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Welcome to coach to coach

a podcast dedicated to showcasing the power of coaching. I'm your host. Dr. Katie Linder and I offer coaching to academics and higher education professionals to bring more. He's to their lives and. Before you dive into this episode, here's a quick introduction to the structure of the show in each season of Coach to coach a new guest coach will come on the show to demonstrate a range of coaching tools and strategies.

The first episode will offer you an introduction to the guest coach, then I'll coach the guests and they'll coach me for the next six episodes and always on real topics and issues were dealing with in our own lives. Each season will end with a debrief episode where we'll talk about how the season went.

And offer any updates on the topics covered in earlier episodes, it might make the most sense to start each season in the beginning and listen to the episodes in order. This season I'm delighted to introduce you to dr. Katie Pepin Katie specializes in working with graduate students and offers them a community and network to support their needs and help them to live whole lives while pursuing their degrees now onto the episode.

Hi Katie, how are you? I'm good. How are you? I am good. I am excited because tonight I am being coached which is always a fun feeling and I am looking forward to it. Yes. I have had this in my special like important color in my calendar all day. So it's been very exciting. Well, I'm glad that I waited an important color.

Yes. Yes, the my favorite shade of blue blueberry. Hey love it. Okay, so I did go through and read your intake form, but I always like to ask first like how are you Landing today in our session? Like how are you feeling anything kind of that's come up since you filled that out things that feel important for us to start with.

I feel like I'm landing. Okay, so last time just to give a quick update. We had talked about the yoga integration and kind of the evening ritual and since that time I have been traveling so it's my world's been a little bit disruptive and I will be completely wide open and honest but no yoga has occurred.

It's probably been roughly two weeks since we had that conversation. However, I did feel like I had a major win because I when I got back from that recent trip, which was like a very quick 48-hour, you know, 10 hours on a plane in two days. I was feeling really tight the following day and I took a recovery day and I did a lot of stretching so not like yoga necessarily but like lots of like pigeon pose and I mean some some yoga moves but it wasn't like a watch a yoga video or anything like that.

I just kind of went very. Based on kind of my intuition and my instinct of like what I what I felt I needed and so I did a lot of work with like my shoulders my back my hips to kind of loosen things up and not felt like something that I don't know that I would have done if I hadn't kind of had on my mind, you know this idea of like taking care of.

The body and like being rooted in that I also would say I do feel like I've been thinking more carefully about my evenings and trying to be a little bit better about how I'm scheduling things. I'm just in a season right now where I'm having some evening meetings, which is unusual. And so that's something that I'm just kind of like being more attentive to so.

Other than that, I mean, I think that things are feeling, you know, relatively stable in terms of like work and life. I think you know as I'm looking toward the fall. I'm really thinking about what it means to have kind of a restful season. And so even though my workload is like pretty massive. I'm trying to have the right mindset around it and you know, the works always going to be there so I can build in the rest in the brakes, you know as I need them.

Yeah, for sure. It's really exciting to me to hear that. So many of the things that we talked about in the last session or kind of coming through an unexpected ways really suggests that it wasn't just like a formula that we kind of discussed in the new implemented but there was really a lot of work that you did to kind of like unfold those.

I think that was the word that you used to kind of like on. Old and see where it does fit in and where it doesn't and the fact that you didn't arrive at this call feeling the need to like why and be like, oh, yeah. I've done yoga Everyday Writer or we're like completely dodged that question, which I might have had to push back on.

But like I think the fact that it didn't it could have easily become an additional source of kind of like guilt or not done things. And the fact that it feels more open and expansive than that is really I think a testament to your work to not let it be those things. Yeah. I mean II feel like one of the areas that I've done a lot of work on just kind of personally is positive self-talk.

Yeah and letting myself off the hook completely but one of the things I was thinking about as I Was preparing for a call tonight was. I do feel like it's one of those things where it's like is this the right season to do this, you know, like it may just not be the right season to implement this I do love the idea of having an evening routine that's more relaxing and you know all of that but.

My morning routine is super solid. I'm really happy with that. And I think sometimes it's okay to just say I'm happy with how things are. I don't need to keep adding more and more. I don't need to keep like trying to tweak and make Perfection. And so that was something I was thinking about was just that I'm I am pretty happy with how things are going it be nice to kind of layer in some of this other stuff, but it doesn't feel.

So mandatory for me and I do feel like there are other forms of self-care like massage that I've really been focusing on and scheduling and you know, that kind of thing is working. Well, so it's a it is good. I think to be flexible with it and just kind of see what fits and what doesn't given the season.

Yeah, and I think that that language around seasons is really kind of important and maybe something that will talk about was I know that you want to talk about this sort of creative Retreat which to me seems like a mini season you do anything like yeah declaration, but I think that knowing. That eventually our resources are finite like there's only so many hours.

We only have so many things and to be able to say, okay, like what what's still really serving me and where do I have space and maybe you just don't have space like sometimes you just can't plant anything more in the garden because everything's growing and doing really well and then there's other Seasons where you can do a little bit of harvesting and replanting so to speak but that awareness that.

Eventually, if you just keep adding and adding and adding it's going to become counterproductive despite your best intentions. Yeah, absolutely. Okay, so I know from your intake form that you really want to talk about the creative routine. So, how about you catch me up a little bit because I know that I've seen them on Instagram from kind of the outside in but tell me a little bit more about what you mean just by the phrase creative Retreat.

Yeah, so. A couple times a year I take what I call Creative Retreats and they used to be writing Retreats. And then I started to implement other kinds of things into the Retreats that weren't just writing like website design and things like that. And so I shifted the name to be creative Retreats, but.

I've done these for several years now. And typically what I do is maybe two to three times a year. I try to strategically use my vacation time. So I'll pick like so this in this case, it's Labor Day week. So I'm taking four days of vacation, but that with the weekends it gives me nine days of what I'm calling my creative Retreat.

So the first week of September as we record this it's about mid-august. I'll be taking this creative Retreat and. The what I've done in the past sometimes I have and I should say also typically I will take one in like May sometimes I do it in December. This is the first time I think I'm doing it in September.

