

Million Dollar Transformational Business Mindset Coaching's Belief-Shifting Framework

By Sharlot Eisentraut

Your business is more than a company.

It is a reflection of how you think, what you believe, what you value, and how you lead.

Many business owners focus on the visible challenges—strategy, systems, finances, employees, and growth—while overlooking the invisible influences shaping their decisions and results.

The Transformational Business Mindset Coaching™ Belief-Shifting Framework helps you explore those deeper influences: the beliefs, values, and patterns that impact how you lead and build your business.

As you read, approach this framework with curiosity. The goal is not to find what is wrong with you or your business, but to develop greater awareness of what may be influencing your decisions beneath the surface.

Your business is the visible expression of an invisible system.

Transformation begins when we become willing to understand what we cannot see.

Introduction

- ❖ What realization might permanently change how business owners might see their business?
 - Your business is more than a company.
 - It's a reflection of how you think, what you believe, what you value, how you lead, the decisions you make, and the relationships you cultivate.
 - Every business eventually reflects the person leading it.
 - When business owners recognize this, they stop asking,
 - *"What's wrong with my business?"*
 - and begin asking,
 - *"What is my business revealing about me as a leader?"*
 - That shift changes everything because it moves attention from treating symptoms to understanding causes.
- ❖ What invisible problem should become visible?
 - Many business owners believe the greatest obstacles to growth exist outside themselves:
 - The economy.
 - Competition.
 - Employees.
 - Marketing.
 - Sales.
 - Time.
 - Money.
 - While these challenges are real, they are often not the deepest constraint.
 - The greatest limitations are frequently invisible.
 - Beliefs we have never questioned.
 - Patterns we no longer notice.

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- Unresolved fears.
 - Conflicting values.
 - Unexamined assumptions.
 - Automatic reactions.
 - These unseen influences quietly shape every decision we make.
 - Until they become visible, they continue directing our business without our awareness.
- ❖ What misconception will this TBMC framework dismantle?
- One of the greatest misconceptions in business is that success is created primarily through strategy.
 - Strategy matters.
 - Knowledge matters.
 - Experience matters.
 - But none of them operate independently of the person implementing them.
 - Two business owners in the same industry can receive identical advice and produce entirely different results because they interpret, apply, and respond to that advice differently.
 - Transformational Business Mindset Coaching begins with the person because sustainable business growth begins there.
 - Business strategy only often changes businesses temporarily.
 - Personal transformation often transforms businesses permanently.
 - And transformed business owners lead businesses differently; with wisdom and strategy.
- ❖ What invisible pattern(s) should the reader begin noticing in their everyday life and business?
- They may begin noticing that similar challenges appear in different forms.
 - The same hesitation before making decisions.

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- The same reactions during conflict.
- The same leadership struggles.
- The same relationship dynamics.
- The same pressure to prove themselves.
- The same patterns of avoiding, controlling, overworking, or seeking approval.
- What once appeared to be unrelated events may actually be expressions of the same underlying pattern.
- Once those patterns become visible, business no longer feels random.
- It becomes understandable.
- ❖ Why is awareness necessary before implementation?
 - Because we cannot intentionally change what we do not yet recognize.
 - Most people immediately search for solutions.
 - Very few stop to understand the problem they are actually solving.
 - Implementation without awareness often produces temporary improvement followed by familiar results.
 - Awareness changes that.
 - It allows us to recognize what has been influencing our decisions long before those decisions become actions.
 - Only then can change become intentional rather than reactive.
- ❖ What truth feels so obvious after reading this that they'll wonder how they ever missed it?
 - That every visible result has invisible influences.
 - Businesses don't simply produce outcomes.
 - People do.
 - And people are influenced by far more than knowledge alone.
 - Our identity.
 - Our beliefs.

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- Our values.
 - Our relationships.
 - Our environment.
 - Our experiences.
 - Our communities.
 - All quietly shape how we think, lead, and act.
 - Once we recognize those influences, many of our past successes and struggles suddenly begin making sense.
- ❖ If they tell someone else about this PDF, what single idea would they repeat?
- "Your business is the visible expression of an invisible system."

Introduction

What is this?

- ❖ What exactly is Transformational Business Mindset Coaching (TBMC)?
- Transformational Business Mindset Coaching is the process of identifying, understanding, and intentionally changing the beliefs, perceptions, values, and internal patterns that influence how we interpret ourselves, other people, and the world around us. Rather than focusing solely on changing behavior or circumstances, it addresses the internal operating systems that produce our thoughts, emotions, decisions, relationships, leadership, and business results.

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- It recognizes that every strategy, conversation, opportunity, and challenge is filtered through the lens of our mindset. Until that lens changes, our results, our actions, our leadership, our business and our community tend to remain as variations in what we've already experienced.
- ❖ How is TBMC different from positive thinking, mindset coaching, business coaching, therapy, psychology, or motivation?
 - Transformational Business Mindset Coaching is not about convincing yourself everything is fine, thinking positively, or simply becoming more motivated.
 - Positive thinking often changes the language we use without examining whether the beliefs underneath are true.
 - Motivation helps people begin, but it rarely explains why they repeatedly might stop.
 - Business coaching often improves external strategy, systems, and execution, but may overlook the internal beliefs influencing every decision.
 - Therapy frequently focuses on understanding past experiences and healing emotional wounds. While healing can be an important part of transformation, understanding the past alone does not automatically change future decision-making.
 - Psychology helps explain human behavior, but explanation alone does not necessarily create transformation.
 - Transformational Mindset integrates these perspectives while asking a different question:
 - **What internal beliefs and patterns are producing the results you continue to experience, and what becomes possible when those patterns are improved, changed or even... transformed?**
- ❖ Why does this TBMC framework exist?

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- Because too many people are trying to solve external problems while unknowingly recreating them from the inside.
 - Businesses change.
 - Strategies change.
 - Markets change.
 - Technology changes.
 - Yet many business owners continue experiencing the same stress, the same frustrations, the same relationship challenges, and the same leadership struggles in different forms.
 - The framework exists because lasting business growth requires understanding the person creating the business, not just the business itself.
- ❖ What problem was TBMC created to solve?
- It was created to solve the gap between knowing what to do and consistently doing it.
 - Many business owners possess more than enough intelligence, experience, and information to succeed.
 - Yet they continue to hesitate, overthink, avoid difficult conversations, chase validation, repeat unhealthy patterns, struggle with boundaries, experience burnout, or unintentionally create obstacles they desperately want to eliminate.
 - The missing piece is rarely information.
 - It is understanding the internal processes producing those outcomes.
- ❖ Why do most people never discover this perspective?
- Because our culture repeatedly teaches us to look outward before looking inward.
 - When business slows, we blame marketing.
 - When employees struggle, we blame people.

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- When relationships become difficult, we blame character or personalities.
- When we feel overwhelmed, we blame time.
- External problems certainly exist.
- However, far fewer people have been taught to ask:
- *"What role does my own internal operating system play in how I perceive, interpret, and respond to these situations, issues or challenges?"*
- That question changes everything.

Why is Transformational Business Mindset important?

- ❖ Why should a business owner care?
 - Because businesses rarely outperform the thinking of the people leading them.
 - Every decision.
 - Every hire.
 - Every conflict.
 - Every opportunity.
 - Every risk.
 - Every innovation.
 - Every relationship with clients.
 - Every culture within a company.
 - Every strategic direction.
 - Each one begins with the person making the decision.
 - When the decision-maker grows, the business gains the potential to grow in entirely new ways.
- ❖ What happens if someone never understands this?

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- One may continue searching for the next strategy, the next book, the next software, the next employee, the next marketing tactic, or the next business opportunity, believing the solution is always somewhere outside themselves.
 - They may experience periods of progress, only to repeatedly encounter similar frustrations wearing different faces.
 - Without recognizing the internal patterns influencing external results, change often becomes temporary rather than transformational.
- ❖ What becomes possible once they do?
- Business becomes more intentional.
 - Leadership becomes more authentic.
 - Motivation becomes easier.
 - Plans become healthier.
 - Decisions become clearer.
 - Relationships become healthier.
 - Conflict becomes less threatening.
 - Growth becomes more sustainable.
 - Instead of constantly reacting to circumstances, business owners begin responding with greater awareness, clarity, and purpose.
 - The business begins reflecting deliberate leadership rather than unconscious patterns.

Evidence

- ❖ What patterns have you, Sharlot Eisentraut, repeatedly observed in business owners?
- I've observed exceptionally intelligent, hardworking, ethical business owners who already know far more than they believe

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they do overreact, self-sabotage and live in fear without knowing why.

- Many don't lack knowledge.
- They lack clarity.
- They become trapped in cycles of overthinking, perfectionism, fear of making the wrong decision, difficulty trusting others, people-pleasing, burnout, unclear priorities, and carrying responsibilities that were never truly theirs.
- The challenge is rarely capability.
- It's the unseen mindset shaping how that capability is expressed.

❖ What convinced you this TBMC framework was necessary?

- Watching capable people repeatedly solve symptoms while the same underlying patterns continue producing new problems.
- The business challenge changes.
- The employee changes.
- The market changes.
- The circumstances change.
- Yet the underlying experience often remains remarkably similar.
- That suggests the source of many recurring problems isn't external—it's the internal framework through which those experiences are interpreted and acted upon.

❖ What personal experiences shaped this understanding?

- My own journey challenged many assumptions I once held about achievement, success, identity, leadership, and personal growth.
- I came to realize that intelligence alone doesn't eliminate limiting beliefs.
- Education alone doesn't guarantee wisdom.
- Hard work alone doesn't create fulfillment.

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- External success cannot consistently compensate for internal misalignment.
- As I began examining not only *what* I believed, but *why* I believed it, I discovered that lasting transformation required far more than acquiring new knowledge. It required intentionally challenging the beliefs, assumptions, and patterns through which I understood myself, others, leadership, business, and ultimately my relationship with God.
- That realization became the foundation of Transformational Business Mindset Coaching.

Common Problems

- ❖ What problem do business owners often think they have?
 - Most business owners believe they're facing external problems.
 - They need more leads.
 - More sales.
 - Better employees.
 - More time.
 - Better systems.
 - Better marketing.
 - More confidence.
 - More motivation.
 - A clearer strategy.
 - While these challenges are certainly real, they often represent symptoms rather than the source of the problem.

