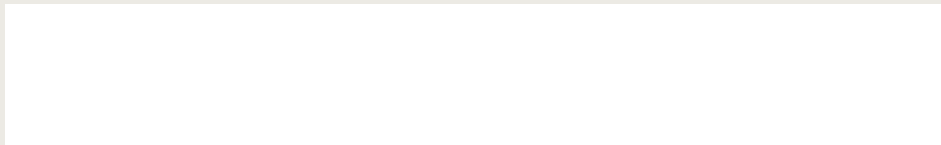




# COACHING

PLAYBOOK



# CultureShoc™

## INTO **THE** STORM MENTALITY

When a storm comes, cows run away but the storm follows them and prolongs their pain. Buffalo do the opposite. They charge into the storm, and in doing so, get to blue skies faster.

In our experience, those who avoid their challenges never really break through to new level of performance & results, while those who charge into the proverbial storm become more successful faster.



# PROGRAM INTRO

Welcome to the CultureShoc's Into The Storm coaching program! This workbook is designed to guide leaders through the coaching process using the GROW Model, tailored to cultivate an ITS Mentality. With this unique approach, we empower individuals to charge into their storms, just like a buffalo charges through adversity, rather than avoiding challenges and prolonging their pain. Combining the GROW Model with the ITS Mentality will give you the mindset needed to overcome obstacles, embrace change, and achieve remarkable growth and success.

## **Setting the Foundation**

We will establish a solid foundation for the coaching process, emphasizing the ITS Mentality as a driving force. We will outline the key principles and expectations to ensure a transformative coaching experience. The self-assessments & Vision/Value/Herd activities will fuel the creation of BISON goals (Bold, Inspiring, Stretching, Overcoming, and Non-negotiable).

## **All Future Sessions**

### 1. Objectives Without Limits

Focus on setting bold and courageous goals that align with the ITS Mentality then breaking them down into actionable steps that encourage facing your storms head-on. By embracing this mindset, you will be inspired to pursue ambitious objectives that push boundaries and ignite personal growth.

### 2. Reality Check

Explore your current reality through the lens of the ITS Mentality. Your coach will challenge you to look at things objectively to amplify strengths and develop in areas of weakness. We'll check in on progress and you can count on some positive accountability for your follow-through.\

### 3. Solutions/Options

Through a curiosity-led approach, your coach will help you identify and own an immediate path forward by prioritizing and selecting the most promising strategies for charging through your storms

### 4. Take Bold Action

Develop a concrete step-by-step action plan with specific tasks, deadlines, and milestones that encourage courageous actions you're committed to taking.

This workbook will serve as a starting point, establishing a baseline before further tailoring sessions to either incorporate tools from the ITS Leaders program or taking a more rhythmic curiosity-led approach.

# OVERVIEW

1

## OUR COACHING IS

- Primarily focused on the present and future.
- A process of discovery.
- Meant to help you develop skills/processes and pursue growth.
- Meant to serve you, not necessarily to please you.

2

## OUR COACHING IS NOT

- For those wishing to stay in the past.
- For people who do not want it or are not open to it.
- Telling you what you should do.

3

## OUR EXPECTATIONS

1. Twice a month minimum commitment.
2. Show up vulnerable and willing to work on yourself.
3. You challenge yourself to explore without limitations.
4. You make commitments.
5. You follow through on your commitments.

The logo for CultureShoc, with 'Culture' in black and 'Shoc' in orange, followed by a trademark symbol. The background features a wall with graffiti, including a city skyline silhouette, a large 'C' with an orange outline, and the words 'RELENTLESS GROWTH', 'HOO', 'OWN ACCESS', and 'UNCOMMON'. There are also electrical outlets and a small black pig figurine on the wall.

CultureShoc™

## OUR PROMISE

We're anti-consultants and we believe that nobody should ever pay for something they're not getting value from. Because of this, we offer a Results or Nothing Promise on every service we conduct. We recommend that you work with a coach for at least 90-days to realize full value, but if at any time your needs of those of your business change, don't move forward.

No Contracts.  
Monthly Pricing Model.  
No BS.

# YOUR NEXT GEAR

The first step in our coaching is to determine what “next gear” means to you. If you’re looking to clarify your objectives for coaching, here’s a list to help get you started. When asked about their “next gear,” below are many of the responses from our previous and current coaching clients. This is not a complete list, so use it as a launching point by circling the 3-5 areas that need focus.