So I build them in in different times a week. But in the past I've done things like a lot of writing for book projects. The last one I did in the. I think I did one in May. I'm trying to think of what I did. It was a lot of like around strategic planning for my business last December. It was very much about like a.

It's like a lot about content marketing for my business doing some website works and client work. And I really just need a bunch of days strung together to do some planning and just to kind of put my head down and get a bunch of things done. And I often use these creative retreats to work ahead. So have another I actually took two full weeks off at the very end of this calendar year.

So I have another one coming up there which will really help me to plan out like the entire 20/20 services and products calendar for my business. So this one in September I kind of scheduled it intentionally for this time period because I've been in the process of going through a Rebrand for my business and I have the materials now from I was working with an agency.

And I want to use this time in September to start to kind of implement some of that rebrands, but I have a whole list of things that could kind of go into this Retreat and part of what I wanted to do tonight was just to think about. Kind of planning it and and maybe like walking away with a little bit of a schedule of what I'm thinking about for each day because that's something that's worked well for me in the past.

So just so that I am very clear on what you would like to walk away from. Would you like to have kind of like a structure for understanding about how to go through and then plan each day or would you like to kind of spend our time actually planning each day? I think it's more about the actual planning because like when I've done this in the past something that worked.

Well the last time I had kind of an extended time like this is I broke things into kind of like half day chunks. Okay, and and kind of themed them and was like and then I created I mean this is like the nerdy let's let's just go there roll the granular to-do list for each of the different themes.

So like if I was working on. Podcasting that I like had this list of things I wanted to do with the podcast if I was working on a client website. I had the list of things I want to do for that. And then as I got to each of the periods of like the half-day or full-day, depending on how much time I thought I would need I would just go to that list and kind of work my way through it.

So part of what I Envision tonight session being is a way for me to kind of plan ahead so that when I get to the creative Retreat, I have a sense of what I'm supposed to be doing and I'm always flexible around like if I don't feel like doing one thing I just shift the days around so it's not rigid.

But I do want to get a sense of like what's actually realistic for me to do in this time period of nine days what I know that at least a couple of those days. I'm going to want to rest or take a break. So part of it is just kind of trying to figure out what's reasonable in that period of time to do.

Okay. So the question that I have first before we kind of dive into that is that you've mentioned that you've done these a couple of times before and I would love if you could think back it's like the best one that you've ever had like the one that like when you think about it is kind of like the platonic ideal and what were the features of that that you think made it so successful.

So I think the one is kind of closest to what I'm envisioning for. This one is what I was just describing so I had kind of the themes days or half days depending on what I was doing I had to do list that I had planned out in advance of what I was hoping to do for each of the like sub-areas sure and I was able to.

I mean part of it too and I don't anticipate this being a challenge is like my partner knows what I'm up to and so I just get left alone. Like I just do my thing and that's definitely part of the success of it is like not having to worry about that. I did plan out like some foodstuff in advance so that I wouldn't have to be thinking too much about you know, like meals and stuff like that.

So I did some meal planning really the whole goal is to just like put my head down and do the work. And I think that the. I mean one of the things it's kind of like a there's a tension because I remember at the end of this other one that's kind of the platonic ideal that I felt really cognitively tired, but I was also like amazed at how much I was able to get that like I was like I looked at it and I was like, I'm not sure how this happened.

Like I like there was just so many things that I wanted to do and then I was able to get done. And it's a it's an affirmation of my ability to kind of. Guesstimate what I can do in any given period of time but I also know that given kind of the restful mindset that I'm hoping to have for upcoming work periods.

I don't want to go crazy with this particular one. So I have a lot of possibilities of what I could do and so part of what I'm trying to think about tonight and as I go into this is what is really the priority. Sure, like what is this stuff that? I really could use dedicated time over a period of multiple days.

Like there's some things that I probably could put off until later and could do in like fits and starts like on a weekend. If I have nine days, you know like I want to kind of make sure I'm spending Russia specific resource it is yeah, so we want to make sure that we're using it wisely. Okay, so I know that you just mentioned that there's a little bit of tension between kind of like knowing that you are capable of amazing amounts of kind of output but also that that takes.

Quite a bit of energy to get to maintain at that pace. Are there any other like tensions or like sticky points that you think would be important for us to discuss as we're planning like kind of guard rails so to speak. well, I mean there's definitely I think one I don't know if this is like I think it used to be attention and I feel like it's something just to keep in mind is.

Obviously, I'm like sitting at my desk all day like trying to get this stuff done. So. With the new kind of morning routine I have that will be kept up during this period so I will walk in the morning. I will do my morning Pages, you know, I will do kind of the normal things before I kind of settle in to do work, but it would also I think be helpful to consider.

What should I be doing in the middle or at the end of the day like this is where the yoga comes in kind of unfold from sitting at my desk. And also I have a standing desk so I can kind of go back and forth between sitting and standing so this idea of like. Taking care of the physical self, which is is very difficult for me when I get into the zone of a design flow say, you know, I'm kind of doing all this stuff and I think my plans for this Retreat definitely involve design.

I don't know how much writing I'm going to be doing, but I'm definitely going to be designing things. And so I very much anticipated losing myself a little bit in that okay. None of the students like last meta question before we kind of really dive in is have there ever been any Retreats or any times where you felt like it didn't go as planned or it wasn't like the best use of this resource.

Is there anything that you can sort of think of that might be important to kind of like purposefully plan in another Direction? Mmm. So I love that question. But I honestly can't think of a time where this is not work for me, which is why I trust it so much like it's I mean it has shifted over time and I've used my instincts to kind of think about, you know, when I shifted it from writing to more creative work that kind of thing, but this is actually like where I thrive I mean like having this kind of dedicated time that I can plan ahead and just like get down to it.

Yeah, maybe maybe one thing now that I'm thinking about it is there is definitely. Especially when I'm working on a book project or something big which will which will probably be what I'm doing here. There's always the fear, you know of like, you know, so you're combating that I mean like during the retreat and like there's definitely a level of discipline and willpower that goes into like forcing myself a little bit to like get into something that feels intimidating or the feels kind of scary.