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- The tendency is to assume that if the external circumstances improve, everything else will naturally improve alongside them.
- Sometimes they do.
- Often, they don't.
- ❖ What problem do they actually have when things don't improve even if external circumstances seem to improve?
 - The deeper problem is that every business is being led by a human whose beliefs, values, perceptions, emotions, experiences, and thought patterns influence every decision and direction they take.
 - Business owners don't simply respond to reality.
 - They respond to **their interpretation of reality**.
 - That interpretation shapes how they lead, communicate, solve problems, evaluate risk, build relationships, handle conflict, and pursue opportunity.
 - Without examining the internal operating system producing those interpretations, business owners often recreate familiar patterns despite trying to change external circumstances—often, without changing or challenging the internal, the external largely goes back to the same, even when trying to make progress.
- ❖ Why are those different?
 - Because symptoms are visible.
 - The source usually isn't.
 - It's much easier to notice declining revenue than fear influencing decision-making.
 - It's easier to notice employee turnover than unclear leadership.
 - It's easier to notice overwhelm than the beliefs creating unnecessary pressure.
 - Most people naturally focus on what they can see.

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- Transformation begins when we become curious about what we cannot.
- ❖ Why do traditional solutions fail?
 - Traditional solutions often assume that information changes behavior.
 - If that were true, reading another business book would permanently solve procrastination.
 - One leadership seminar would eliminate conflict.
 - One productivity system would prevent burnout.
 - One marketing strategy would create lasting confidence.
 - Knowledge is valuable.
 - Strategy is necessary.
 - Systems matter.
 - But none of them automatically change the beliefs, assumptions, emotional responses, and internal patterns through which those tools are used.
 - Without addressing the source, many solutions become temporary improvements rather than lasting transformation.
- ❖ What symptoms can appear in business?
 - Recurring problems despite repeated effort.
 - Constantly feeling behind.
 - Difficulty making decisions.
 - Overthinking simple choices.
 - Perfectionism delaying progress.
 - Avoiding difficult conversations.
 - Micromanaging instead of leading.
 - Difficulty trusting employees.
 - Inconsistent execution.
 - Burnout despite working harder.
 - Feeling responsible for everything.
 - Chasing every new opportunity while lacking clarity.

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- Building a business that no longer feels aligned with why it was started.
- ❖ What symptoms can appear in relationships?
 - Communication becomes reactive instead of intentional.
 - Feedback feels personal rather than productive.
 - Conflict is avoided or escalated unnecessarily.
 - Boundaries become unclear.
 - Trust becomes difficult to establish.
 - Approval becomes more important than honesty.
 - Leadership shifts toward pleasing rather than serving.
 - Business relationships begin reflecting unresolved internal patterns instead of intentional leadership.
- ❖ What symptoms can appear emotionally?
 - Persistent anxiety without understanding why.
 - Frustration that seems disproportionate to the situation.
 - Fear of making mistakes.
 - Difficulty letting go of control.
 - Feeling responsible for outcomes beyond personal control.
 - Shame after setbacks.
 - Emotional exhaustion.
 - Feeling stuck despite genuine effort.
 - Experiencing the same emotional patterns in different situations.
- ❖ What symptoms can appear spiritually?
 - Feeling disconnected from purpose.
 - Pursuing achievement while feeling increasingly unfulfilled.
 - Confusing personal identity with business performance.
 - Seeking worth through productivity.
 - Operating from fear rather than trust.
 - Feeling internally divided and uncomfortable between what is deeply valued and what is consistently practiced.

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- Losing sight of the larger purpose behind building the business in the first place.
- ❖ What symptoms can appear financially?
 - Money becomes emotionally charged rather than strategically managed.
 - Fear influences financial decisions.
 - Growth opportunities are delayed because uncertainty feels unsafe.
 - Revenue fluctuates alongside emotional decision-making.
 - Investments are avoided or made impulsively.
 - Profit becomes difficult to sustain despite increasing effort.
 - Financial success may increase while peace, clarity, and fulfillment do not.
 - Sometimes more income simply magnifies existing internal patterns instead of resolving them.
- ❖ A foundational principle of Transformational Business Mindset Coaching
 - People naturally solve for what they can see, while transformation begins by understanding what they cannot see.
 - We often see behaviors but not beliefs.
 - We often see actions but not impulses.
 - We often see conflict but not perception.
 - We often see burnout but not internal expectations.
 - We often see strategy but not the mindset applying it.
 - We often see results but not the operating system producing them.

Hopeful Outcome

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- ❖ What outcomes do business owners consciously want?
 - When asked why they started their business, most business owners describe tangible goals.
 - They want to increase revenue.
 - Serve more clients.
 - Build a successful company.
 - Create financial security.
 - Gain more freedom.
 - Hire a great team.
 - Reduce stress.
 - Take vacations without worrying about the business.
 - Leave a legacy.
 - These goals are meaningful, and there is nothing inherently wrong with pursuing them.
 - However, they are rarely the deepest reason people continue striving.
- ❖ What outcomes might business owners be unconsciously seeking?
 - Beneath every external goal is usually a more personal desire.
 - To experience peace instead of constant pressure.
 - To feel confident making difficult decisions.
 - To trust themselves.
 - To create something meaningful.
 - To contribute to others.
 - To feel secure.
 - To feel respected.
 - To belong.
 - To know their life matters.
 - To become the kind of leader they admire.
 - To leave a legacy.

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- Many business owners believe they are pursuing success, when in reality they are pursuing what they hope success will allow them to experience.
- The business becomes the vehicle.
- The deeper desire remains largely unexamined.
- ❖ What needs are business owners often actually trying to satisfy?
 - While every person is unique, many of us are attempting to satisfy remarkably similar needs.
 - The need for safety.
 - The need for significance.
 - The need for connection.
 - The need to be understood.
 - The need to be accepted.
 - The need for purpose.
 - The need for contribution.
 - The need for growth.
 - The need to live in alignment with our values.
 - The challenge is not having these needs. The challenge is where we look to satisfy them.
 - When our identity becomes dependent on business performance, client approval, financial success, or external achievement, those needs become increasingly difficult to satisfy in lasting ways.
- ❖ Why do business owners often keep pursuing the wrong solutions?
 - Because external solutions often promise to resolve internal experiences.
 - We tell ourselves:
 - *"When I reach this revenue goal, I can finally relax."*
 - *"Once I hire the right employee, everything will feel easier."*
 - *"If this business could just become more productive, I'd finally feel successful."*

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- Sometimes those improvements help.
 - But they rarely produce the lasting internal change we expected.
 - Why?
 - Because circumstances can influence how we feel, but they cannot permanently transform the beliefs through which we experience those circumstances.
 - Without examining the internal operating system, we often continue searching for external solutions to internal problems.
 - This isn't because people lack intelligence or effort.
 - It's because we're naturally inclined to look outward before looking inward.
- ❖ What would genuine transformation look like?
- Genuine transformation is not becoming a different person.
 - It is becoming more fully aligned with who you are—who you were created to be.
 - It is leading from conviction rather than fear.
 - Making decisions from wisdom rather than impulse.
 - Building a business that reflects your values instead of compensating for your insecurities.
 - Responding intentionally instead of reacting automatically.
 - Finding your identity in something deeper than performance.
 - Experiencing success without allowing success to define your worth.
 - As your internal operating system changes, your leadership changes.
 - As your leadership changes, your relationships change.
 - As your relationships change, your business changes.
 - The goal is not simply to build a better business.
 - The goal is to become the kind of person capable of building and leading it with clarity, integrity, humility, and purpose.

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- ❖ What makes Transformational Business Mindset Coaching different?
 - Most coaches ask (and so do I on some level):
 - **"What do you want to achieve?"**
 - My framework also asks a much deeper question:
 - **"How can I help you overcome internal and external barriers to what you want to achieve?"**

Identity (and Self-Actualization)

What is it?

- ❖ How do you define identity (and self-actualization)?
 - Identity (and self-actualization) is the realization, acceptance, and expression of who you truly are at your core.
 - It is not something you achieve.
 - It is not something you earn.
 - It is not something another person gives you permission to become.
 - It is the ongoing discovery of the person who has existed beneath every expectation, disappointment, achievement, fear, failure, success, title, and life experience.
 - People may misunderstand you.
 - Life may shape you.
 - Trauma may influence you.
 - Success may tempt you to define yourself by what you accomplish.
 - Failure may tempt you to define yourself by what you lose.

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- Yet beneath all of those experiences remains something remarkably constant.
- Your core identity.
- Transformation is not about becoming someone else.
- It is about removing the distortions that keep you from recognizing and living as the person you truly are.
- ❖ How does it relate to business?
 - Businesses are built by people.
 - People make decisions.
 - Those decisions reflect who they believe they are.
 - A business owner who believes they must constantly prove themselves will lead differently than one who understands their worth isn't determined by performance.
 - A leader who confuses identity with achievement will build a different business than someone whose identity remains stable regardless of external circumstances.
 - Every hiring decision.
 - Every conversation.
 - Every opportunity.
 - Every conflict.
 - Every boundary.
 - Every risk.
 - Every vision.
 - Ultimately reflects the person leading the business.
 - As business owners become more grounded in who they truly are, the businesses they build become increasingly aligned with their values, strengths, and purpose.

Why does it matter?

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- ❖ Why should a business owner care about identity or self-actualization?
 - Because uncertainty about who you are creates uncertainty in how you lead.
 - When identity shifts with every success or failure, leadership becomes inconsistent.
 - Criticism becomes threatening.
 - Approval becomes addictive.
 - Mistakes become personal.
 - Business performance becomes emotionally exhausting because every outcome feels like a verdict on your worth.
 - Knowing who you are doesn't eliminate challenges.
 - It changes how you experience them.
 - The more secure you become internally, the less your circumstances dictate your identity.
- ❖ How does identity improve leadership?
 - Leadership becomes less about protecting an image and more about serving a purpose.
 - Leaders who are grounded in who they are don't need to prove their intelligence in every meeting.
 - They don't need to win every disagreement.
 - They don't need to control every outcome.
 - They become more willing to listen.
 - More willing to learn.
 - More willing to admit mistakes.
 - More willing to make difficult decisions.
 - More willing to uphold healthy boundaries.
 - Because their identity isn't constantly at risk.
 - Instead of asking,
 - *"How does this make me look?"*
 - they begin asking,

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- *"What is the right thing to do?"*
- That shift changes the culture of an entire business.

What does it look like?