## Leadership

- Earn the respect of my time
- Level up leadership skills
- Comfortable with difficult conversations
- People issues = no issues
- Delegate effectively

## Career path

- Earn the promotion
- Decide on career move
- Earn a job offer
- Achieve flexible schedule
- Set a clear vision for path forward

## Productivity

- Develop a new habit
- Maintain good habits
- Appreciate each day
- Set goals (short & long-term) & execute
- Achieve consistency

## Time management

- In control of schedule
- Reduce burnout & stress
- Effective email management
- Proactive/intentional time blocking
- Fully disconnect on stress-free vacation
- Time to be more involved with kids

## Personal life

- Great family life
- Physical fitness
- Overall wellness
- Healthy eating
- Set Personal/Family values

## Financial

- Savings amount
- Get the house in order
- Plan in place for building wealth
- Alignment with spouse family

# BASELINE RATINGS

## 1-10 RATING

NOW

LATER

- |          |  |                          |                          |
|----------|--|--------------------------|--------------------------|
| <b>1</b> | ITS Mentality - How often you address difficult or uncomfortable situations head on.   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>2</b> | Trust - How effectively you build & nurture high-trust relationships with the people who matter most to you.   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>3</b> | Communication - Are you open, honest, clear, and concise? Do you clarify expectations and make room for others? Do you listen to understand or to respond?                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>4</b> | Accountability - Have you created a culture of accountability around you? Do you seek out criticism, see giving it as gift, and see your people holding one another accountable in your absence? | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>5</b> | Delegation - Are you investing your time where it matters most, doing the things that bring you energy and empowering others to stretch?   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>6</b> | Intentional Life Design - How effectively you're leading your own life the way you want. Planning, setting milestones, living your values, healthy habits and discipline.                        | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>7</b> | Leadership Legacy - Are you someone's peak leadership experience? How substantial is the positive influence you've made on the lives of those you lead?  | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>8</b> | Personal & Professional Satisfaction - How you feel about the progress you've made thus far and the results you're getting,.   | <input type="checkbox"/> | <input type="checkbox"/> |

# REFLECT PLAN

▶ To be totally satisfied with progress (both personal & professional) a year from now, what must be true? Visualize it in detail, describe it, be bold.

▶ What stands in your way of achieving this?

▶ What about yourself has the highest risk of preventing that progress, that if strengthened would dramatically increase likelihood of success?

▶ How can you take complete ownership of this?

▶ Do you want accountability from others on this? If so, from who?



# REFLECT ➡ PLAN

Who should you be more transparent with regarding intentions for growth?

Which two to three relationships would benefit most from some intentional efforts around strengthening trust?

In which situations/relationships do you need to set better expectations moving forward?  
How exactly can you do that?

Consider where you invested your Time, Energy, and Attention (TEA) in 2023 and where you got the most Energy Return on Energy Investment (ERoEI).

Where must you invest less T.E.A. moving forward?

What areas deserve more of your T.E.A.?

# REFLECT ➡ PLAN

From who and how can you get feedback, giving stated permission for and directly requesting candor?

Consider these different components of Emotional Intelligence:  
Self-Awareness, Social Awareness, Empathy, Motivation, or Self-Regulation.

In which are you strongest?

How about your weakest?

What will you do in the year ahead to improve this area?

# PERSONAL CORE VALUES

Determining your personal core values is an important step in understanding who you are, what you stand for, and what truly matters to you in life. Core values are deeply held beliefs and principles that guide your thoughts, actions, and decisions. They serve as a compass to help you navigate life's choices and align your behavior with your authentic self. Here are some steps to help you determine your personal core values:

- ▶ Reflect on your experiences: Look back at significant moments and experiences in your life, both positive and negative. Consider the values that were present or violated during those times. For example, if you felt a strong sense of fairness during a particular situation, fairness could be one of your core values.
- ▶ Identify what brings you fulfillment: Think about activities, relationships, or causes that bring you a sense of joy, fulfillment, or purpose. What aspects of those experiences resonate with you the most? It could be creativity, compassion, growth, or something else entirely.
- ▶ Consider your role models: Think about people you admire and respect. What qualities or values do they possess that you find inspiring? These role models can provide insights into the values you hold in high regard.
- ▶ Explore your passions: Consider your interests and passions. What subjects, hobbies, or activities ignite your enthusiasm? Pay attention to the underlying values associated with these passions. For instance, if you're passionate about environmental sustainability, you may value responsibility and preservation.
- ▶ Analyze your non-negotiables: Think about the principles you would never compromise on, even in challenging situations. These non-negotiables can indicate values that are deeply important to you. Examples could include honesty, integrity, or equality.
- ▶ Prioritize and refine: Once you've brainstormed a list of potential core values, prioritize them by identifying the ones that resonate with you the most. Narrow down your list to a manageable number, ideally around 3 to 5 core values.
- ▶ Define your values: For each core value, take the time to define what it means to you personally.

Write down a brief description or statement that captures the essence of each value. This will provide you with a clear understanding of your values and how they relate to your life. Remember that personal core values can evolve and change over time as you grow and gain new experiences. It's important to periodically reassess and reflect on your values to ensure they still align with who you are and what you want to achieve in life.

# PERSONAL CORE VALUES

VALUE

DEFINED

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4

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# TARGET SETTING

What must be true for you to feel completely satisfied with your progress?