So I can see that being an issue and also like if I'm if I'm in the kind of messy middle of some of this design work and I'm like this is not working how I want like and just getting the frustrated like am I going to be able to do this? You know like so there's definitely going to be like walls that I'm going to hit during it.

It's not all like sunshine and rainbows. Yeah, so that would be one thing that I could think of maybe that would fall into that. Okay. I'm really excited because it sounds like to me you have like a good sense of what? The structure is like I often think a lot about when I'm working with clients, like what kind of containers can we build that you need to fill with a certain kind of energy and it sounds like you have a really good sense of what the container is what it takes to build it.

You've done all this prep to make sure that you can get nine days off, which is amazing. So like I think you've done quite a bit of the work already. And so now the question shifts not from how can we make this a successful event, but how can we best fit? The possibilities of what could be on this list with the like very specific beautiful but finite limited resource of this Retreat, right?

I think the first thing to say is that there's probably no wrong plan, right like and so what.

What kind of chunks if we were to start sort of filling in the like big boulders, right? And that's the way I often think about things you kind of put like the Big River like plant a garden used to put the like big stuff in first and then you can kind of fill the smaller gravel and the sand in around it.

What is like your guts saying is the first biggest Boulder to fit. Well, when I originally designed this Retreat, I was definitely planning to do website design. Okay, so that is like absolutely on the list. I have two websites that I need to work on. This fall one is a revamp of my professional website using the new branding elements that have been created through this.

Rebrands and then to I need to build a site from scratch for my coach training program, which will also be using the new branding elements. So those are like probably the heaviest lift in terms of just like. Everything on the sites will need to be touched, you know, like and I the good news is I have the brand element.

So I know the fonts. I know the colors. I know like there's certain things along those lines that I don't have to make decisions around but in terms of just like choosing templates and like figuring out how the site's going to be designed and the coach Training Site in particular. At the very least I need like a beta up.

Like I need a place for people to go where they can just get basic information. I don't anticipate that I have like as you can imagine, you know, really massive plans really what that's going to be and like especially around content marketing and the blog and things like that. So those two things I mean if I left.

The Retreat feeling kind of confidence about those things or just making like a really large Dent. Yeah, that would be helpful and I'm also planning on transitioning my domain name for my professional website as well. So there's some like technical back-end that I'm going to have my partner help me with so.

But that was like the original plan and I wanted to kind of think about. Are there other things too, but I want to do to kind of add to that list. And I mean I did do some brainstorming and there's like 14 things on this list. So, I mean there's a lot of possibilities other than the website work, but that those are the ones that I feel like would be pretty time-intensive.

Okay. So how to miliar you with the kind of like agile project management. Style like this green stuff or something. Yeah. So in one of the like one of the principles of agile, which is a project management system is this idea of like a minimum viable product? And so you as like a team when you sit down and kind of decide on your Milestones or your deliverables, For the customer you can say and say like, okay, this is like the end goal and this is the MVP.

This is what if I were to get this it would be functional and I think that they could be a really useful idea for you as you're starting to think about. Okay, here's this project like the coaching plan site that could be a 100% thing and actually in my head. It's probably a hundred and fifty percent feature-rich, right?

What are the like most important features to make sure that they're up now? And that way you can sort of say like okay, if I were to get these done and I felt called to work on another project. I'd feel safe pivoting rather than having to make that call in the moment. Right? I mean, I think for the coaching website that makes a ton of sense because I think it definitely is a phased approach and there are some things I need to put up relatively quickly so that people can make a decision around it like the training schedule for 2020.

And the pricing and you know like that kind of information and I have some stuff kind of already in the works in terms of just the I've drafted syllabi. I know what the learning outcomes are for the trainings like I mean, there's there's certain content that I already have. It's going to be relatively easy for me to put on the site.

But there's also just like fa Q's about like what is coaching and is this right for me? And how do I know and what are the different kinds of coaching in higher ed and like there's actual content that I need to draft and some of that I can probably pull from the coach training guide. I've been working on but in order for it to be viable like there are certain things like you're saying that would be relevant.

I think for my professional website. It's one of those things where. It's harder for me to do a minimal viable product because the website is fully functional right about transitioning it to the new brand look and feel and I can't really go halfway on that. It's like but on the other hand if I'm doing a new domain name, I can build the site on the new domain name redirect it when it's ready.

So if I get to be under Retreat and I have a couple pages that like aren't transitioned yet or whatever that's not going to be a difficult thing for me to do. So I think that there that's a helpful way to kind of think about it because I think for me I definitely am feeling this kind of pressure.

And part of me just wants to give into it. I'll be honest of like when I do the Brand's, you know overhaul that I've really wanted to kind of all happen at once and I do feel like this Retreat is an opportunity for that to kind of do a bunch of things all at one time and just make sure I'm doing them in the correct order so that as it rolls out.

It's looking really cohesive like. I have a monthly newsletter. And so can I get that together before September 1 like that would be early in the retreat to kind of redo that newsletter and kind of get it the way that I wanted and all those kinds of things. So there's definitely like a timeline.

Yeah situation in terms of how I'm kind of rolling rolling these things out and when yeah, so, it's me. I'm kind of like imagining. A pretty flexible schedule where you say like, okay. These are the first couple of days. Like I know that I'm doing the newsletter and know and like you make those first chunks and then there are and those chunks are kind of like time-specific but then there are other chunks where if you needed to Pivot like you said in other points in there treat you could and I think that may be one of the goals for the planning is to be able to say, okay like these are units that can fit anywhere.

These are units that need to go in sequence kind of like a Gantt chart. But yeah, these are the things that are dependent on one another. This is the stuff that actually needs to go in a certain order and these are the things that I can play around with and sort of follow my flow in my interest.

Yeah. I love that idea because there's definitely love as I'm looking at my list. There are a couple things on here that do have a kind of deadline and there's other stuff on here that like it would be fun to do but it's like not required like it's one of those things that's like it's a creative thing that would be kind of fun to play around with but I could definitely do it later into the fall and not feel any kind of pain from not getting it done.