- ❖ How would someone recognize they're growing?
 - Growth becomes evident long before revenue increases.
 - You begin responding rather than reacting.
 - You recover more quickly from setbacks.
 - You become less defensive.
 - You feel less compelled to prove yourself.
 - You make decisions with greater clarity.
 - You tolerate uncertainty without losing yourself.
 - You experience criticism without allowing it to define you.
 - Your values become easier to live consistently.
 - Your confidence becomes quieter.
 - Your leadership becomes steadier.
 - Perhaps most importantly, you begin experiencing a growing sense of peace because who you are is no longer being negotiated with every circumstance.
- ❖ What would stagnation look like?
 - Stagnation is not merely the absence of growth.
 - It is repeatedly looking outside yourself for something that can only be discovered within.
 - It looks like constantly changing strategies while remaining the same person.
 - Seeking approval instead of conviction.
 - Pursuing achievement instead of alignment.
 - Allowing circumstances to determine identity.
 - Remaining trapped in familiar emotional patterns despite accumulating more knowledge.

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- Building a business that grows while the person leading it remains increasingly disconnected from themselves.
- Over time, stagnation often becomes exhausting because the external effort required to compensate for internal uncertainty never truly ends.
- True transformation begins when you stop asking,
- *"Who do I need to become?"*
- and start discovering,
- *"Who have I been all along?"*

Connection to God

"Spirituality is an important part of my Transformational Mindset framework. While you may or may not share my beliefs, I invite you to read this section with curiosity and simply consider how your own beliefs influence the way you lead, make decisions, and experience your business." - Sharlot Eisentraut

❖ Why is this included?

- Transformational Business Mindset Coaching isn't simply about improving how we think.
- It's about understanding ourselves more completely.
- For many people, that naturally raises deeper questions.
- Where did I come from?
- Why am I here?
- What is my purpose?
- Who or what ultimately guides my life?
- I believe those questions matter because our answers shape everything else.

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- They influence how we lead, how we respond to adversity, how we define success, how we treat others, and ultimately how we experience life itself.
- For me, the foundation of that exploration begins with God.
- ❖ What role does God play in transformation?
 - Transformation isn't something we accomplish through willpower alone.
 - We can gain knowledge.
 - We can develop skills.
 - We can change habits.
 - Those things matter.
 - But lasting transformation often requires wisdom, humility, courage, patience, discernment, and grace—qualities that are difficult to manufacture by ourselves.
 - I believe God meets us where we are.
 - Not simply to remove every difficulty, but to walk with us through it.
 - Sometimes the greatest lessons come through success.
 - Sometimes they come through disappointment.
 - Sometimes they emerge from mistakes we wish we had never made.
 - Yet even those experiences can become opportunities for growth when we approach them with honesty, humility, and a willingness to learn.
 - Transformation, then, is not simply about changing our circumstances.
 - It's about allowing every circumstance to shape us into wiser, more loving, and more grounded leaders.
- ❖ How does this differ from religion?
 - Religion is often understood as a set of beliefs, traditions, practices, or institutions.

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- For many people, those provide meaningful structure and community.
- For others, they have been sources of confusion or hurt.
- This framework isn't primarily about religious affiliation.
- It's about relationships, between ourselves and others.
- It's about recognizing that wisdom, guidance, purpose, and transformation need not be pursued alone.
- Whether someone expresses that relationship through a particular faith tradition is a personal journey.
- The invitation here is simply to remain open to the possibility that there is a source of wisdom greater than ourselves.
- ❖ Why is this important regardless of someone's current beliefs?
 - Not everyone reading this PDF will share my beliefs.
 - That's okay.
 - The purpose of this section isn't to convince anyone to adopt my worldview.
 - It's to encourage reflection.
 - Every one of us places our trust somewhere.
 - In ourselves.
 - In our experiences.
 - In other people.
 - In achievement.
 - In certainty.
 - In science.
 - In reason.
 - In a higher power.
 - The question isn't whether we trust.
 - The question is what—or whom—we ultimately trust when life becomes uncertain.
 - I believe honestly exploring that question can deepen self-awareness, strengthen leadership, and help us make

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decisions with greater humility and intention, regardless of where someone begins.

- ❖ How should this section invite rather than alienate readers?
 - With humility.
 - Transformation cannot be forced.
 - Neither can faith.
 - Both involve choice.
 - My hope is not that every reader agrees with me immediately.
 - My hope is that they become curious enough to ask deeper questions than they have before.
 - If this section encourages someone to pause, reflect, pray, seek wisdom, or honestly examine what guides their life, then it has served its purpose.
 - I believe genuine transformation begins not with certainty, but with a willingness to seek truth wherever it leads.
 - Everyone is welcome to begin that journey.

- ❖ What makes coaching with Sharlot Eisentraut different.
 - Transformational Mindset is not about asking people to think more like me. It is about inviting them to think more deeply, more honestly, and more intentionally about themselves, their leadership, their purpose, and what ultimately guides their lives and businesses.

Let's begin to dig deeper how Transformational Business Mindset Coaching works...

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Soul / Spirit

❖ How do you define soul?

- I understand the soul as the living expression of spirit within a physical body.
- It is where our spiritual existence and physical experience meet.
- The soul is not merely our thoughts, emotions, or personality, although it influences each of them.
- It is the living connection between who we are spiritually and how we experience life physically.
- Because the soul is expressed through a living body, it is influenced by our nervous system, our physical health, our energy, our rest, our nutrition, and our environment.
- When we care for ourselves physically, we often experience greater clarity, resilience, emotional regulation, and capacity to lead.
- When we neglect ourselves, our ability to think clearly, respond wisely, and lead effectively can become much more difficult.
- The soul reminds us that we are not simply minds walking around inside bodies.
- We are integrated human beings.

❖ How do you define spirit?

- Spirit is the deepest, most enduring aspect of who we are.
- Unlike the body, which changes throughout life, or the emotions, which rise and fall, I believe the spirit remains constant.
- It is the part of us that seeks meaning, purpose, truth, wisdom, and relationship with our Creator (whether that be our parents, guardians or God).

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- It is where conviction often feels deeper than emotion.
- It is where purpose fuels ambition.
- The spirit reminds us that life is about more than survival or achievement.
- It invites us to become people of integrity, humility, courage, and love.

❖ Are they different?

- Yes.
- Although they work together, I understand the soul and spirit as serving different roles.
- The spirit is our deepest essence.
- The soul is how that essence is experienced through a living human life.
- The spirit remains constant.
- The soul experiences the changing realities of life.
- Our energy changes.
- Our emotions change.
- Our physical changes.
- Our stress changes.
- Our sleep changes.
- Our experience changes.
- Yet beneath all of those changing experiences remains something deeper and more enduring.
- Healthy leadership develops when we learn to recognize the difference between temporary experiences and enduring identity.

❖ How do they influence leadership?

- Leadership is never purely intellectual.
- Every decision is influenced by our physical energy, emotional state, values, convictions, and sense of purpose.
- When our soul is depleted, patience becomes more difficult.

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- Discernment becomes clouded.
 - Relationships require more effort.
 - Small frustrations feel larger.
 - When our spirit remains grounded in purpose and truth, however, we are often better able to navigate those difficult seasons without allowing temporary circumstances to define us.
 - Great leadership requires caring for both.
 - A healthy spirit without caring for the soul may lead to exhaustion.
 - A healthy body without nurturing the spirit may lead to achievement without fulfillment.
 - Sustainable leadership requires attention to the whole person.
- ❖ What misunderstandings exist?
- Many people unintentionally separate parts of themselves that were never meant to function independently.
 - Some believe business is purely logical.
 - Others believe emotions should simply be ignored.
 - Some assume spiritual growth has little to do with leadership.
 - Others care deeply for their careers while neglecting their physical and emotional wellbeing.
 - I believe these dimensions constantly influence one another.
 - Our physical condition affects our emotional resilience.
 - Our emotional experiences influence our thinking.
 - Our thinking shapes our decisions.
 - Our decisions shape our relationships.
 - Our relationships influence our businesses.
 - Everything is connected.
 - Recognizing those connections allows us to lead more intentionally.
- ❖ How do they affect decision-making?

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- Every decision is made by a whole person, not merely a thinking brain.
 - Our physical energy influences our patience.
 - Our emotional state influences our perception.
 - Our beliefs influence our interpretation.
 - Our values influence our priorities.
 - Our spirit influences our sense of purpose.
 - When these parts become increasingly aligned, decision-making becomes clearer.
 - Not because difficult decisions disappear, but because we are no longer being pulled in as many competing directions internally.
 - Clarity often emerges when the whole person is working together rather than competing within themselves.
 - The goal is not perfection.
 - The goal is greater awareness of the many influences shaping every decision we make.
- ❖ Here's the Break Down: **human beings are an integrated system.**
- The body influences the nervous system.
 - The nervous system influences emotions.
 - Emotions influence thinking.
 - Thinking influences interpretation.
 - Interpretation influences decisions.
 - Decisions influence actions.
 - Actions influence relationships.
 - Relationships influence business.
 - Throughout it all, you see our spiritual life and our relationship with God as providing orientation and purpose.

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Heart (Ethos / Values)

❖ What is the heart?

- The heart is far more than a muscle.
- It is essential for sustaining life, circulating blood, and supporting every organ in the body. Yet throughout history, people have also recognized the heart as something deeply connected to our emotional and spiritual experience.
- We speak of being wholehearted.
- Having heart.
- Losing heart.
- Following our heart.
- Having our heart broken.
- These are not accidental expressions.
- They reflect the reality that our deepest experiences often feel as though they reach beyond the mind and into the body itself.
- Within my Transformational Mindset framework, I see the heart as the meeting place between the unseen and the seen.
- It receives life.
- It sustains life.
- It reminds us that what happens internally eventually expresses itself externally.
- Our thoughts influence our emotions.
- Our emotions influence our physiology.
- Our physiology influences how we experience the world.
- The heart quietly sits at the center of that remarkable relationship.

❖ What role do values play?

- Values are the principles that direct the heart toward what matters most.

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- They influence what we protect.
 - What we pursue.
 - What we sacrifice.
 - What we tolerate.
 - What we refuse.
 - Long before we consciously make decisions, our values are already shaping them.
 - Whether we recognize it or not, every business operates according to someone's values.
 - Integrity.
 - Excellence.
 - Service.
 - Profit.
 - Recognition.
 - Security.
 - Innovation.
 - Comfort.
 - Control.
 - The question is never whether we have values.
 - The question is whether we are aware of the values already guiding our lives.
- ❖ Where do values come from?
- Values are shaped throughout our lives.
 - Some are inherited from our families.
 - Some develop through culture.
 - Some emerge through hardship.
 - Some are strengthened through experience.
 - Some are challenged through suffering.
 - Some are intentionally chosen.
 - Others are unconsciously adopted.

