

Thriving Work

*90 days of daily practice for transforming you and
your coaching, consulting or healing business*

A journey to your best self...



Ann Strong

"One part business coach, one part poetess, and one part priestess, Ann Strong has given us a transcendent new type of business book. *Thriving Work* serves as a guide for how to bring your divine human self fully to work."

~ Suzi Pomerantz, Author of *Seal the Deal*

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CHAPTER 3

Source

We are each a unique Divine Wave in the unlimited Ocean of God, Source, Universe, Spirit – the Divine Energy that runs in, through and as every single thing in existence. As our own unique Divine Wave, we are the Source of our own experience. We have the boundless ability to create whatever we choose. We create more of what we desire when we allow ourselves to know and experience the truth of our Divine identity.

You chose to be here. On this planet. Now. As you. In your life.

Sourcing Creator rather than reactor

Without conscious knowing of our divinity, reactor thinks, “It’s beyond my control.” Creator, though, takes full responsibility for a situation, knows that all things are possible, decides what she’d like to create and begins creating it.

Most of us have not understood the immense power of actually living from the knowing that we are Creators. At this very moment, our lives are our creations based on our beliefs, thoughts,

feelings and actions as Divine Waves who do, in fact, constantly create.

With free will, we get to create whatever we choose. If we don't consciously choose, we create from our early human programming that tells us something is wrong with us, that we are missing something. So guess what? We create ourselves as missing something – often, many things!

Recognizing reactor

How often do we hear reactor language: "I can't because..."

...of the economy."

...he/she wouldn't like it."

...I don't have the money."

...I'm not sure of my schedule."

...I'm not ready yet."

Reactor language is the norm. Most people live from reactor mindset without even realizing it.

Recognizing Creator

A small minority of people consistently live from the Creator mindset. Which explains why far less often do we hear: "I'd love to," or "You can count on me because..."

...people need my services more than ever in this economy."

...I'm excited about this project and I'm committed to making it happen."

...I will get resourceful and find/create the money."

...I will make the time. You can count on me."

...I was born ready to do this."

Can you imagine how much better your life and business will become every day as you commit to expanding your awareness, recognizing the times you still live from a reactor mindset and making the shift to Creator right in that moment?

How would your life and business radically shift if you made a commitment to yourself right now to step consciously, with both feet, into the shoes of the powerful Creator who you truly are?

Daily practice: increasing your awareness of yourself as the source of your experience

Begin listening to your language. Do you hear yourself making excuses and blaming others or circumstances or do you take full responsibility for your choices? No judgment. You are listening to empower yourself, not berate yourself. Simply begin noticing.

Pay close attention especially when things don't go as you planned. Do you hear yourself saying something to your friend like, "I was going to be here at 7 pm. But then the traffic was bad. And, I forgot I had to stop at the store..." Or, do you hear yourself taking full responsibility, "I said I would be here at 7 pm. I want to acknowledge that it's 7:08. Is there anything you'd like from me for us to be clear?"

Pay close attention especially when you are considering something new. Do you hear yourself saying something like, "I'd like to hire an assistant, but I can't afford to right now." Or, do you hear yourself taking full responsibility and creating what you desire,

“Hiring a new assistant now will help grow my business in the way that I’d like. I’m going to sit down with my business coach on Tuesday to create a plan for how to do it now.”

Pay close attention especially when you feel overwhelmed. Do you hear yourself saying something like, “I wish I could make some calls to get a new client, but I just don’t have the time.” Or, do you hear yourself taking full responsibility and creating what you desire, “It’s important for me to bring in a new client right now. I’m going to make six calls this week.”

My coach, Jeff Patterson, shared with me that he felt the sensation of overwhelm many times as he trained for and then climbed Mount Aconcagua, a 23,000-foot mountain in Argentina. Because of his commitment to knowing himself as Creator and doing what it would take to make that happen, he reached the summit, returned to the base of the mountain and subsequently returned to his home in Glenwood Springs, Colorado, safely and triumphantly!