I think the main thing I'm concerned about is. And I've never wasted one of these Retreats so it's not really about that. It's more I want to make sure I'm making the right choices of you know, like there is some stuff that just requires a lot of cognitive and creative energy and the whole purpose of stringing all these days together is to be able to really dive in deep and do a bunch of it at the same time and just like.

Be in that mode when I'm splitting my brain energy between you know my day job and other things it's like this is really an opportunity for me to not have to worry about that. Yeah. Oh, that's a big part of it. Okay. Yeah, and I think it makes a lot of sense. To have a pretty structured plan and thinking about that plan maybe as like this is my best first draft of how this is going to go just to kind of relieve some of that background noise around not using it well or like not being strategic.

Around what things that using the analogy that's coming to my brain right now is like Kickstarter goals. So I don't know if they still even do these with kick starters. But like in the beginning there used to be chaotic. Here's the level at which were fully funded. Right and like this is either a go or no go and then there's a variety of stretch goals, right we get here we can add this if we get there and I love that.

As a metaphor for kind of planning because like you have sort of like this is what's going to be fully funded as the retreat so to speak like if you hit these Milestones you're going to be you're going to walk away feeling like you used it really well, but then having these kind of stretch goals that are saying like, you know, if there's time and their space and there's resources both my energy and kind of calendar resources.

I'm going to go for this right and that definitely works for me. I mean like I do stretch goals all the time. Like that's definitely and I think that's part of the that tension and balance between the burnout and the doing all the things is like. But I also feel like typically when I do these Retreats, I'll do several hours in the morning have lunch take a nap and then come back, you know for so there's a lot of rest that's happening in these Retreats.

I go to bed early sure really trying to like. Stay in a mode where I can like keep working and and usually somewhere in the middle or maybe even twice in the middle. I'll take a day for a half day and just not do anything so part of it to like some of the things I have on my list is possibilities.

Like I have a reading day on the list of just like taking a day and reading novels and and like using it because this is technically my vacation time. I want to use it to get things done, but there's other possibilities of like what I could be doing. I do have a massage booked for the Saturday that I launched the retreat.

I do, you know, like I have a haircut booked for the week of the retreat like there's just things that I have they're already in the schedule that will allow me to kind of take breaks and you know build around that but I do feel like the more we're talking about it the more I'm realizing how much I want to just like.

Usually I do a kind of visual Matrix. Yes, almost like a table of like here's Monday in the morning. And here's Monday in the afternoon. And like what do I want to do on each of these days and I just walk them out so that I can kind of test what seems to fit where right and I guess I think that if that's what's calling to you.

I would do it and then just sort of say like this is a first draft. And so maybe you have that Matrix and it's filled out and then you also make kind of like a list or you have some sort of awareness of. What are I call it like an emergency action plan? What are the four or five things that if I hit three of these like these symptoms on the list and they're not always symptoms.

Sometimes you just kind of like Clues then I know that it's time to kind of reshuffle things for move that rest block up maybe that it's about saying, okay. I really do want to lean in and as I start to daydream about this, I think I do want this kind of rigid. Not rigid, but like I want to have planned this out.

I don't need it to be so flexible. But I do have a series of questions that I ask myself at at various points, you know, and that's definitely built in. I mean like this is like the benefit of having done this multiple times is like at any editing given point in the retreat. I'm reassessing and saying like Okay, like, how am I feeling about this do I need to ship this around is taking longer than I thought it was.

Am I enjoying myself, you know, like all of those things are kind of running through my head and adjustments are constantly being made based on what's going on. I mean, I think one of the things that makes me kind of nervous about the website design stuff is I'm going to be playing around with brand elements for the first time in the new brands.

And so one of the things I had written down, Is like playing with the new brand elements like just playing like going into canva or another tool and just like messing around and see what I can create and templates and things like that and part of me is wondering like to what degree can I do that before this starts so that I feel comfortable with the fonts and the you know, like just pulling some of those elements.

Yeah and feeling better about. You know my capacity to like know how the colors fit together and different looks and feels that I wanted to do. So that's definitely something that I'm kind of like noting as maybe being like a pre retreat. Activity like I need to do that before I even start so that by the time I get to the web design, I'm not like wait, what am I like and feeling uncomfortable with those things?

Yeah, and that's often a strategy that I suggest to people who are about to embark on like a writing Boot Camp or some sort of things that sometimes it's just helpful to prime your well that you know, if you're coming in cold to a dissertation bootcamp and you have it looked at it for two months.

You're going to spend a big chunk of that first day like remembering where you saved it like rereading your work and I think that this isn't so much that you're coming in cold, but maybe it's a way to kind of like build excitement, you know in the same way that you text somebody before a big date.

Oh, yeah. Totally the anticipation is so much a part of this like, I think that's a big part of. Doing the planning is like time you get to it. It's like oh now I can finally do the things. I've been thinking about on a like dive into and spend all this time on. Yeah, so maybe it's about saying okay are there like is there an hour between now and then that I can put in a couple of weekends to just load some of these things especially if you have them already?

And thinking about that as because I'm a really big believer in the work that our brains doing when they're doing other things and I think that especially with stuff that's his creative. It's like visual style and brand elements. Like there's a certain amount of kind of consistency. There's a lot of play.

Yeah, there is. Maybe it's like okay. Well, maybe I'm gonna just like make a mood board or the for the next couple of weeks on Instagram when I'm surfing I'm going to just make a collection and save some kind of images but thinking about what are some sort of passive ways to Prime that well so that when you get there you feel like you're ready to go.

Yeah, well, I'm definitely it like on my list of things is I'm still waiting for some of the packaged elements from this agency that I work with, but I know what the fonts are I know with the colors are so I started like loading that you can do a brand kit. Yeah and buds. So the colors are in there.

I started building like some branded photos, you know, like a folder of like what what I call Brand friendly photos. That would be a good fit. And I mean the good news is I feel like I have the foundation of I I know how to do planning for social and all those kinds of things that. like a couple things on my list include fall content planning, you know some social planning.