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- I also believe our relationship with God and the philosophy of our existence continually invites us to examine our values more deeply.
 - Not simply asking,
 - *"What do I want?"*
 - but,
 - *"What is good?"*
 - *"What is true?"*
 - *"What is worthy of how I choose to live?"*
 - As we mature, our values become less about reacting to life and more about intentionally choosing the principles by which we want to lead it.
- ❖ Can someone's business outperform their values?
- A business can grow beyond its systems.
 - It can grow beyond its strategy.
 - It can even grow beyond the experience of its leader.
 - But it cannot sustainably grow beyond the values that shape its decisions.
 - Every leader eventually faces moments where character matters more than competence.
 - Those moments determine the culture, reputation, and long-term health of the business.
 - Pressure doesn't create character.
 - It reveals it.
 - Businesses that endure are built on values that remain consistent long after success arrives and when circumstances become difficult.
- ❖ What happens when actions contradict values?
- Misalignment creates tension.
 - Sometimes we experience it as stress.
 - Sometimes guilt.

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- Sometimes frustration.
 - Sometimes burnout.
 - Sometimes a quiet sense that something simply isn't right.
 - The greater the gap between what we believe and how we live, the more energy it often takes to maintain that inconsistency.
 - Over time, we may begin justifying behaviors we once questioned.
 - Or we may experience increasing internal conflict because our actions are asking us to become someone we were never meant to be.
 - This is one reason self-awareness matters.
 - Not to produce shame.
 - But to create alignment.
 - When our beliefs, values, decisions, and actions begin working together, leadership becomes more consistent.
 - Relationships become more trustworthy.
 - Business becomes more authentic.
 - And we experience something many business owners quietly long for:
 - Integrity.
 - Not merely as honesty.
 - But as wholeness.
 - When who we are internally increasingly matches how we live externally.
- ❖ A foundational principle: Your business will always express what your heart consistently values, whether those values are intentional or unconscious.

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Reptilian Brain

- ❖ Why is this part of the framework?
 - Before we can intentionally change our behavior, we first need to understand where many of our automatic reactions originate.
 - Within the Transformational Mindset framework, I use the term **reptilian brain** to describe our most immediate survival-oriented responses.
 - This is the part of us that often reacts before we've had time to think.
 - Its purpose is not to reason.
 - Its purpose is to survive.
 - When something appears threatening, uncertain, painful, or dangerous, this system works remarkably fast to keep us alive.
 - That response has helped humanity survive for thousands of years.
 - The challenge is that the same protective system doesn't always distinguish between physical danger and perceived emotional, relational, or professional threats.
 - Understanding this part of ourselves helps explain why intelligent people sometimes react in ways that don't reflect their values or intentions.
- ❖ What does it protect?
 - At its core, the reptilian brain protects survival.
 - Safety.
 - Life.
 - Resources.
 - Security.
 - It is constantly asking questions like:

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- *"Am I safe?"*
 - *"Is this dangerous?"*
 - *"Do I need to react?"*
 - *"Will this threaten my future?"*
 - It is not concerned with wisdom.
 - It is not concerned with long-term strategy.
 - It is not concerned with becoming a better leader.
 - Its responsibility is much simpler:
 - Keep you alive long enough for everything else to matter.
 - That makes it incredibly valuable.
- ❖ When is it helpful?
- It becomes invaluable during genuine danger.
 - When immediate action is required.
 - When rapid decisions save lives.
 - When our bodies need to react faster than conscious thought allows.
 - It also helps us recognize patterns that may genuinely signal risk.
 - Many people owe their safety to this remarkable protective system.
 - The goal is never to eliminate it.
 - Without it, we would be far more vulnerable.
 - Instead, the goal is to recognize when it is appropriately protecting us and when it is responding to situations that no longer require the same level of urgency.
- ❖ When does it become harmful?
- Problems arise when yesterday's survival strategies become today's leadership strategies.
 - Past experiences shape how we perceive present situations.
 - Sometimes our nervous system recognizes a familiar tone of voice...

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- A facial expression...
 - A particular environment...
 - A conflict...
 - Or even uncertainty itself...
 - And reacts before we've consciously evaluated what is actually happening.
 - The body may behave as though danger has returned, even when the present situation is different.
 - That doesn't mean the reaction is irrational.
 - It means the protective system is doing exactly what it learned to do.
 - Transformation begins when we become aware of those automatic responses instead of allowing them to lead every decision.
- ❖ What behaviors originate here?
- Although every person is different, this survival system commonly contributes to behaviors such as:
 - Immediate defensiveness.
 - Impulsive reactions.
 - Emotional outbursts.
 - Avoidance.
 - Freezing under pressure.
 - Seeking control.
 - Protecting territory.
 - Resisting uncertainty.
 - Difficulty trusting others.
 - Hypervigilance.
 - Feeling constantly "on guard."
 - Overreacting before fully understanding the situation.
 - These reactions happen quickly because survival favors speed over careful analysis.

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- Awareness creates the opportunity to respond differently.
- ❖ What misconceptions should be corrected?
 - One of the biggest misunderstandings is believing that these automatic reactions mean something is "wrong" with us.
 - In reality, they often demonstrate that our protective systems are working exactly as they were designed.
 - The question isn't whether we have survival instincts.
 - Every human does.
 - The question is whether those instincts are appropriate for the present moment.
 - Another misconception is believing that intelligence alone overrides automatic reactions.
 - It doesn't.
 - Highly intelligent people can still react from fear.
 - Highly experienced leaders can still become defensive.
 - Highly successful business owners can still operate from survival.
 - Transformation isn't about eliminating our protective instincts.
 - It's about recognizing when they are leading us—and learning how to engage the rest of ourselves before we decide what comes next.

Mammalian Brain

- ❖ What role does belonging play?
 - Human beings were never designed to live entirely alone.
 - We naturally seek connection.
 - Acceptance.

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- Community.
- Contribution.
- Purpose within something greater than ourselves.
- Within the Transformational Mindset framework, I use the term **mammalian brain** to describe the part of us that is deeply aware of relationships, belonging, status, recognition, and social connection.
- While the reptilian brain asks,
- *"Am I safe?"*
- the mammalian brain asks,
- *"Do I belong?"*
- *"Am I accepted?"*
- *"Do I matter?"*
- Those are deeply human questions.
- The desire to belong is not a weakness.
- It is part of how we were created.
- Healthy belonging gives us courage.
- Support.
- Perspective.
- Encouragement.
- The challenge begins when belonging becomes more important than truth.
- ❖ How does approval-seeking influence business?
 - Approval can quietly become one of the strongest invisible forces influencing a business owner.
 - Without realizing it, we may begin making decisions that protect our image instead of serving our purpose.
 - Hiring people because they'll like us.
 - Avoiding difficult conversations because we don't want to disappoint someone.

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- Buying things to appear successful rather than because they create value.
- Comparing our progress to someone else's timeline.
- Working longer hours to prove our worth.
- Building a business that impresses others instead of one that genuinely reflects who we are.
- Approval is not inherently wrong.
- The danger comes when it becomes the primary reason we make decisions.
- When that happens, our business gradually becomes shaped by other people's expectations instead of our own convictions.
- ❖ How does fear of rejection affect leadership?
 - Leadership requires making decisions that not everyone will agree with.
 - Sometimes you'll disappoint employees.
 - Clients.
 - Family members.
 - Friends.
 - Even yourself.
 - If rejection feels unbearable, leadership becomes incredibly difficult.
 - Every disagreement feels personal.
 - Every criticism feels like evidence that you've failed.
 - Every conflict becomes something to avoid.
 - Over time, leaders may begin protecting relationships at the expense of honesty.
 - Or protecting image at the expense of integrity.
 - Ironically, the more desperately we seek universal approval, the more difficult authentic leadership often becomes.
 - Strong leadership doesn't eliminate the desire to belong.
 - It simply refuses to sacrifice truth in order to obtain it.

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❖ When is this system useful?

- The mammalian brain gives us many of our greatest strengths.
- Love.
- Compassion.
- Empathy.
- Friendship.
- Loyalty.
- Generosity.
- Cooperation.
- Mentorship.
- Family.
- Community.
- Celebration.
- Shared purpose.
- It motivates us to care for one another.
- To encourage others.
- To build organizations where people flourish.
- To contribute for reasons beyond ourselves.
- Many of the most meaningful experiences in life and business exist because we were created to live in relationship to one another.
- This system reminds us that success was never intended to be experienced alone.

❖ When does it limit growth?

- Like every part of us, this system becomes limiting when it begins making decisions it was never designed to make:
- Growth can slow significantly when we constantly compare ourselves to others.
- When success becomes a competition instead of a calling.
- When we pursue status rather than service.
- When recognition becomes more valuable than contribution.

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- When we fear looking foolish more than remaining stagnant.
- When pride prevents us from asking for help.
- When shame convinces us to hide.
- When ego whispers that we must always appear successful.
- Or that we're never successful enough.
- Many business owners don't realize they are chasing significance rather than pursuing purpose.
- No amount of achievement can permanently satisfy a need that was never meant to be fulfilled through achievement alone.
- True growth begins when our desire to belong no longer depends entirely upon performance, status, or comparison.
- Instead, true fulfillment comes when we become free to contribute, lead, and serve from a place of genuine security and purpose.

Logical Brain

❖ What makes humans unique?

- Every living creature possesses remarkable abilities.
- Some possess extraordinary strength.
- Others have incredible speed.
- Some navigate by instinct alone.
- Others survive in environments humans never could.
- Yet human beings possess something extraordinary.
- We can think beyond the present moment.
- We can imagine the future.
- Reflect on the past.

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- Recognize patterns.
 - Question assumptions.
 - Solve problems.
 - Create tools.
 - Build civilizations.
 - Develop science.
 - Compose music.
 - Invent technology.
 - Ask philosophical questions.
 - Seek truth.
 - Wonder about purpose.
 - We are not limited to reacting to the world around us.
 - We possess the remarkable ability to intentionally understand it.
 - Within the Transformational Mindset framework, I refer to this as the **Logical Brain**—the part of us that asks not merely, *"What is happening?"* but *"Why is it happening?"* and *"What should I do about it?"*
- ❖ What abilities does this part provide?
- The Logical Brain gives us the capacity to reason.
 - To analyze.
 - To evaluate evidence.
 - To recognize cause and effect.
 - To learn from experience.
 - To solve complex problems.
 - To innovate.
 - To create systems.
 - To improve processes.
 - To distinguish between short-term gratification and long-term benefit.