Pay attention to your language throughout the day. As you hear anything less than empowering Source language, jot down that language on your *My Specific Brand of Reactor Language* pages (pages 34 – 35). Then, begin to turn that language around. On your *Source: Creator Language* pages (pages 36 – 37), write new, empowering language to replace the old reactor language.

Then, begin using and living into that new language! Continue replacing any reactor language with Creator language.

To deepen your daily practice, ask one or two friends, family members or colleagues to buddy with you. Help each other hear each of your ‘blind spots.’ Make an agreement to call each other on reactor language. Together, you can become aware of your specific brand of reactor language and shift it.

In addition to paying attention to your language, pay attention to what tends to frustrate you about other people. Then begin to notice how that mirrors or reflects a similar pattern somewhere in your life.

This can be tricky to notice yourself, so you may want to ask your coach, friend or colleague to help you locate the similarity in your business or personal life.

An example from my business: in a short period of time, I had three people want to hire me. Yet, one told me several times she was going to look at her finances over the weekend and get back to me to get started. Another told me she'd be ready to start in two weeks and three days later told me she was too overwhelmed to start. A third told me twice that she needed time to work on her own and wanted to start in two months.

Exasperated, I turned to my business coach. He asked me where in my business or life was I making and breaking commitments. I didn't need to look far. I did not have this book written by the deadline to which I committed and I hadn't set a new deadline. I wasn't even writing daily!

I had my 'reasons.' And, it was pretty funny how those excuses sounded a lot like the ones given to me by the people who wanted to work with me. I wasn't finishing the book because I needed to focus on bringing in new clients and money. I felt overwhelmed bringing in clients and writing, so I chose to focus only on bringing in clients.

I had made up a story that I couldn't do both because I felt overwhelmed. Truth be told, the feeling of overwhelm came from acting like a victim and not keeping my commitments. So, I continued to talk with new potential clients and got back to writing daily. The feeling of overwhelm vanished even though I was busier!

My Specific Brand of Reactor Language

My Specific Brand of Reactor Language

Thriving Work

Source: Creator Language

Source: Creator Language

Whole and Resourceful Creator

I am the whole and resourceful Creator at the center of my life.

*I stand tall, owning my divinity,
Allowing my Light to shine,
Burning away fear and self-consciousness now.*

I am the whole and resourceful creator at the center of my life.

*I stand tall, owning my specific, unique gifts
that I alone am here to contribute.*

I am the whole and resourceful creator at the center of my life.

*I stand tall, owning the overflowing fullness of my abundance.
I am abundance.*

I am the whole and resourceful creator at the center of my life.

*I stand tall, owning the boundless love of my being.
I am love.*

I am the whole and resourceful creator at the center of my life.

*I stand tall, owning all that I am,
A divine aspect of All That Is.*

I am the whole and resourceful creator at the center of my life.

Ecstatic Union

*As I start to look 'over there'
to find my happiness,
I take a deep breath and pause.*

*I open my eyes more fully
as I begin to breathe more slowly.
And I see.
I feel.
I know.
From deep within.
Ecstatic Union.*

*Ecstatic Union with my breath.
Ecstatic Union with myself.
Ecstatic Union with the Divine.
Ecstatic Union with All That Is.*

*Ecstatic Union with what is right in front of me.
Ecstatic Union with whoever is right in front of me.*

*Ecstatic Union with the silence.
Ecstatic Union with every noise.*

*Ecstatic Union with the darkness.
Ecstatic Union with the radiant Light.*

*Ecstatic Union with what I would love to run from.
Ecstatic Union with what I'd love to hold onto forever.*

*Ecstatic Union.
I need not look 'over there.'
I am.
Ecstatic Union.*

Surrendering into the Elements

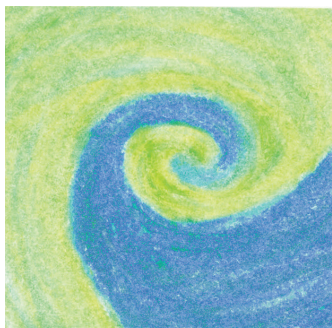
*As I sit upon this earth,
I surrender to stability and grounding.*

*As I feel the cool breeze upon my face,
I surrender to creative ideas.*

*As I listen to the babbling stream,
I surrender to the flow.*

*As I feel the warm sun upon face,
I surrender to passion.*

*As I allow the support of all that surrounds me,
I surrender to All That Is...*



CHAPTER 4

Commit

Once we understand that we Source our own lives, committing becomes much easier.

