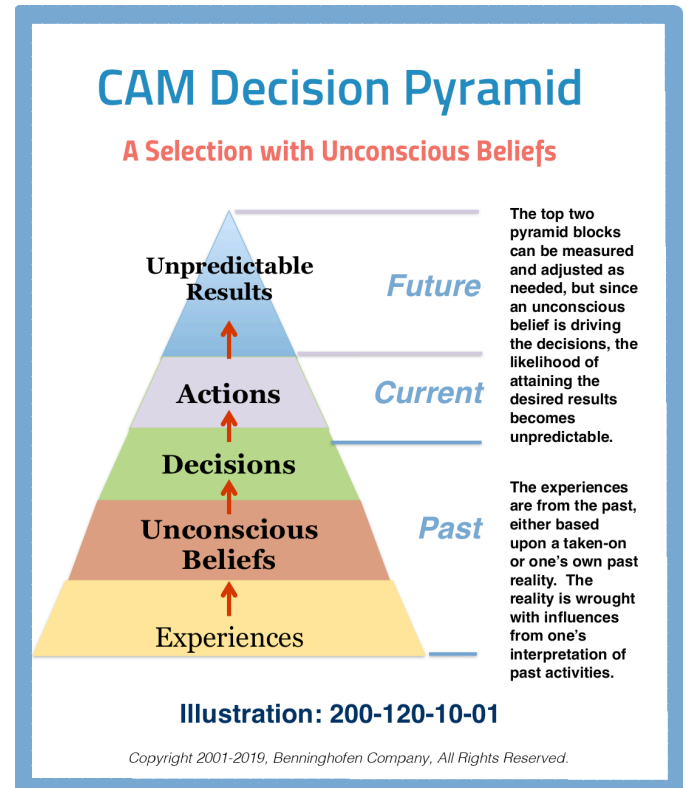
to choose in preference to another or others; pick out, or

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 like.

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.





CAM Product - Details

“Putting Visualization into Practice”

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.

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



CAM Product - Details

“Putting Visualization into Practice”

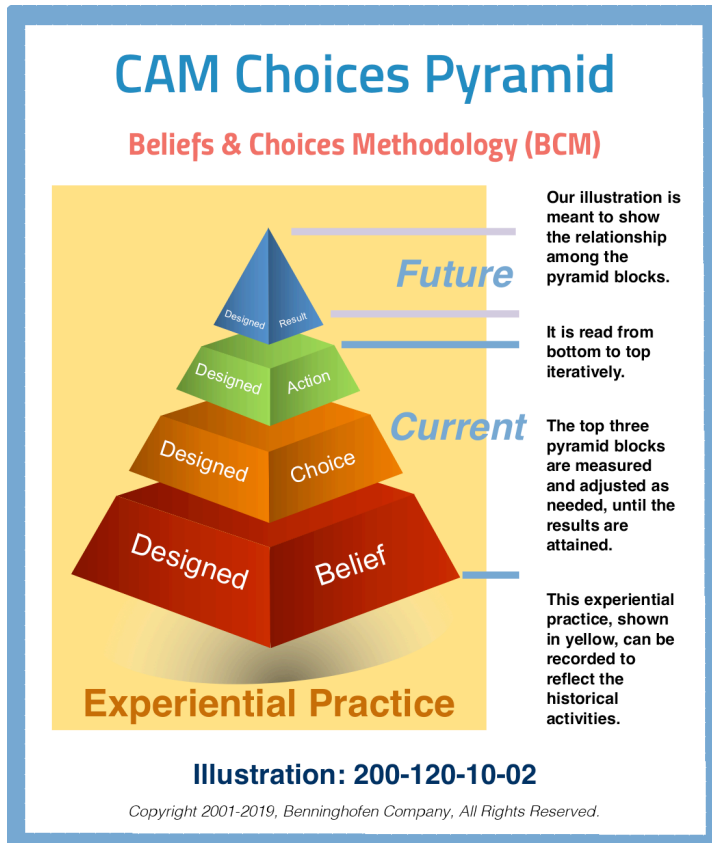
experience. The actions we take are based in the present and the results are based in the future.

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.