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- It allows us to ask questions that instinct alone might not be able to answer:
 - *"Is this true?"*
 - *"What assumptions am I making?"*
 - *"What are the consequences of this decision?"*
 - *"Is there a better solution?"*
 - It is the part of us that designs bridges, discovers medicines, writes books, develops businesses, and continually asks how the world might be improved.
 - It transforms curiosity into understanding and understanding into action.
- ❖ Why don't people use it consistently?
- Because thinking requires something that our survival systems often don't provide:
 - Time.
 - When we perceive immediate danger, the goal isn't careful reasoning.
 - The goal is protection.
 - When we fear rejection, embarrassment, or failure, our desire for acceptance can become louder than our desire for truth.
 - Under pressure, many of us begin reacting from fear before we've had the opportunity to think clearly.
 - This doesn't mean we've become irrational.
 - It means another part of our human operating system has temporarily taken the lead.
 - The Logical Brain works best when we create enough space to ask questions before reaching conclusions.
 - Awareness creates that space.
- ❖ How does it interact with emotion?
- The Logical Brain and our emotions are not enemies.
 - They are partners.

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- Emotions provide information.
 - Logic provides interpretation.
 - Emotions alert us that something matters.
 - Logic helps us determine what that "something" actually is.
 - Fear may warn us of potential danger.
 - Logic asks whether the danger is real, imagined, or no longer present.
 - Excitement may motivate us toward opportunity.
 - Wisdom asks whether the opportunity aligns with our values and purpose.
 - Neither emotion nor logic alone produces consistently wise decisions.
 - Together, they allow us to respond with both compassion and discernment.
 - Great leaders don't suppress emotion.
 - They learn to understand it without allowing it to become the sole decision-maker.
- ❖ What happens when it isn't leading?
- When the Logical Brain no longer has an opportunity to lead, our decisions often become increasingly reactive.
 - We may confuse assumptions with facts.
 - We may mistake feelings for evidence.
 - We may allow fear to determine strategy.
 - We may pursue approval instead of purpose.
 - We may avoid necessary conversations simply because they feel uncomfortable.
 - We may continue repeating familiar patterns without ever asking why.
 - Without thoughtful reflection, yesterday's experiences can quietly become today's decisions.
 - Growth slows when learning slows.

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- Transformation slows when curiosity disappears.
- The Logical Brain reminds us that we always have another option.
- We can pause.
- Observe.
- Question.
- Reflect.
- Learn.
- And then choose our response intentionally.
- That pause is where wisdom begins.

Point Before Action (Impulse)

This may be one of the most important sections.

- ❖ What actually happens between thought and behavior?
 - Every action begins long before the action itself.
 - Within a fraction of a second, countless influences come together.
 - Our identity.
 - Our values.
 - Our beliefs.
 - Our past experiences.
 - Our fears.
 - Our hopes.
 - Our physical energy.
 - Our emotions.
 - Our relationships.
 - Our understanding.

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- Our relationship with God.
 - Even our current environment.
 - All of these quietly converge in what I call **The Point Before Action**.
 - This is the moment where possibility becomes choice.
 - Where reaction can become intention.
 - Where instinct can become discernment.
 - Where awareness has an opportunity to shape what happens next.
 - Although the moment itself may be brief, it represents one of the most powerful opportunities we have as human beings.
 - Because every word we speak...
 - Every decision we make...
 - Every opportunity we pursue...
 - Every relationship we strengthen or damage...
 - Every business we build...
 - Passes through this moment first.
- ❖ Why is the moment before action so significant?
- Because this is the place where genuine choice exists.
 - Once the action has happened, it belongs to the past.
 - Before the thought arises, we may not yet be aware of it.
 - But here...
 - In this brief moment...
 - We have an opportunity.
 - To pause.
 - To observe.
 - To ask questions.
 - To seek wisdom.
 - To remember our values.
 - To consider our purpose.
 - To pray.

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- To choose.
- The quality of our lives is rarely determined by a single dramatic decision.
- It is shaped by thousands of these seemingly insignificant moments.
- Each one becomes part of our character.
- Each one influences the next.
- Small choices become repeated behaviors.
- Repeated behaviors become habits.
- Habits shape character.
- Character influences identity—not because our worth changes, but because our consistent actions increasingly reveal who we are becoming.
- ❖ Why do most people never notice it?
 - Because life moves quickly.
 - Business moves quickly.
 - Conversations move quickly.
 - Stress moves quickly.
 - Our survival systems were designed to react quickly.
 - Very few of us were ever taught to notice what happens immediately before we respond.
 - Instead, we often become aware only after the words have been spoken.
 - After the email has been sent.
 - After the decision has been made.
 - After the relationship has been damaged.
 - After the opportunity has passed.
 - The Point Before Action is easy to overlook precisely because it seems so ordinary.
 - Yet it exists in every conversation.
 - Every meeting.

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- Every purchase.
 - Every conflict.
 - Every prayer.
 - Every decision.
 - The moment is always there.
 - Our awareness often is not.
- ❖ What determines what happens during this moment?
- Everything we've explored so far.
 - Our identity influences what we feel is possible.
 - Our values influence what we feel is right.
 - Our heart influences what matters to us.
 - Our soul influences our energy and capacity.
 - Our emotions supply us with information.
 - Our survival instincts alert us to potential danger.
 - Our desire for belonging influences what we fear losing.
 - Our Thinking Brain evaluates what is true.
 - Our relationship with God invites wisdom beyond ourselves.
 - Even our physical limitations and abilities become part of this discernment.
 - Not every action is possible for every person.
 - Not every outcome is within our control.
 - Wisdom includes recognizing all of that and more.
 - This moment isn't about controlling everything.
 - It's about faithfully choosing what is ours to influence while humbly releasing what is not.
- ❖ How does awareness change this process?
- Awareness creates freedom.
 - Without awareness, patterns repeat themselves automatically.
 - With awareness, possibility expands.
 - Instead of reacting...
 - We can pause and reflect.

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- Instead of assuming...
 - We can become curious.
 - Instead of defending ourselves...
 - We can listen.
 - Instead of seeking immediate relief...
 - We can pursue lasting wisdom.
 - Sometimes awareness leads us to speak.
 - Sometimes it leads us to remain silent.
 - Sometimes it encourages action.
 - Sometimes patience.
 - Sometimes courage.
 - Sometimes surrender.
 - Awareness doesn't eliminate difficulty.
 - It simply allows us to participate more intentionally in the life we are creating, one moment at a time.
- ❖ Why is lasting transformation impossible without recognizing the importance of the moment right before before action?
- Because transformation is not built through information.
 - It is built through choices.
 - Knowledge cannot transform a life if it never reaches behavior.
 - Insight cannot transform a business if it never influences leadership.
 - Hope cannot transform relationships if it never changes how we respond to one another.
 - Every lasting change eventually passes through The Point Before Action.
 - This is where beliefs become behavior.
 - Where values become visible.
 - Where purpose becomes practical.
 - Where wisdom becomes leadership.
 - Where faith becomes action.

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- If we remain unaware of this moment, we will often continue repeating yesterday's patterns while hoping for different results.
 - But once we begin recognizing it, something remarkable happens.
 - We discover that transformation isn't found in one extraordinary decision.
 - It is found in thousands of ordinary moments, lived with increasing awareness, intention, humility, and courage.
 - Every present moment becomes an invitation.
 - An opportunity to choose differently.
 - To love more deeply.
 - To lead more wisely.
 - To act more consistently with who we truly are.
 - And perhaps most importantly, to remember that this present moment is not merely something to get through.
 - It is the only place where life is actually lived.
- ❖ A foundational principle: Your future is not created by your intentions. It is created by how you repeatedly inhabit the present moment before you act.

Our Actions

- ❖ Where do actions actually come from?
- Every action begins long before anyone sees it.
 - Our words and behaviors don't simply appear.
 - They emerge from everything we've explored so far.
 - Our identity.

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- Our relationship with God.
- Our spirit.
- Our soul.
- Our heart.
- Our values.
- Our beliefs.
- Our fears.
- Our desire for belonging.
- Our understanding.
- Our awareness.
- And finally...
- The choice we make in the Point Before Action.
- Our actions are simply the visible expression of everything happening beneath the surface.
- They reveal what we value.
- What we fear.
- What we believe.
- What we hope for.
- What we are trying to protect.
- What we are trying to create.
- What we are trying to become.
- Every action carries intention, whether we recognize that intention or not.
- Sometimes we act to serve.
- Sometimes to protect.
- Sometimes to teach.
- Sometimes to love.
- Sometimes to lead.
- Sometimes to establish boundaries.
- Sometimes to avoid pain.

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- Sometimes simply because we've never questioned why we continue doing what we've always done.
- Actions are not merely behaviors.
- They are communication.
- ❖ Why do people repeat behaviors they dislike?
 - Because behavior is rarely the problem.
 - Behavior is usually the symptom.
 - Many people promise themselves,
 - *"I'll never do that again."*
 - Yet they find themselves repeating the same habits...
 - The same arguments...
 - The same fears...
 - The same patterns...
 - The same relationships...
 - The same business decisions.
 - Not because they lack intelligence. Not because they lack discipline.
 - But because the internal system producing those behaviors hasn't yet changed.
 - We cannot consistently behave in ways that fundamentally contradict what we believe.
 - Sooner or later, our actions tend to return to what feels familiar.
 - Transformation begins not by condemning the behavior, but by becoming curious about what is producing it.
- ❖ Why isn't knowledge enough?
 - Because knowing is not the same as becoming.
 - Most business owners already know they should communicate more clearly.
 - Delegate more effectively.
 - Sleep more.

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- Exercise consistently.
 - Set healthier boundaries.
 - Market more intentionally.
 - Have difficult conversations sooner.
 - Yet knowledge alone rarely changes behavior.
 - If information were enough, every book would permanently transform every reader.
 - Knowledge informs.
 - Awareness illuminates.
 - Practice strengthens.
 - But lasting transformation occurs when knowledge becomes integrated into the person we are becoming.
 - Only then do our actions begin changing naturally rather than through constant force.
- ❖ What causes consistent action?
- Consistency isn't produced by motivation.
 - Motivation rises and falls.
 - Consistency grows from alignment.
 - When who you are...
 - What you believe...
 - What you value...
 - What you pursue...
 - And what you do...
 - Begin pointing in the same direction...
 - Action requires less force.
 - You no longer need to convince yourself every morning to become someone else.
 - You simply continue expressing who you are.
 - This is why meaningful work that aligns with you often feels energizing rather than exhausting.
 - Contribution becomes natural.