Committed or considering?

Committed looks like, “I will do whatever it takes to make this happen. I may not always reach my numbers or succeed within a specific time frame, but I will continue to do whatever it takes to become the person who stays in the process, who stays with the commitment.”

Considering looks like, “I’m thinking about it. I’m interested. I’m getting information. Maybe I’ll do it if it’s convenient. I have a lot to consider.”

In any given moment, we can tell what we have been committed to by what is in our life right now.

I have been committed my entire life to running my own business and doing work I love. No matter what. Even if I lived in a small house and drove an older car. Through two bankruptcies. While

paying for my own health insurance. Even when I paid my own business coach a third of my income that year. You get the idea... For many years of owning my own business, I figured something had to give, so I was willing to make less money to do what I love. Notice human 'something is missing' thinking at work. As I came to know myself as Source and Creator, I committed to loving my work *and* making good money!

I have met many people who started businesses doing work they love, yet they were far from committed. They didn't like to sell. They didn't want to sell. They didn't want to learn how to sell. They didn't know how to hire someone to sell for them. They didn't think they should even have to sell. And, that's only their considerations around selling!

What are you committed to? Creating your thriving business, even if you must learn to sell or it takes considerably longer than you'd anticipated? Or are you considering trying to get your business going, even though you don't really have the time or money, the heart and soul to invest?

An important note: Committing to a goal is as much about the person you become in your commitment to the result as it is about the results. Perhaps you've heard that making your first million dollars is less about the money and more about who you become to actually make that money.

Committed people are radiant, alive, focused, reliable, confident, loving and devoted. Committed people are incredibly magnetic and attractive.

Considering people are all over the place and run hot and cold. They tend to be tentative and lack confidence. You can't count on them. They often have chaos surrounding them. They can often be found putting out fires. And apologizing as they start new ones.

Daily practice: discerning – committed, considering or no

Committed or not committed: either is valid for any decision in any area of your life or work. Where it can get tricky: being unclear or fudging on which is actually true for you.

Considering works in the short-term, as you determine what you will or won't commit to. A life of considering tends to be ineffective and unfulfilling.

As you are making decisions, big or small, begin to get real with yourself about what is true for you.

Maybe you'd like to schedule two speaking engagements each month. If you'd 'like to' then you are considering. If your coach asks you to state your commitment, maybe as you are contemplating your commitment, you realize that you are committed to scheduling one speaking engagement each month, and two would be great. So there it is: you are committed to scheduling one speaking engagement each month. You would consider a second a bonus.

Or, you may decide you are not committed to scheduling any speaking engagements right now. So the answer to speaking engagements is 'no.' Maybe that 'no' frees you to commit instead to attending two networking events each month.

On a daily basis, start to notice at least one decision a day to determine: committed, considering or 'no.' As you get crystal clear on small decisions in the moment (committing to the turkey sandwich, no on the roast beef), you tone your muscle for bigger, scarier commitments. Give yourself some time to contemplate big decisions. Prayerfully contemplate and then commit.

Then, begin to pay attention to your relationship with the things you have committed to. Use your *Commitments* pages to write down your commitments, including numbers and deadlines. Review daily. Update as necessary.

Commitments

Commitments

Commitments

Daily practice: asking who you would need to be to bring into reality what you have committed to

Once you are committed, one of the most powerful ways to ensure your commitment involves asking yourself, daily or in a new moment, “Who do I need to be or become to bring this into reality?” Some of your answers to this question will change daily and moment-to-moment. Some of the answers will remain constant.

For example, when my coach, Jeff, committed to reaching the summit of that 23,000-foot mountain in Argentina, he knew he would need to be the person who ‘showed up’ for the training in the nine months before he climbed. On summit day at one particularly challenging point in the climb, he asked himself who he would have to be to reach the summit. As he took one step and then ten or twelve breaths and another step and ten or twelve breaths, he heard the answer, ‘patient.’ That is how he made it to the top of the mountain that day: patiently.