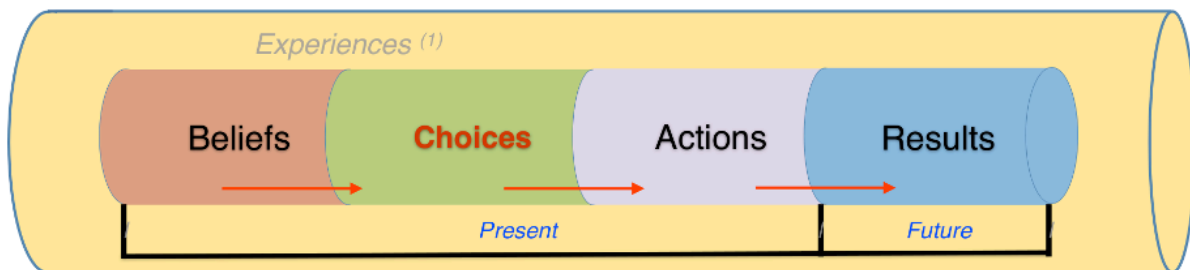
After measuring, you will adjust the choices and paired actions, to ensure the results attains at least an 8.0 or better on the [CAM Awareness Scale](#).

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.

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

Copyright 2001-2019, Benninghofen Company, All Rights Reserved.

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



CAM Product - Details

“Putting Visualization into Practice”

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.

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.



CAM Product - Details

“Putting Visualization into Practice”

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 communication model for yourself that concentrates upon your 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'. 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



CAM Product - Details

“Putting Visualization into Practice”

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.

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.

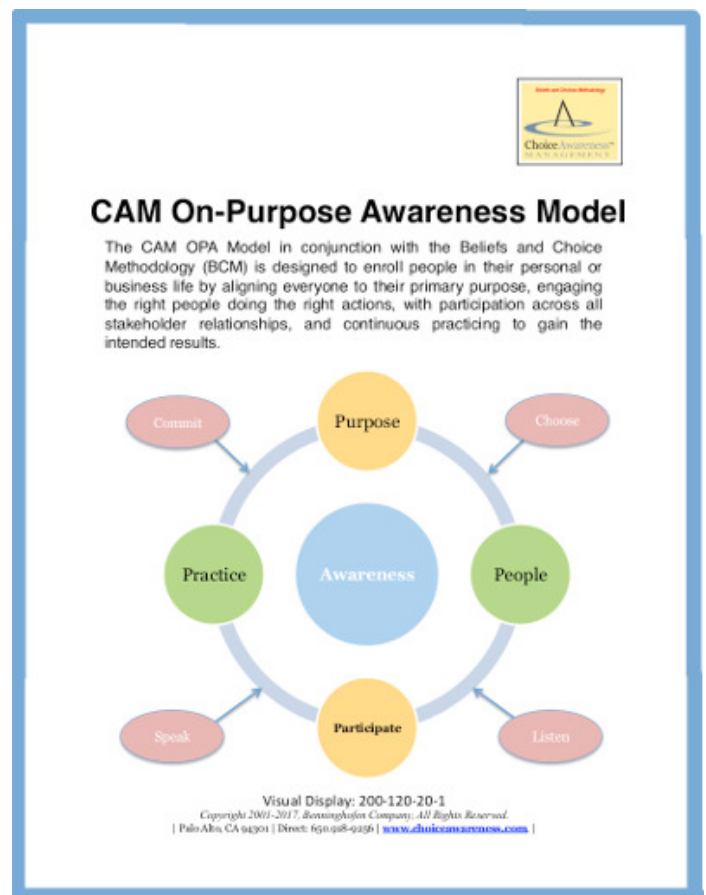
o support your efforts, we have created a sample set of champion beliefs - see our [company culture overview](#) for an introduction of what's possible..

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.

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, e.g. literally thousands of them. They define us and direct all of our thinking, speaking, writing, deciding, acting,





CAM Product - Details

“Putting Visualization into Practice”

etc. Gaining awareness of how your beliefs work for you will allow the opportunity and possibility of you changing them and receiving different results.

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



6. What does Visualization Mean for You?

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

Daily review

Seeing something important to you on a daily basis helps it come present and manifest.

7. Keeping Important *Results* Present

Illustrations, photographs, the written word, drawings, et. al. for us means visual displays of the results we want in our lives. We use them to remind us what we desire, what is healthy, what's possible, all for the express purpose of manifesting them in our lives.

How Does This Work?