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- Integrity becomes natural.
 - Leadership becomes fluid.
 - Not because life becomes easier.
 - But because internal conflict becomes smaller.
 - The more aligned we become, the less energy we spend fighting ourselves in the moment.
- ❖ What causes inconsistent action?
- Inconsistency often signals misalignment rather than laziness.
 - Sometimes we pursue goals that don't actually belong to us.
 - Sometimes we seek approval instead of purpose.
 - Sometimes fear speaks louder than conviction.
 - Sometimes our survival instincts overpower our wisdom.
 - Sometimes we haven't yet examined the beliefs quietly directing our choices.
 - Sometimes our body is exhausted.
 - Sometimes our heart is carrying wounds that still deserve compassion and healing.
 - Sometimes our identity has become confused with our performance.
 - When different parts of ourselves pull in different directions, discomfort born from inconsistency is often the natural result.
 - This is why transformation isn't about trying harder.
 - It's about becoming more integrated.
 - As our internal world becomes increasingly aligned, our external actions naturally become more consistent.
 - Not perfectly.
 - But authentically.

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Actions of Others (In Business & Leadership)

- ❖ How can other people's actions influence us?
 - Every day we are influenced by the words, choices, attitudes, and behaviors of other people.
 - A kind word can encourage us.
 - A harsh criticism can discourage us.
 - A betrayal can deeply wound us.
 - An act of generosity can restore hope.
 - The actions of others shape our experiences, our relationships, and sometimes even the direction of our lives.
 - While we cannot always choose what others do, we always have the opportunity to choose how we interpret and respond to it.
 - The actions of others have influence.
 - They do not have to have ownership.
- ❖ How can other people's actions influence how we lead?
 - Every leader carries previous experiences into every new relationship in business, romance and life.
 - Someone who has repeatedly experienced betrayal may find trust difficult.
 - Someone who has consistently been criticized may hesitate to delegate.
 - Someone who has been often manipulated may become overly protective.
 - Someone who has experienced genuine encouragement may become more confident in developing others.

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- Our experiences with people quietly shape our expectations of people.
- Leadership grows when we become aware of those influences instead of assuming every new person will behave like someone from our past.
- Each new relationship deserves to be seen for what it is—not merely through the lens of what has already happened to us.
- ❖ Why might two people respond differently to the same event?
 - Because no two people bring the same internal world into the same experience.
 - Each person has different beliefs.
 - Different memories.
 - Different values.
 - Different fears.
 - Different hopes.
 - Different levels of healing.
 - Different ways of interpreting what they see.
 - One employee may experience constructive feedback as encouragement.
 - Another may experience the same words as rejection.
 - And even that can depend on what's going on in their internal life.
 - One business owner can see uncertainty as opportunity.
 - Another can see the same uncertainty as danger.
 - The event may be identical.
 - The meaning assigned to it is often very different.
 - Understanding this creates compassion.
 - It also can create wisdom.
- ❖ What determines our perception?
 - Perception can be shaped by far more than what happens around us.

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- It is heavily influenced by our identity.
 - Our beliefs.
 - Our values.
 - Our past experiences.
 - Our emotional state.
 - Our physical wellbeing.
 - Our expectations.
 - Our relationship with God.
 - And our willingness to seek truth rather than simply react.
 - We rarely respond to events exactly as they are.
 - We respond to what those events mean to us.
 - Transformation begins when we become curious about the meaning we've assigned to an experience before assuming that meaning is reality.
- ❖ What responsibility belongs to us?
- We are responsible (response-able) for our responses.
 - For our choices.
 - For our attitudes.
 - For seeking understanding before making assumptions.
 - For learning from experiences instead of becoming permanently defined by them.
 - For healing where healing is needed.
 - For establishing healthy boundaries.
 - For taking ownership of our actions rather than blaming others for every outcome.
 - This doesn't mean pretending painful experiences never happened.
 - It means refusing to allow those experiences to become the permanent author of our future.
 - There is a profound difference between acknowledging what happened and surrendering our identity to it.

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- ❖ What responsibility belongs to others?
 - Every person is responsible for their own words, choices, and actions.
 - Others are responsible for the promises they make.
 - The integrity they demonstrate.
 - The harm they may cause.
 - The kindness they choose to show.
 - The decisions they make.
 - We are not called to excuse harmful behavior or deny injustice.
 - Healthy leadership recognizes both truth and responsibility.
 - We can hold people accountable without becoming consumed by resentment.
 - We can establish boundaries without abandoning compassion.
 - We can recognize wrongdoing without allowing it to define our identity.
 - Understanding another person's behavior does not require approving of it.
 - Sometimes the most loving response is accountability.
- ❖ Why do the actions of others matter in leadership and business?
 - Because leadership is fundamentally relational.
 - Businesses don't exist in isolation.
 - They are built through conversations.
 - Trust.
 - Partnerships.
 - Employees.
 - Clients.
 - Families.
 - Communities.
 - Every business owner will eventually encounter criticism, disappointment, misunderstanding, betrayal, encouragement, loyalty, generosity, and forgiveness.

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- The question is not whether those experiences will come.
- The question is how we will respond when they do.
- Leaders who become trapped by every criticism often lose confidence.
- Leaders who become hardened by every betrayal often lose trust.
- Leaders who learn from both become wiser.
- The goal is not to become unaffected by people.
- The goal is to become anchored enough in truth so that the actions of others no longer determine who we are or how we choose to lead.

Immediate Environment

- ❖ What do I mean by "Immediate Environment"?
 - Every decision is made somewhere.
 - Every conversation happens somewhere.
 - Every business is built somewhere.
 - By **Immediate Environment**, I mean the conditions surrounding us in the present moment that quietly influence how we think, feel, focus, communicate, and perform.
 - Our environment includes far more than the room we're sitting in.
 - It includes the people around us.
 - The level of noise.
 - Lighting.
 - Temperature.
 - Organization.
 - Technology.

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- Time pressures.
 - Distractions.
 - Expectations.
 - Workplace culture.
 - Even the routines we consistently place ourselves within.
 - Some environments invite clarity.
 - Others create unnecessary friction.
 - Some encourage creativity.
 - Others encourage survival.
 - Our environment does not determine who we are.
 - But it often influences how easily we are able to express our best selves.
- ❖ Why should a business owner care about their immediate environment?
- Because the immediate environment quietly influences performance.
 - Business owners spend enormous amounts of time improving strategy, marketing, hiring, operations, and finances.
 - Yet many overlook the environment in which those decisions are being made.
 - Our environment affects our attention.
 - Our energy.
 - Our creativity.
 - Our patience.
 - Our relationships.
 - Our ability to solve problems.
 - And ultimately, the quality of our leadership and the results we're able to provide to our clients.
 - Sometimes what appears to be a motivation problem is actually an environmental problem.

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- Sometimes what appears to be poor performance is simply unnecessary friction.
- Great leaders understand that while people are responsible for their actions, environments often influence how easily people are able to perform at their best.
- ❖ Why can the same environment help one person thrive while another struggles?
 - Because people are wonderfully different.
 - We think differently.
 - Learn differently.
 - Process information differently.
 - Recover differently.
 - Communicate differently.
 - Some people thrive in constant collaboration.
 - Others require periods of uninterrupted focus.
 - Some gain energy from activity.
 - Others from quiet reflection.
 - Some people are highly sensitive to noise, clutter, interruptions, or overstimulation.
 - Others hardly notice them.
 - The goal is not to discover one perfect environment for everyone.
 - The goal is to recognize that people perform best when there is a healthy fit between who they are, what they are trying to accomplish, and the environment surrounding them.
 - Understanding those differences creates compassion.
 - It also creates better leadership and outcomes.
- ❖ In what ways does our environment influence our thinking and how we perform as leaders, managers or employees?
 - Our environment constantly sends signals to our mind and body.

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- Some invite focus.
 - Some create distraction.
 - Some encourage confidence.
 - Others quietly increase stress.
 - A cluttered workspace may make it harder for one person to concentrate, while another barely notices.
 - A noisy office may energize one employee and overwhelm another.
 - A supportive team may encourage someone to contribute ideas they would otherwise keep to themselves.
 - An unhealthy culture may cause talented people to remain silent or leave.
 - Environment doesn't make our decisions for us.
 - But it often influences how much mental energy we have available to make good decisions.
 - Leaders who understand this begin asking a different question:
 - *"Is the environment helping people succeed, or making success unnecessarily difficult?"*
- ❖ Why does every leader create an environment, whether intentionally or unintentionally?
- Leadership is never neutral.
 - Every leader shapes the environment around them.
 - Through their words.
 - Their expectations.
 - Their reactions.
 - Their priorities.
 - Their consistency.
 - Their willingness to listen.
 - Their integrity.
 - Even what a leader ignores becomes part of the environment.
 - People quickly learn what is rewarded.

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- What is tolerated.
- What is celebrated.
- What is discouraged.
- Culture isn't built primarily through mission statements.
- It is built through repeated experiences.
- Whether intentional or not, every leader creates an environment that teaches people how to behave.
- The question is whether that environment reflects the values the leader hopes to cultivate.
- ❖ Can a healthy person struggle in a toxic environment?
 - Absolutely.
 - Even resilient people can become discouraged in environments filled with constant conflict, confusion, fear, or dysfunction.
 - Likewise, someone who is struggling internally may not immediately flourish simply because they enter a healthy environment.
 - Both the person and the environment matter.
 - Neither should be ignored.
 - A healthy environment cannot eliminate every internal challenge.
 - An unhealthy environment can make healthy habits more difficult to sustain.
 - Wise leaders recognize both realities.
 - They seek to cultivate healthy environments while continuing to grow personally.
 - Transformation is strongest when both develop together.
- ❖ What misunderstandings do people have about the immediate environment?
 - One common misunderstanding is believing that the immediate environment determines destiny.

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- It doesn't.
- Our environment has an influence over us.
- It does not have complete control.
- Another misunderstanding is believing that if we simply change our surroundings, every problem will disappear.
- Sometimes a change of environment is exactly what's needed.
- Sometimes the patterns we carry within ourselves follow us wherever we go.
- The opposite misunderstanding is equally dangerous:
- Believing that the immediate environment doesn't matter at all.
- It does.
- Every person is continually interacting with the world around them.
- The healthiest perspective recognizes both personal responsibility and environmental influence.
- Neither explains everything.
- Together, they help us better understand why people think, feel, and perform the way they do.