When one of my clients asked herself who she would need to be to be a great mom and wife, get a new job and start a new business, she realized she would need to be ‘a grown-up.’ As she continued to check in with herself about who she needed to be in individual moments, she received the guidance she’d need to be truthful, calm, resolved.

When I changed my investment structure for working with my private clients from having them pay monthly to paying up front for the year, I intuitively knew I would need to be clear and confident. As I talked with the first clients about the purpose of this structure, I recognized I needed to be present and slowed down. I also found that who I needed to be varied with the person in front

of me. I had to be soft and clear with one person and direct and assertive with the next.

The shortest route between you and all you desire involves asking yourself daily or moment-to-moment, "Who do I need to be to bring what I am committed to into reality?"

Use your *Who Do I Need to Be...* pages (pages 52 – 54) to write down your ever-evolving answers. Review daily. Update and amplify as necessary.

Who Do I Need to Be...

Who do I need to be to bring what I am committed to into reality?

Who Do I Need to Be...

Who do I need to be to bring what I am committed to into reality?

Who Do I Need to Be...

Who do I need to be to bring what I am committed to into reality?

Divine Commitment

*As I breathe in,
I become more present to
my Divinity.*

*As I breathe out,
I drop into my power
In the center of my being.*

*Slowly, fully and deeply
I breathe.*

*Allowing my mind to clarify,
My heart to open,
And my Divinity to speak.*

*I feel, sense and know
My body aligning,
My heart aligning,
My mind aligning,
My Spirit aligning,
with what is true for me.*

*I feel, sense and know
the truth for me
as I commit.*

*I give myself to this
Divine Commitment.*

Instead of Madness

*I've been afraid
I'm losing my mind.*

*It's dawning on me
that my ego wants me to believe
that I am going mad
so I will fight to stay sane.*

*What's really going on?
I no longer care to serve two masters.
I'm actually losing my ego.
And choosing my Spirit.
Love.
Oneness.*

*I've been afraid
I'm slipping into darkness.
That's what my ego would have me believe
so that it can have its way.
Fear.
Separation.*

*A very old habit.
A story that no longer serves.*

*So, today I'm creating a new habit.
A new story of Love and Oneness.
A gentle reminder that the fear "I'm losing my mind"
is a wake-up call reminding me that I choose:*

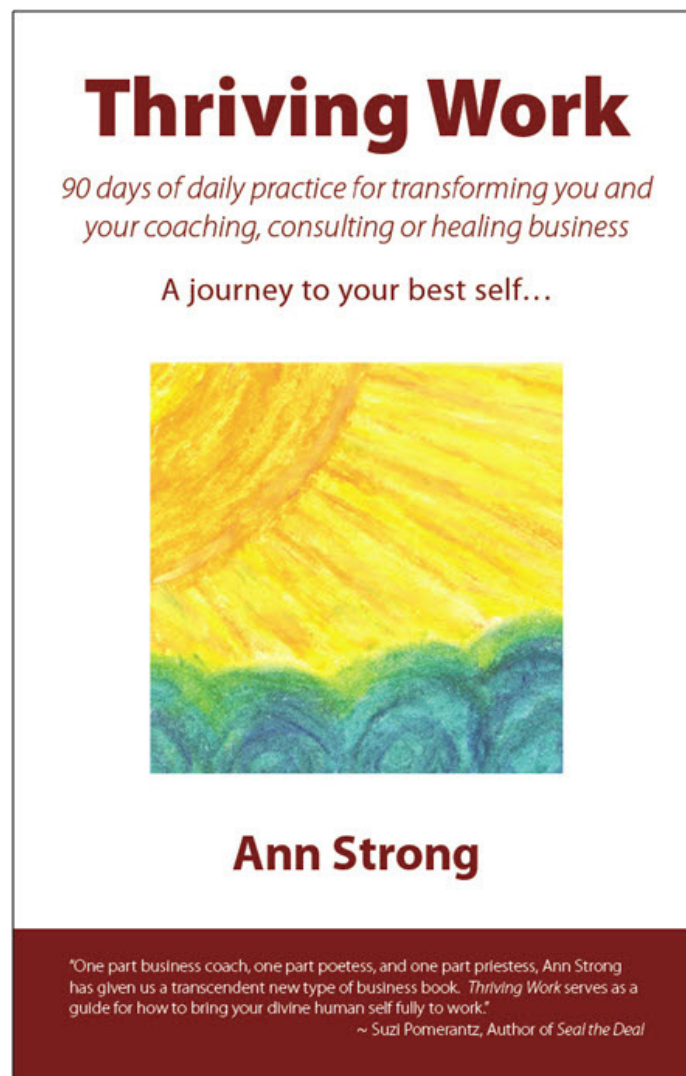
- Love
- Oneness
- To serve my Spirit rather than be a slave to my ego.