Even though I knew this before my wife Janet reminded me some years ago, I saw the value when she posted items on our Vision Board, which arrived one day - I got a birthday celebration over-night at Ventana Inn in Big Sur. She had just won the over-night by putting her business card in the hat at a SF event. She called me and asked if I would look at the Vision Board and tell her if Ventana was on the board - it was - Yippy!!!

It works...

How to Get Started

We provide our own example of an annual discipline called the “10 by 10 Visualization”, where you define what you want your future to contain by:



CAM Product - Details

“Putting Visualization into Practice”

1. Identifying 10 things that you love to do, and
2. Their associated accomplishments.

This table was initially provided by Matthew Ferry from his 2005 book “Creating Sales Velocity: Awaken The Power to Attract Sales Effortlessly”, Spirit Publishing, Fulton, California, Pages 119 to 124.

We set the table up so that you could use it for yourself - cut and paste to suit your needs.

10 by 10 Visualization Table

Item	10 Things I Love	10 Things I have Accomplished
1	I choose to love, honor, respect, and share my life with God each day with connection through meditation and prayer, asking for guidance, forgiveness, and direction in how I live my life.	I have my creative talents reveal, uncover, and expose awareness with deep perception, such that a breakthrough is experienced in others lives and mine.
2	I choose to love, honor, respect, and share my life with my wife; wake up and go to sleep at night beside her each day – I choose to be in love with her and share the important things of our lives with each other.	I have story telling talents, skills and knowledge, which I use to help people appreciate and understand what may be possible for them.



CAM Product - Details

“Putting Visualization into Practice”

3	I love the flexibility that my daily life allows for me; I can choose the day that I want for myself, at any moment of the day and have it occur with positive results.	I have caused a breakthrough in revenue generation for myself and am doing it through being fully self-expressed.
4	I love to see a changes in people such that they experience awareness and understanding that they had not perceived before.	I have my business grow exponentially and experience growth in myself by way of the number of products I have sold, along with clients and people that engage with me. We have expanded our businesses to 4 separate divisions within next 12 months by Month, yyyy.
5	I love to ask questions, use my listening talents to understand what is occurring for someone, and have that occurrence reveal something important for them.	I have my talents, experience, and contributions rewarded by receiving financial abundance such that all our current obligations of \$nn,nnn and my dreams of \$nnn,nnn for this year of 20yy and \$nnn,nnn for next year of yyyy become reality.
6	I love to be outdoors to exercise, experience fresh air, and sun by walking, riding bicycles, or driving my car.	I have lost nn pounds by the Christmas yyyy and continue to approach my natural body weight restoring my health and wellness with exercise, sleep, meditation, and healthy eating. I am adding years to my life.



CAM Product - Details

“Putting Visualization into Practice”

7	I love to read for learning, the experience of understanding and expanding my thought processes.	I have expanded my networking groups through my daily conversations and discussions to broaden the referrals and connections with other business and professional people.
8	I love to experience and watch contentment and happiness happen in people and life. I like to hear and read stories about it.	I have engaged in transformation education such that I complete the course I wish by June 30, yyyy.
9	I love that I have growing confidence in myself, in my knowledge & skills and that I am willing to take risks, regardless of the perceived difficulty ahead of me.	I have engaged in education activities that will cause a breakthrough in my level of understanding and consciousness.
10	I love that I do not know how my future will turn out and that I must live each day to the fullest to experience all of life's possibilities.	I am continuing my flight training checking off the required certifications and such that I am flying at least once per week beginning in August yyyy.

Post it where it is highly visible – your bathroom mirror, your office tack board, anywhere that allows you to see it daily.

Use this to your Great Advantage

When you use this daily, one gets the best results because it remains present for you. Read it as often as necessary, especially when placed in a prominent place where you can see it easily.



8. Take Notes for Your Ideas and Questions

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

Please 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.

My Insights:

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

1. _____
2. _____
3. _____
4. _____

My Questions:

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

1. _____
2. _____
3. _____
4. _____

My New Ideas:

As a result of practicing my visualizations, these other IDEAS have come up for me:



CAM Product - Details

“Putting Visualization into Practice”

1. _____
2. _____
3. _____
4. _____

My Commitments:

These are the COMMITMENTS that you are willing to make to have success in attaining the 10 by 10:

1. Promise: _____
2. Promise: _____
3. Promise: _____
4. Promise: _____
5. Promise: _____
6. Promise: _____
7. Promise: _____
8. Promise: _____