Community

- ❖ Why is talking about community necessary?
 - Human beings were created to live in relation to each other.
 - No one learns entirely alone.
 - No one leads entirely alone.
 - No one builds a business entirely alone.
 - Whether we realize it or not, we are continually shaped by the communities around us.

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- Communities pass along knowledge.
- Culture.
- Traditions.
- Values.
- Expectations.
- Language.
- Stories.
- Skills.
- They provide opportunities for collaboration, accountability, encouragement, and service.
- Healthy communities help people flourish.
- Unhealthy communities often normalize behaviors that quietly undermine both individuals and organizations.
- Community reminds us that our choices rarely affect only ourselves.
- We live in systems where every action has the potential to influence someone else.
- ❖ How are communities influenced by businesses?
 - Businesses do far more than provide products and services.
 - They influence the rhythm of a community.
 - They create employment.
 - Shape local economies.
 - Develop future leaders.
 - Support families.
 - Establish professional standards.
 - Introduce innovation.
 - Create gathering places.
 - Even the reputation of a town or city can become closely connected to the businesses within it.
 - At the same time, businesses also influence stress, trust, stability, opportunity, and quality of life.

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- The decisions made inside a boardroom often ripple far beyond its walls.
- Every business leaves an imprint on the community it serves.
- The question is what kind of imprint it will leave.
- ❖ How can businesses positively influence communities?
 - Businesses have the opportunity to create value far beyond profit.
 - They can solve problems.
 - Provide meaningful work.
 - Develop people's talents.
 - Encourage innovation.
 - Support local organizations.
 - Mentor future leaders.
 - Strengthen families through stable employment.
 - Model integrity.
 - Treat customers with dignity.
 - Operate honestly.
 - Pay people fairly.
 - Create products and services that genuinely improve people's lives.
 - When businesses consistently contribute more than they consume, communities become stronger.
 - Prosperity grows when value is continually exchanged in ways that benefit many people rather than only a few.
- ❖ How can businesses negatively influence communities?
 - Businesses also possess tremendous influence for harm when profit becomes disconnected from responsibility.
 - Poor leadership can create cultures of fear.
 - Dishonesty erodes trust.
 - Unsafe practices place people at risk.
 - Manipulation damages relationships.

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- Exploitation weakens families and communities.
- Even well-intentioned businesses can unintentionally contribute to unhealthy patterns when they neglect the broader impact of their decisions.
- Every organization teaches something through the way it operates.
- Sometimes it teaches integrity.
- Sometimes it teaches fear.
- Sometimes it teaches that people matter.
- Sometimes it teaches that people are simply resources to be managed.
- Communities inevitably reflect the values consistently practiced by the organizations within them.
- ❖ How are business leaders affected by their community?
 - Leadership never occurs in isolation.
 - Every business owner operates within a network of relationships, expectations, traditions, regulations, competitors, mentors, customers, employees, and cultural influences.
 - Communities celebrate certain behaviors.
 - Question others.
 - Reward some ideas.
 - Resist others.
 - These influences quietly shape how leaders think about success, failure, risk, service, and responsibility.
 - Wise leaders recognize these influences without allowing them to become their identity.
 - They listen to their community.
 - Learn from it.
 - Contribute to it.
 - But they are not entirely governed by its opinions.

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- Leadership requires the courage to serve the community while also helping it grow.
- ❖ How do relationships shape beliefs?
 - Many of our beliefs develop long before we consciously examine them.
 - Through conversations.
 - Observation.
 - Family.
 - Teachers.
 - Friends.
 - Employers.
 - Mentors.
 - Communities continually communicate what is considered normal.
 - What is celebrated.
 - What is criticized.
 - What is expected.
 - Over time, these messages can become deeply rooted assumptions about ourselves, other people, business, success, and even God.
 - Some beliefs encourage growth.
 - Others quietly limit it.
 - Transformation begins when we intentionally examine which beliefs we've inherited, which we've chosen, and whether they still align with truth and our values.
- ❖ Why do business owners often underestimate the power of their community?
 - Because the power of community often feels invisible.
 - We notice strategy.
 - Marketing.
 - Revenue.

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- Operations.
- Yet we rarely notice the countless conversations, expectations, and relationships quietly shaping our very day decisions.
- Business owners sometimes believe success is entirely individual.
- In reality, every business grows within an ecosystem of people.
- Customers.
- Employees.
- Suppliers.
- Mentors.
- Families.
- Professional associations.
- Industry peers.
- Local communities.
- Even competitors.
- Each contributes, in some way, to the environment in which a business operates.
- The strongest business owners don't simply ask,
- *"How can I grow my business?"*
- They also ask,
- *"How can my business strengthen the community that makes a win-win-win-**win** possible?"*
- Because communities influence businesses.
- And businesses, in turn, influence communities.

Natural Environment

- ❖ Why do business owners often underestimate the power of their natural environment?

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- Most business owners think of the natural environment as something separate from business rather than something business depends upon.
 - Because the effects of environmental decisions often occur gradually over years or decades, they're easy to ignore while pursuing today's deadlines, profits, and immediate pressures. Businesses naturally focus on what is measured this quarter, while nature often responds over generations.
 - Many leaders also underestimate how much the natural environment affects people themselves. Employees, customers, suppliers, and communities all depend on clean air, healthy ecosystems, reliable resources, and environments that support physical and mental well-being. Every business ultimately depends upon healthy human beings.
 - The natural environment is not simply scenery surrounding a business. It is part of the foundation upon which every economy, industry, and community operates. When businesses care for that foundation, they contribute to long-term stability. When they neglect it, the costs often return later through resource shortages, health concerns, disasters, rising operating costs, or declining quality of life.
 - Ultimately, businesses are not separate from nature—they are participants within it.
- ❖ How does our natural environment influence our beliefs?
- Our surroundings quietly shape what we believe is normal, valuable, possible, and worth protecting.
 - Someone raised around forests, farms, mountains, or oceans may naturally develop an appreciation for stewardship, patience, and interconnected systems. Someone raised entirely within dense urban environments may develop

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different perspectives based on efficiency, convenience, and speed.

- Neither is inherently right or wrong. Our environment continually teaches us what deserves our attention.
- The natural world also reminds us of realities that business sometimes forgets. Growth requires seasons. Some resources are finite. Every action produces consequences. Healthy systems require balance. Shortcuts often create long-term costs.
- Spending time in nature can also restore perspective. Many people experience greater clarity, reduced stress, creativity, gratitude, and humility after disconnecting from constant stimulation and reconnecting with the natural world. It reminds us that not everything valuable can be measured on a financial statement.

❖ How are businesses shaping the environment?

- Every business leaves an environmental footprint, whether intentionally or not.
- Businesses influence how land is developed, how resources are extracted, how products are manufactured, how energy is consumed, how transportation systems operate, and what eventually becomes waste.
- They also shape consumer expectations. Businesses help determine whether society values convenience over durability, disposable products over reusable ones, excess packaging over simplicity, or sustainability over waste.
- Even businesses that never manufacture physical products still influence environmental outcomes through purchasing decisions, office operations, travel, technology use, investments, and the culture they create.

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- Every business decision creates ripple effects beyond the organization itself.
- ❖ How is our environment influenced by businesses?
 - Businesses influence the quality of the environments in which people live, work, and build their lives.
 - Responsible businesses can improve neighborhoods, restore natural spaces, reduce pollution, conserve resources, and invest in technologies that reduce environmental harm.
 - Poorly managed businesses may contribute to pollution, habitat destruction, excessive waste, contaminated water, poor air quality, or unnecessary depletion of natural resources.
 - Beyond the physical environment, businesses also shape how communities think about environmental responsibility. Organizations often become examples that employees, customers, suppliers, competitors, and future generations either imitate or reject.
 - Leadership creates culture, and culture influences collective behavior.
- ❖ How does our environment influence our buying of products or services and our disposal decisions in business and leadership?
 - Our environment influences what we perceive as necessary, acceptable, convenient, and responsible.
 - Businesses operating in communities that value environmental stewardship often experience greater demand for durable products, ethical sourcing, reduced packaging, repairability, recycling, and responsible disposal practices.
 - Likewise, businesses help establish these expectations. The products they design, the packaging they choose, the messages they communicate, and the systems they create influence how customers consume and dispose of products long after the sale.

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- Disposal is rarely just an operational decision. It reflects leadership priorities.
- When leaders consider the full lifecycle of products—from raw materials to disposal—they begin making decisions that account for long-term costs rather than only immediate expenses.
- ❖ How can businesses negatively influence the environment?
 - Businesses can negatively influence the environment when short-term gains consistently outweigh long-term responsibility.
 - This may include excessive pollution, unnecessary waste, irresponsible resource extraction, poor waste management, habitat destruction, excessive energy consumption, disposable product design, unnecessary packaging, or ignoring environmental impacts simply because they are not immediately visible.
 - Sometimes the greatest damage comes not from intentional harm but from neglect.
 - When businesses fail to consider the long-term consequences of today's decisions, environmental costs accumulate quietly until they eventually affect communities, economies, future businesses, and future generations.
 - In systems, delayed consequences are still consequences.
- ❖ How can businesses positively influence the environment?
 - Businesses possess enormous capacity to improve the environments in which they operate.
 - Responsible organizations can reduce waste, improve efficiency, conserve resources, invest in cleaner technologies, restore ecosystems, support sustainable supply chains, design longer-lasting products, reduce unnecessary consumption, and encourage responsible stewardship throughout their industries.

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- Even relatively small operational improvements, multiplied across thousands of businesses, can create significant long-term benefits.
 - Perhaps even more importantly, businesses influence people.
 - Employees often carry workplace values home. Customers notice responsible practices. Suppliers adapt to changing expectations. Competitors frequently imitate successful innovations.
 - Positive leadership has ripple effects that extend well beyond the walls of the business.
- ❖ Why is our natural environment necessary to serve in and protect?
- The natural environment is not merely a resource to consume. It is the living system that makes human life, communities, and business possible.
 - Every business ultimately depends on clean air, water, healthy ecosystems, stable climates, natural resources, and people whose physical and mental well-being is supported by those conditions.
 - Nature also provides something less measurable but equally valuable: perspective. Time outdoors reminds us that growth requires patience, balance creates resilience, and every system is interconnected. These lessons mirror the principles of healthy leadership and sustainable business.
 - Serving and protecting the natural environment is therefore not simply an environmental issue. It is an investment in the long-term conditions that allow businesses, communities, and future generations to flourish.
 - Wise leaders recognize that they are not owners of the natural world so much as temporary stewards of it. The choices they make today shape the opportunities available tomorrow.