Order *Thriving Work* today!

Like no other business book, *Thriving Work* includes:

- 13 chapters to guide you step-by-step to grow your thriving coaching, consulting or healing business.
- Workbook-style exercises at the end of the chapters to keep you accountable and on track.
- 33 affirmative prayers to inspire and focus you toward choosing your best self, serving your clients and growing your thriving business.
- 14 full-color visual meditations to support you in integrating and living the principles in the book!

<http://www.annstrong.com/thriving-work-book>





About the Author

Ann Strong has served as a business and life coach to hundreds of business owners and executives since 1997. She founded *Thriving Coaches* in 2005.

At age 8, she knew she would own her own business. And, she always has. When Ann was a kid, adults weren't always sure what to do with her inquisitiveness. Like the time she asked her grandma, "Have you ever wondered what your hair would look like if you didn't dye it for awhile?" The philosophy written on a plaque she made at age 15 for her other grandma became the foundation of her coaching work today: "We are what we make ourselves." As a junior in high school, her two favorite classes were world religions and psychology – more foundation for transformation.

In her late 20s, Ann studied to become a minister in the Unity church. Then she chose not to minister in a church because she came to understand that a church board of directors governing her work would not suit her entrepreneurial spirit. As an experiential learner, for decades she has enthusiastically hired her own therapists, spiritual counselors and coaches. She's an avid student of the *Enneagram* and the *StrengthsFinder*™ assessment. Her vocation and avocation involves studying and applying what brings out the best in human nature and each person in front of her.

Ann's own *StrengthsFinder*™ strengths clearly indicate that she is teaching, coaching and writing as she came here to do. As a Maximizer, she loves transforming strong you into superb you – more of the best of you, more of the time. With her Empathy, she sees the world through your eyes and your perspective. Through her Connectedness strength, she knows that we're all connected and that things happen for a reason. As an Activator, she makes things happen – turning thought into action. With her Individualization strength, she loves supporting people in their uniqueness and in living from their strengths. And, ever the Strategic, she cuts through the clutter to find the best way.

When she's not working, you'll find Ann practicing kundalini yoga, walking in City Park, soaking up the New Mexico desert, searching out a great new restaurant or enjoying an outdoor concert – preferably including Aaron Neville. She lives in Denver, Colorado two blocks from City Park, which she affectionately refers to as her big back yard.

Commit to Your Thriving Work...

- Commit to your Big Dream and partner with someone extraordinary to bring it into reality. Whether this involves hiring a coach, finding a dynamic business partner or seeking out a brilliant teacher or mentor, commit to partnering with someone who supports and invigorates you, gives you a fresh perspective, and, most importantly, holds you accountable to bringing your Big Dream into reality.
- Commit to partnering with your clients to bring their Big Dream into reality. Commit to moving through your own resistance to fully serve them, without stopping short at pleasing them. Commit to their thriving.
- Check back frequently for *Thriving Work* updates, surprises and gifts:
www.annstrong.com/thriving-work/
- Read the blog: **Strong You / Strong Biz**
www.annstrong.com/mentor-coaching-blog/
- Invite Ann to speak about Thriving Work at your next event. She travels four times a year to deliver keynotes or facilitate workshops.
- Check Ann's availability if you would like to hire her as your business coach. She works with only 10 one-on-one clients each year for one year at a time.

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