**10 Years From Now**

**Date:**

Describe what it looks like

**5 Years From Now**

**Date:**

Describe what it looks like

**1 Year From Now**

**Date:**

Describe what it looks like

**90 Days From Now**

**Date:**

Describe what it looks like

# PERSONAL S.W.O.T. ANALYSIS

**What must be true for you to feel completely satisfied with your progress?**

List your personal strengths, skills, attributes, or resources that give you an advantage over others. Consider your positive qualities and what sets you apart.

STRENGTHS

Be honest and identify areas where you may lack skills, experience, or resources. Look for areas that you can improve upon or where you face challenges.

WEAKNESSES

Identify external factors or opportunities in your environment that you can leverage to your advantage. These could be emerging trends, new technologies, networking possibilities, or career prospects.

OPPORTUNITIES

Consider external factors or potential threats that could hinder your progress or present challenges. Ex: competition, economic conditions, personal limitations, or changing industry trends.

THREATS

# YOUR HERD: AN INTENTIONAL NETWORK OF INFLUENCE

By intentionally nurturing relationships within a healthy network, you can create a community that supports your personal and professional growth while fostering meaningful connections with like-minded individuals.

1. Shared Values and Goals:
2. Diversity and Complementary Skills
3. Reciprocity and Mutual Support
4. Regular Communication and Engagement
5. Collaboration and Knowledge Sharing
6. Accountability and Goal Setting
7. Continuous Learning and Personal Development
8. Supportive Environment

E.L.F.

VS.

H.A.L.F

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9	
10	

If you're completely honest with yourself, are there some people in your Herd currently who are more likely to detract from rather than enable you to achieve the life you want? Are those relationships generally **Hard, Annoying, Lame, or Frustrating**?

Are there people you've already identified who you'd like to include in your Herd but are not yet in it? Are those relationships **Easy, Lucrative, and Fun**?

What can you do to grow and nurture your E.L.F. relationships?

# GAP ANALYSIS

Now that you've clearly identified your goals and the behaviors needed to reach them, let's explore what additional training, certifications, education, etc. you'll need to best prepare yourself for success.

▶ Whether part of your target-setting or not, which role most closely aligns with your 10yr target?

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▶ Do you know anyone in this role currently whom you could seek mentorship from? If not, where can you find that person?

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▶ Which of the things found in your personal S.W.O.T. analysis are the biggest obstacles between you and this role?

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▶ Which technical skills will be most important for you to develop[ in order to best prepare yourself for this role?

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▶ Where can you gain these technical skills in a way that is conducive to your learning style & capacity?

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▶ What else is standing in your way?

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# FORMING HABITS

Which current habits stand in the way of reaching my goals?

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Which new habits are most important to form first?

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## HABIT FORMING TIPS

1. Differentiate between Goals & Habits
2. Start with small changes
3. Update your environment
4. Tie new habits to other activities
5. Some practice is better than no practice
6. Tell someone you're starting a new habit
7. Track your habit
8. Celebrate the wins

## 01 What's Your Current Unhealthy Habit (Awareness)

**Your Cue / Trigger**  
Just when the habit started, **STOP AND ASK YOURSELF:** What exactly triggered the habit?

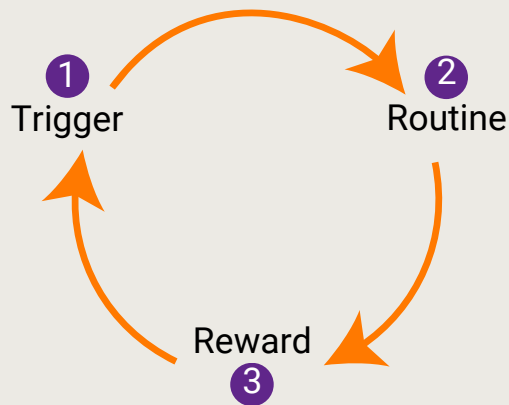
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**Your Routine / Behavior**  
Write down the specific routine, process, behaviour you want to change?

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**Your Reward:** What cravings, emotions or values does this habit fulfill? What do you get out of it?

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## 02 Create Your New Micro-Habit (Statement)

Consciously improve your trigger, routine or reward and form a new empowering and healthy micro-habit statement.

**When** \_\_\_\_\_ (trigger),

**I am** \_\_\_\_\_ (routine),

**Because** \_\_\_\_\_ (reward).

**03****Practice Your New Micro-Habit (Repetition)**

Put above new micro-habit into action. Establish a new unconscious behavior.

Mark below calendar every time you complete one repetition.

<b>1</b> ✓	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

<b>1</b> ✓	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
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16	17	18	19	20	21	22	23	24	25	26	27	28	29	30



# WELCOME TO THE HERD

 Monthly Newsletter  
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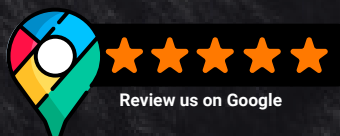
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