Trying to kind of think about how I want to leverage some of the brand elements and things like Instagram and and other kinds of things so I definitely don't feel like it all has to get figured out, but I do want to make some inroads around. Even setting basic goals of to what degree like how much do I want to be posting?

Because I really had kind of gone on Hiatus with especially some of the stuff on Instagram because I do stories but like on the actual grid, I've been waiting because I didn't want to post a bunch of stuff and then have to completely Rebrand everything and you know, some things have really been on pause.

And I've been like I've been like this is the integral I have been waiting until I had these brand elements to just like go and really redo a lot of these things including my newsletter and all kinds of stuff. So. Part of it. I think is like I'm excited about the website but there are so many other things that I'm also like I really want to dive into this other stuff too.

And so I'm trying to make sure that I'm carving out time to touch a few different things just because I want to not even necessarily because I feel pressure to kind of do it all at the same time, but just like it'll be fun. Yeah, and I guess I think for me as sitting an outside of this retreat, And thinking about some of the other conversations that we've had.

I think it sounds like what might be helpful. It's just sort of like a dual plan where there's one plan where you kind of like very carefully place in all of the elements and balance the website. To with the other projects in the way that feels like it's going to resonate from where you're sitting right now and then there's sort of a second plan where you say, it's equally possible perhaps that I'm going to want to do a hundred percent on the website or that something's going to happen and I'm gonna have to stop and maybe being able to say.

If some of what so satisfying about these Retreats is the feeling of having a well-made plan and then executing it, you know to a level that makes me feel good maybe saying okay, maybe the well-made plan in this instance is actually kind of a couple of different eventualities. Right. I mean the other thing that that makes me think about is like to what degree can I gamify it and that because like one of the it's like such a question mark of like how long will it take me to do the website?

Like I don't know. I don't know how long it will take me to like completely revamp these things and if I if I say, you know what I'm going to take Monday let her a day that's kind of open. I don't have any appointments because of course, I have meetings and other things scheduled during this window with clients and whatever.

But if I can find a free period of eight hours and I say I just want to slam the website on this day. Like can I just get it done? Can I see how far I can take it and I'm just going to do as much as I possibly can, you know in this relatively short period of time. That that kind of thing also appeals to me is to kind of like challenges throughout their degree and say like what can I get done and maybe one of the days is like so one of the things I have on here is some September content creation around the podcast like can I spend a day and just knock out the entire month of September in terms of podcast episodes?

Including social art including you know, like all the things like show notes like all the prep that kind of thing. It's like that's why I like to set up the days or the half days because it's really almost like a challenge that I'm setting to myself to say you have limited amounts of time. You're trying to get through as much as possible doing quality work.

How much can you fit in and in this window? Right and to me because I'm me of course. I'm like, oh, well, what if you did a challenge that was like can I do this in a day and still take you know, 15 minutes of every hour and be moving around or like how many steps could I get in today? Or like what things could be at my standing desk or like I'm thinking about like that Apple watch metric.

That's people. That's so helpful is like, can I get my standing ring my heart rate ring and like kind of thinking about that ring model? Raz what are these other rings and things that I can kind of Stack because it sounds like it's one of the things that's important is making sure that you nurture your body through this incredibly taxing cognitive thing that you're asking it to do to me talking to find that part of it might help make it feel a little bit more present.

Yeah, and I think part of it is definitely like keeping the morning routine doing like a midday stretch yoga break, you know something. But I also feel like this this is okay. So this is attention. There's definitely like part of me that says you're killing it on the cognitive creative side. It's okay to let some of this other stuff go like for this period of time now not the morning routine not the walks not that like everything that like that is set, but.

It's like almost like my full attention has to go to the work like it's just if if I want to do the Flow State thing, which I don't always feel like I have control over to be honest. It just happens that I'm in it and then eight hours later. I look up and it's like, oh I probably should have a meal.

I mean like this is like. It's how it was when I dissertate it. It's how it is when I write books. I mean, it's just I fall into it and I completely lose track of time which is so fun. And I love it. But there's definitely typically I think what happens is it's not like every hour I have to stop it's at the end of the day.

Yeah. Hey relax, I watch something on television. I have a nice meal and then I go to bed early like it's not really something that's intermittent. It's like I do the exhausting thing it's over and then I transition into the eBay and sometimes that's like taking a walk taking a shower, you know doing something.

That's just like let me disconnect from the work period. Right and shift into doing, you know, another kind of routine. So that is attention because part of I think the pleasure of these Retreats is that I am not stopping like I'm not forcing myself to come out of it. It's like once I'm in it I get to stay in it and that's like the best part about it is that I'm not having to constantly be like going to a meeting or pausing something to you know, Disrupt the process.

and so what about that feels like a tension because to me what you're describing is like something that you really enjoy about it what feels. What is the other part that's pulling against that I think it's just that it's physically exhausting. So it's definitely just basically me putting aside the physical, you know awareness and just saying like you're going to have to wait like this is I'm prioritizing something else over the physicality part.

Now if I'm doing the standing desk and stuff like that, it's totally possible that that this is the first time I'm doing a creative Retreat where I've had the standing desk. Okay, so that's a different kind of situation that I've had in the past and. But yeah, I mean I definitely will leave anytime.

You know, you sit at a desk for eight hours. It's not no it doesn't feel good. So I think that that could be something that could be kind of Blended in. It's just like standing up and you know, like moving my position. So I'm not just like sitting hunched in my chair all day long if I computer and I think to me.

What it sounds like is maybe it's just something that you get curious about. Like can I be in my flow state if I'm standing up or what is my flow State feel like when I pay a little bit more attention to my posture or what does what because it could be. That you feel great in your fall asleep standing up or it could be that being able to switch positions actually helps you kind of like see things differently, but I think being instead of approaching it is like this is attention and this is something that's like a new element and I have to kind of like be on my guard about what it does.

Approaching it more as like I don't know what this is gonna do. Like if I needed to I just put my best down and sit and I would be okay like there's nothing to lose exactly and there's just more data and experimenting to prom. Yeah, this is definitely I mean, I feel like these creative Retreats are absolutely a space for that experimentation like there.