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Summary

- ❖ What is the biggest, most important takeaway?
 - Business transformation is never only about business.
 - Every business is ultimately an expression of the person leading it.
 - Our leadership is influenced by our identity.
 - Our beliefs.
 - Our values.
 - Our relationship with God.
 - Our experiences.
 - Our emotions.
 - Our environment.
 - Our community.
 - And ultimately the choices we make in each present moment.
 - When we better understand ourselves, we become better equipped to understand others, lead wisely, and build businesses that create lasting value.
 - Transformation doesn't begin with changing the business.
 - It begins with seeing ourselves more clearly.
- ❖ What might the reader now understand that they didn't before?
 - Hopefully, they've begun to recognize that what they experience in business isn't random.
 - There are reasons behind their reactions.
 - Reasons behind their habits.
 - Reasons behind their leadership style.
 - Reasons behind their relationships.
 - Reasons behind the decisions they make under pressure.

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- Rather than viewing business challenges as isolated problems, they may now see them as opportunities to better understand themselves and what might be truly holding their business back.
- ❖ What beliefs have hopefully shifted?
 - Perhaps they no longer believe that success is determined solely by strategy.
 - Perhaps they recognize that leadership is deeply personal.
 - Perhaps they see that awareness creates opportunities they didn't previously notice.
 - Perhaps they understand that people are more complex than simple labels such as motivated, lazy, confident, or fearful.
 - Perhaps they have begun replacing judgment with curiosity.
 - And perhaps they have started asking not only,
 - *"What should I do?"*
 - But,
 - *"What is influencing what I do?"*
- ❖ What questions should they now be asking themselves?
 - Who am I becoming?
 - What values consistently guide my decisions?
 - What influences me more than I realize or care to admit?
 - What patterns continue appearing in my business and relationships?
 - What am I protecting or neglecting?
 - What am I pursuing or forgetting?
 - What kind of environment am I creating?
 - What kind of community am I helping build?
 - What happens in my Point Before Action?
 - What would become possible if I became more aware of that moment?
- ❖ What might they feel?

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- Some readers may feel hopeful.
 - Some may feel challenged.
 - Some may feel understood for the first time.
 - Some may recognize patterns they've never noticed before.
 - Some may experience relief.
 - Others may realize there are parts of themselves they've never truly explored.
 - All of those responses are valuable.
 - Because awareness often begins quietly.
 - Long before visible change appears.
- ❖ What might they do next?
- Hopefully, they won't rush to change everything overnight.
 - Instead, they'll begin noticing.
 - Noticing their thoughts.
 - Their reactions.
 - Their assumptions.
 - Their conversations.
 - Their environments.
 - Their leadership.
 - Their relationships.
 - Their choices.
 - Because lasting transformation rarely begins with dramatic action.
 - It often begins with paying attention.
 - Awareness creates the opportunity for wiser choices.
 - And wiser choices, repeated consistently, gradually transform businesses, relationships, and lives.
- ❖ Why is now the right time to begin?
- Because every day we are already becoming someone.
 - Every decision is shaping our future.
 - Every conversation is influencing our relationships.

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- Every leadership decision is shaping our business.
- Whether intentionally or unintentionally, transformation is already happening.
- The question is not whether you are changing.
- The question is whether you are changing consciously.
- There will never be a perfect time to begin understanding yourself more deeply.
- The present moment is where every future begins.
- And every future is built one choice at a time.

Consider Your Beliefs

- ❖ What do you believe about yourself?
 - How does this influence your leadership and decision making?
- ❖ What do you believe about money?
 - How does this influence how you care for and look at money?
- ❖ What do you believe about leadership?
 - How does this influence how you serve your team?
- ❖ What do you believe about success?
 - Does it get in your way?
 - Do you embrace success or find yourself running from it?
 - Are you limiting or over-extending your definition of success?
- ❖ What do you believe about failure?
 - Does it influence your ability to take action on opportunities?
 - Do you define yourself by your success or failures?
- ❖ Where did those beliefs come from?
 - How are they harming your business?
- ❖ Have you ever questioned whether your beliefs are true?

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- Where could you go that would be best for you and your situation?
 - Could you or would you want to do coaching and/or _____ (insert alternative here)?
- ❖ Which beliefs consistently produce your current business results?
 - Which beliefs get in the way?
 - Which beliefs help you move forward?
 - Have you ever thought about your beliefs?

Consider Where You Want to Go

- ❖ Where would you like to go?
- ❖ What dreams or goals do you have that you might've forgotten about or put on the back burner years ago?
- ❖ What's getting in your way?
- ❖ Do you know what's getting in your way?

Solution: Consider Transformational Business Mindset Coaching (TBMC) with Sharlot Eisentraut

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- ❖ If someone fully embraced this TBMC framework, what might change?
 - Transformation begins internally before it becomes visible externally.
 - As people begin understanding how their beliefs, identity, values, emotions, environment, relationships, physical wellbeing, spirituality, and internal operating systems influence every decision they make, they often begin experiencing life differently.
 - Rather than simply reacting to circumstances, they become increasingly intentional in how they interpret them.
 - Business challenges may still exist.
 - Difficult conversations still occur.
 - Markets still change.
 - Life remains uncertain.
 - Yet the person leading through those circumstances becomes different.
 - They begin making decisions with greater awareness.
 - Responding instead of reacting.
 - Leading instead of controlling.
 - Serving instead of proving.
 - Building a greater, healthier, more effective business culture.
 - The goal is not a perfect business.
 - It is becoming the kind of leader capable of building one with increasing wisdom, integrity, humility, and purpose.
- ❖ What might become easier?
 - Many things that once required constant effort begin requiring less internal resistance.
 - Decision-making often becomes clearer because fewer decisions are driven by fear or approval.

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- Healthy boundaries become easier because identity becomes less dependent upon pleasing everyone.
 - Delegation becomes easier because trust begins replacing unnecessary control.
 - Conflict becomes less threatening because disagreement no longer feels like a personal attack.
 - Leadership becomes more authentic because there is less energy spent maintaining an image.
 - Progress often feels more sustainable because business owners spend less time fighting themselves internally.
 - The external work remains.
 - The internal burden often becomes lighter.
- ❖ What might become clearer?
- People often begin seeing patterns they previously couldn't recognize.
 - They become more aware of the beliefs influencing their decisions.
 - The fears influencing their leadership.
 - The expectations shaping their stress.
 - The values directing their priorities.
 - The environments influencing their performance.
 - The relationships influencing their thinking.
 - The habits quietly creating their results.
 - Perhaps most importantly, they begin distinguishing symptoms from sources.
 - Instead of constantly asking,
 - *"How do I solve today's problem?"*
 - they increasingly ask,
 - *"What is producing this pattern in the first place?"*
 - That shift can radically change how every future problem is approached.

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- ❖ What might they stop doing?
 - They may stop searching for one more strategy to solve what is fundamentally an internal challenge.
 - They may stop measuring their worth through business performance.
 - Stop comparing themselves to every other business owner.
 - Stop reacting automatically to every difficult circumstance.
 - Stop allowing fear to quietly lead important decisions.
 - Stop carrying responsibilities that were never truly theirs.
 - Stop believing they must become someone else before they are worthy of leading.
 - Instead, they begin removing the obstacles preventing them from becoming more fully who they already are.
- ❖ What might they begin noticing?
 - They begin noticing themselves.
 - Their thoughts before their words.
 - Their beliefs before their behaviors.
 - Their emotions before their reactions.
 - Their assumptions before their conclusions.
 - Their values before their decisions.
 - They may also begin noticing the systems surrounding them.
 - The environments influencing performance.
 - The communities shaping beliefs.
 - The cultures influencing leadership.
 - The relationships affecting decisions.
 - The patterns repeatedly appearing throughout business and life.
 - Awareness expands.
 - And with awareness comes greater freedom to choose differently.
- ❖ Why isn't information alone enough?

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- Because information informs.
- Transformation changes the person using the information.
- Most business owners already possess tremendous knowledge.
- They know they should communicate more clearly.
- Delegate more effectively.
- Lead more intentionally.
- Exercise.
- Rest.
- Set healthier boundaries.
- Market consistently.
- Have difficult conversations sooner.
- The problem is rarely a lack of information.
- It is understanding why knowing and doing remain so far apart.
- Information changes what we know.
- Transformation changes how we think, perceive, decide, and ultimately live.
- Only then does knowledge consistently become action.
- ❖ Why is guidance from someone who's been there and got out of it, extremely valuable to those who are still "in it?"
 - Because we all have blind spots.
 - The closer we are to our own thinking, the more difficult it becomes to recognize the assumptions quietly shaping it.
 - Someone who has already navigated similar patterns often sees what others cannot yet see.
 - Not because they possess all the answers.
 - But because they recognize questions, mindsets or situations most people never think of.
 - They can identify recurring patterns more quickly.
 - Challenge limiting assumptions with compassion.
 - Provide perspective during moments that feel confusing.

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- And offer encouragement when change feels difficult.
- Transformation is deeply personal.
- It doesn't have to be pursued alone.
- Sometimes the greatest value isn't someone giving us new answers.
- It's someone helping us see what has been true all along.
- ❖ Besides mindset transformation, what else does Sharlot Eisentraut provide that typical business coaches or consultants don't?
 - Transformational Business Mindset Coaching is intentionally interdisciplinary.
 - Rather than viewing business through a single lens, Sharlot integrates multiple dimensions that continually influence one another.
 - Business strategy.
 - Leadership.
 - Engineering systems thinking.
 - Psychology.
 - Behavioral patterns.
 - Identity.
 - Values.
 - Relationships.
 - Decision-making.
 - Communication.
 - Physical wellbeing.
 - Immediate environment.
 - Community.
 - Natural environment.
 - Purpose.
 - And, for those who are open to it, spirituality and one's relationship with God.
 - Rather than asking only,

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- *"How do we improve the business?"*
- she asks,
- *"How do we understand the person building the business, the systems surrounding that person, and the beliefs quietly influencing every decision they make?"*
- Because businesses are ultimately built by human beings.
- When the person transforms, leadership transforms.
- When leadership transforms, relationships transform.
- When relationships transform, businesses transform.
- That is the foundation of Transformational Business Mindset Coaching.
- If you've made it this far, consider going to https://sharlotcoach.systeme.io/restore_clear_thinking_874 to radically improve two areas every business owner and entrepreneur has trouble with.

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