Is very other than like doing the things that are on my list in some way like, I mean at the end of the day, I want to get them done like I think about when I do this for a writing Retreat, you know, like it is about word count. It is about, you know, getting the words on the page, but. When I do that and how I do that and you know, like I'll go and all kinds of directions, you know, like and really follow kind of my instinct and what I want to do if I don't if not feeling it I'm not forcing it either.

So I'll take the morning or I'll you know, take a break or whatever, but I think that. Yeah, it's interesting because I feel like there's a lot of stuff in this particular Retreat that feels connected in terms of the tasks in previous Retreats. It was it was really kind of switching cognitively from one thing to another like one day.

I was planning the content for the entire quarter of social media. And then another day I was like building a client website and then another day I was having a consultation meeting, you know, like I mean, it's very different tasks whereas this all feels. Connected so I'm actually really excited about that because I'm working with the brand elements in a lot of different capacities which feels like a good opportunity to like do that deep dive get really comfortable with it experience.

I'm sure frustration around I do certain things. But yeah, like that's that's exciting like the more we talk about it the more I'm like, okay, I'm ready. Let's do it like right now. Yeah. Well and I think that it makes sense that it feels a lot more cohesive and that it's also bringing up these tensions and like it has you thinking a little bit more about the embodied elements.

If only because it's so connected to some of the values that the brain elements reflect right like in the business. And so I'm seeing like a lot of cohesion and I think that might be part of the resistance is when you've looked at the sort of things and you're like well here Fortune other things that I could do and you brain is kind of pushing against that other list and saying, you know, I could do those things, but it doesn't feel is integrated.

And sort of really staying in the headspace of what do these values look like? What do they look like on my website? What do they look like? No one the Rebrand what do they look like in my social media and just sort of really letting yourself lean into how this new direction that you're moving the business in visually brand Weis product wise offering wise is so much more.

Integrated around those values. Yeah. I mean one of the things I was writing down as you were talking was like even having. Kind of like values words or the words for the retreat and so the ones I wrote down where cohesive consistent and integrated. Yeah, and I like that idea too of also thinking about because really what the retreat is doing is launching me.

Into the fall, like there's a lot of work. I'm trying to do to lay groundwork and foundation for things that I will have to continue on past the retreat like it's not like I can get it all done. And then it's just over it's laying the groundwork so that I can be implementing the brand in various ways and I'm going to have to continue that work in a relatively busy season, so.

It's like a it's a jumping off point and and trying to kind of get into a really good framework. So it's even helpful to think about those words. I've been using this new tool that I've talked about in a couple other places called Power sheets. And one of the things you do each month is say like what are the words that are kind of guiding me this month and so because this Retreat Falls.

The first month in September, it's a great way to say like September is a month of cohesion and consistency and integrated nests and really thinking about how all of these things are working together. And I love that idea of like using the retreat to set the tone for even the next several months of what I'm trying to do within the business and with the brand in all these different spaces.

That's a really cool potential outcome. As somebody who works with those words, it might be something that you could do even like during those Retreats or like if you have a little bit of down time, I did a whole year with three words in 2016, and it was totally transformative and also really difficult shift and change and have those words stay the same but also have their kind of like meanings.

Deepen in rich in some ways and it was helpful for me to start out and I used to do it in my morning pages and I used to think about it and other places, but maybe it's something to kind of Prime in the next couple of days. What is like a mood board for those words or like what are the ways that those words?

How can I support them? Like maybe. The novels that you pick our characters that deal with some of those things for your reading day or like maybe it's wrapped into some of the meal planning or there's things that feel like they're playing with those words. In other parts to help kind of engage it Beyond.

This is not just my business. But like this is also something that's guiding the foundations of it too. Mmm. What does it mean to explore that like yoga wise like I'm thinking about like what a cohesive. Yoga stretch break might feel like or what an integrated approach to meal planning for the retreat could be.

Yeah, I love that. I mean, I love the idea of just having. So it's interesting because I you know, like people do like a word of the Year kind of like what you're talking about and I have never been able to do that. Like it's just like not I'm not consistent enough. Like I just it just doesn't it feels like constraint more than anything.

But lately I've really been drawn to this idea of like words for certain Seasons. So it's not like for the entire year because I feel like over the course of a year just too much changes and and there's a lot of Shifting going on. But recently I said kind of an intention for a word kafir the remainder of 2019 and then I'm doing kind of these monthly, you know, just awareness around what are the things I'm trying to go for and because I'm using this power sheets, you have kind of a monthly plan they call it attending page.

So you're kind of constantly going back and looking at this stage and seeing the words and you know like that to me is like I'm really rooted in that right now. So to do that for the retreat and to say like let's. Come back to this like on a consistent basis and maybe use the morning Pages as a way to kind of not just report out and what's happening in the retreat, but kind of bring it back to ya is it still aligned?

You know with these particular words and things that to me is like setting an intention that goes beyond to-do items to how you want to feel. Right. Yes, the words that I did were part of Danielle Laporte core desired feelings program, which is something that I have a variety of issues that 2016 was a different world, but one of my words that year was aligned and it's funny.

So like here at come back because it's not anymore, but I think that one of the things that's really powerful about that is seeing what it feels like in the morning and then seeing what it feels like in the afternoon like when you shut down. So I used to write those words on my bathroom mirror so that when I was kind of like doing my wine down I had a space where I could sort of naturally come back to it in and so it didn't feel like it was something that only matter when I was at my desk that it really was like a touchstone and I had them on Post-it notes everywhere, but kind of experimenting with other places that you can route into them.

On purpose. Yeah, wait, I like the touchdowns, you know, what are the touchstones of the retreat in terms of like I think morning pages are a touchstone of just like checking in the morning walks, you know, like there's certain things that will be touchstones throughout and adding in language around that.

I think it's really helpful. But also, I think I just keep coming back to this idea of setting an intention, you know like that. It's more than. And it's it kind of goes back to the alignment piece to like. What are the people I follow online Caroline's up talks about having alignment versus accomplishment and like not focusing so much on to do's and like what you're getting done.

But to what degree does everything feel aligned and that's so much what this is like, especially when you're talking about brand consistency and cohesion. Like I mean, it is about alignment it is about making sure everything is kind of coming together in a way that makes sense to you and to your audience.

So that's another kind of helpful. Piece of language to think about well, I think to sort of that end. Maybe it's about sort of setting. Ahead of time what? The reflection questions might be so like I'm going back to this kind of has like learning assessor like my kind of like old teaching and learning things.

But like okay deciding what they'll not necessarily the to do outcomes or the productivity or those stretch goals are because those are really important but also like what are the questions that I want to be able to answer at the end? Is it like for me one of the my like continual reflection questions is how much of this felt on purpose how much of this felt like I was really present for it.

Uh-huh, and it might sometimes setting up those reflection questions in it in advance in the same way that power sheets kind of works. But like, you know what the questions are that you'll be asked to answer the end of the month. So having those it's kind of like an open frame to work towards with that sense of flexibility about how and when it might be answered.

Yeah. I mean the other thing that this is kind of making me think about. Is. I have goals for the retreat that I wasn't articulating to myself and like as we're talking about it. I'm like, oh, okay. Like that's that's becoming more clear to me. So for example, one of my goals for this Retreat is to get comfortable with my brand elements.

Okay, like just because I'm going to be working with them and so many different capacities. And testing them and just kind of seeing what the boundaries are of you know, like especially just there's little visual elements that I can use in different ways. It is about me leaving the retreat feeling like okay, I've got this under my belt.

Like I feel like I can use this in a way that feels confident and that is aligned and that I know kind of what the boundaries are and. Even today I took a few minutes and I was pulling together photos that were brand friendly and I started with a pretty broad canvas and then I came back and I was like, okay some of these are not going to work.

What is it about them and it was about kind of lightness and darkness and I was able to kind of really pull apart the stuff it was going to work in the stuff. That was not and so even that you know, like I've just it takes time like it takes play you really have to get in there and like say like just.

Explore it. So I really do feel like there's some things going on under the surface like that that maybe I can kind of bring to the surface and say okay, you know, like what are the things that are really going to help me to achieve that larger goal? Yes, it's the website but it's also probably doing some social media design.

It's probably also working on some worksheet templates, you know, like things that are going to help me to feel like I. Have you know got some experience under my belt of working with the different elements? Right? And I think all of that comes back to sort of saying. Okay, how can I clearly Define what the mission of any of these sort of like project blocks are is it the specific list of to do?

Is it that there is kind of like a learning goal is it that it's kind of like an emotional state. Is it a sense of comfort who maybe being able and any of those goals to articulate it in a few different ways so that. When it comes time to implement it there isn't a sense of like there's this to-do list contract that you have and that's the only way that you're able to think about that block.

Right? I think they are right. I think there's these other angles of kind of working your way into it, which I think is really going to be a helpful way of dealing with things like frustration because I know there will come a point. Well where I'm trying to do something on the website and it's not working and I'll be like.

Okay, this is crazy that is inevitable. So, you know like but in that moment to say, okay, like it's okay like this is not like you're launching the website on the final day of the retreat. Like I think that that's the piece I have to keep in mind is like. I need to get the bulk of it done so that I can feel like I have a manageable amount of work to do in the midst of these other things I have on my plate, but the other thing this is really making me think about and this is I mean a window into just how much of a planner I really am but like really looking at the weekends for the rest of the fall and some of them are going to be devoted to travel some of them.

I have you no other commitments and really just trying to say what do I actually have. Yeah, now the end of the calendar year to devote to various things, but I have some deadlines. I mean the coach training thing in particular. If that launches in January, you know, the coach training guide is got to get written.

It has to be finished. So really and that was one of the question marks I had for this nine days. I mean part of me said what if you just slammed out the coach training guide in this Retreat like and just use it as a writing retreat? Forget the websites like just right and then I pull back on that and I was like, no I can I can do the writing on the weekends.

I really want to do that, you know like so I've been kind of negotiating with myself about what if this what if that like just trying to kind of feel out with the possibilities are. And so that would also help me. I think to look Beyond The Retreat and sailing what are the other potential work periods?

And like I'm planning a mini retreat over the Thanksgiving holiday because I think a good for day chunk. I've got the end of the year, you know, I've got these other things and that will also help me I think to strip away the stuff that could I can put off and say like I don't have to do that right now because I have these other things, you know that I can focus on I can wait and kind of push some of those things off till later in the fall.

Right and I think that part of it though like the like bright flashing words in front of my eyes right now are like radical self-trust like you're kind of learning to say like I. I'm approaching this in a way that I haven't exactly done it before I know that the constraints are real and I'm just going to trust that.

I know how to navigate this in a few different paths and that there's not just this one. It's like those video game levels where it's like there's only one way and if you missed this one square, you're not going to pass this level and sort of being like I know that that's not the framework, but I'm working right there's multiple ways.

But I'm going to be able to achieve these goals and I trust my own abilities and my own capacity to say I'll be able to find a path that that satisfies everything that I need to for. This push should be aligned. Yeah, and I think actually that's a really good word that I want to write down to is satisfaction and satisfied because I think that what I like at the end of these Retreats is I feel satisfied.

I feel like even if it didn't work out exactly as I wanted. I almost always hit like at least the minimum viable product of what I was looking for like and often times I go far beyond that. But I know how to set reasonable expectations for myself. I know how to do the stretch goals, but I want to leave the retreat feeling satisfied.

Like I don't want to leave it, you know, just like in a state of anxiety or tension or just like, oh, I need one more day like, I mean, it's that's not what these Retreats are about their about doing something really enjoyable and getting a lot of pleasure out of doing the creative work and.

Keeping it in a really positive frame of you know, I look forward to these like these are these are fun ways for me to spend my time. So I think that satisfaction piece is also really important to think about like, what does it mean to be satisfied especially as I'm stretching out this work over the course of several months, you know, like this is the kickoff, but I know it's going to be continuing on right and I think sort of thinking about how can I best honor?

The real Spirit of these Retreats and I think what I've heard you articulate so clearly in the session is that as much as from the outside or from where I am sitting like watching your Instagram stories of the Retreats. It's not necessarily about checking off every single box in every single order and sort of following this as much as it is really saying I respect the part of myself.

That needs and craves this deep reflective focused Flow State work to use my precious vacation days and like these very like to use this resource. That is so precious to me in this way. And so I think being able to really separate and say like yes, functionally these Retreats do accomplish these things but for where I'm sitting is like a whole person.

It's really about honoring this gift that I'm giving to myself of this time of these spaces of this planning now knowing that honoring it looks different. Yeah. No, that's really true. I mean I see these I feel so comfortable with a concept of this Retreat. I mean it's so interesting because he will be like, how do you do it like one of the logistics I'm like, it's just it's very natural for me to do this now.

Like it feels like a really important but very natural part of my creative life. And so yes, I mean it is about honoring it. It's also about honoring the work of I mean. I think this kind of goes back to the goals and I want to use that verb. I'm not quite sure exactly how but like when I'm working on the coach training website.

I'm really honoring something that feels very important to me like it's all about. Mickey I mean, of course it's a revenue generator for my business but there's a much deeper reason I don't like or why I'm building out certain elements of radical self-trust on my side or why I'm doing this Rebrand like part of it is I'm wanting to connect with people in a very particular way and so honoring that like honoring the deeper work of the why behind the two dues, right?

Like that's a big part of the retreat as well. and I think. That is such an interesting frame to think about something that could be so Craven like sometimes when people are like, oh, it's my brand like you kind of get the sense that like, it's this very mechanical thing and I think what I'm really hearing you say is that like yes, it's about making things cohesive.

And yes, it's about my business looking and feeling a certain way to people that are encountering but it's also about saying like this is. A part of me that I'm taking and beaming out into the world. Oh, yeah, I mean the brand I mean what was so interesting about working with this agency was the brand is really a representation of my values.

I mean like what you're going to see in the Rebrand is like elements of creativity and elements of like. Artfulness in some ways and kind of like messiness in the midst of like systems, you know, like so there's this like interesting balance of I'm a systems thinker but I'm also understanding that creativity is messy and life is messy and we're going to figure it out like this is I'm here to help you do that and that was super fun to kind of see what are the ways that this kind of stuff can come out because it is a representation of my identity my values and helping to communicate to other people.

What it is that you know, I can help you do and I think that Brands I mean this is probably going into it, you know, totally different direction than we should but it's about either drawing people in a repelling them. You know quickly as possible. Like I want people to figure out if I'm for them or not.

And if I'm not go find your thing, I mean, like don't waste your time with me. There's like cereal in the eye, you know, like so I think that that's a big part of it too is like it's important to me to be really clear about what's going on so that people can make educated decisions. Yeah, and I think that one of the things that's come through in this call and also in sort of the other things is being able to say like this is authentic to me and like I'm going to do a yoga practice, but it's going to be in a way that's authentic to how I'm thinking about my body and my schedule and like my values and these are the sort of same things and that these Retreats are deeply authentic thing.

They're not an external. It's not an external Optical obstacle course that you're making yourself jump through because I feel like this is the only way but like this is a very genuine reflection of the way that you like to work and the way that you like to sort of honor the importance of these projects.

Yeah, and so with that kind of as the foundation, I think it goes back to sort of the earlier point that there's probably no wrong plan, but it's about thinking about how do you want to arrive? And what work can you do beforehand to arrive in this space so that you feel like it's as aligned as it can be.

With these these values these functions these parts of yourself. That one and get filled. Yeah, I'm seeing kind of too. Potential homework items for this one is thinking about that pre-work. Like what is it that I want to do between because as we record this I have roughly two weeks before this starts.

Yeah. I've got a good maybe 10 days that I can kind of like do some things. So there's that and then the second to do I think is actually to build out that schedule draft and kind of start piecing some things and thinking about again with that. Idea of cohesion consistency integrated misalignment.

How can I kind of not necessarily order things but kind of Chunk them. Yeah ways that make sense and then maybe even a third to do is to think about. The goals but I do feel like I identified at least two through those call one is getting comfortable with those brand elements and just like feeling a good sense of satisfaction around that and then to is honoring the deeper.

Why Behind The To Do List and really using this time to kind of reconnect or more deeply connect. I don't know that I feel disconnected from it. But to more deeply connect with spend time with it right to just like give it time and let it unfold. Commune. Yes, you can with a deeper why I'm all about that.

Yeah. I am too. Yeah, and I think that that is in line with the things that I wrote and sort of like goals, but I think the that from where I'm sitting the most important part of it is just to say I've built this opportunity. And I'm allowed I'm going to celebrate that as many chances as I can and I'm going to let this be as joyful as it wants to be not that every minute is going to be perfectly.

Joyful because sometimes CSS is not joyful. But being able to say there is something very true and very good about knowing what we need and offering that to ourselves. Yeah, for sure as long as we're kind of connected to that. There's a thousand different variations. That'll let you be there.

Agreed I'm excited. I'm excited for you. It makes me want to do it more fun. Yeah. It as much as like it appeals to me as a concept. I 100% know that I would be paralyzed by it and like doing creative Retreat. Yeah, it's retreating is a hard zone for me. But I often feel that different parts. Like I feel like I am Retreat every morning in the way that humans.

Yeah. My mornings are very slow and very private and very for me. So that's awesome. Well, this is really helpful Katie. Thank you for helping me through this like I do feel like I did uncover some cool things here, and I'm excited to dive into it and we'll definitely kind of update. I can't hear ya because I do think I'll have to check our schedule of when we're recording.

We will definitely have at least some update on their Retreat and of course people who are listening to this later. I'll probably have something on my Instagram don't be able to see it I'll do is I'll say that somewhere like you can go back and check it out and whatever your new brand and highlights the love it.

Yeah. Yeah, look at my highlights. You'll see something about a September retreat. Yeah, well, thank you kitty. This is really fun. You're welcome. So excited to get this chance to connect with you. Thanks for listening to this episode of Coach to coach for any resources mentioned in the episode.

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