

ROBBIE SWALE COACHING

Celebrating Five Years of Robbie Swale Coaching

To celebrate the fifth anniversary of my coaching business, I gathered a group of clients, colleagues and family for a three-hour workshop, where I shared some of the most important insights I have learned over the last five years and connected to each other some of the people who have made all that possible.

Below is a summary of the key ideas, quotes, further reading and more that I shared during the event.

Introduction

- My article: I Am What I Am: <https://www.linkedin.com/pulse/i-am-what-robbie-swale/>
- Steven Pressfield: *'Rule of thumb: The more important a call or action is to our soul's evolution, the more Resistance we will feel towards pursuing it.'*
- Robert Holden: *'The next level of success is a dare to be more of the real you.'*
- My version of a quote I heard from Robert: *'God spoke to me in flowers but I almost missed it because I was waiting for words.'*
- Hollie Holden's facebook image with the actual quote from Ingrid Goff-Madoff's poem: <https://www.facebook.com/hollieholdenlove/posts/what-do-you-do-when-you-are-stuck-do-you-know-to-go-inside-to-ask-for-inner-guid/1417315985052270/>.
- A Year with Rumi (translation by Coleman Barks): <https://www.amazon.co.uk/dp/B000UODXNC/>
- Tara Brack's guided meditations: <https://open.spotify.com/show/37McjD0j2cdu4GExcFQgm0>
- Money is the lifeblood of a business. In the body, although you need blood to stay alive, blood is not the PURPOSE of being alive. In a business, although you need money to keep the business alive, money is not the PURPOSE of the business.
- From the opening paragraph of each book in Robert Jordan's Wheel of Time series: *'[It] was not the beginning. There are neither beginnings nor endings to the running of the Wheel of Time. But it was a beginning.'*
- Frames and commitments for the call: the frame of learning. Commitments to courage, vulnerability, truth and leadership (owning your experience).
- The centring exercise we did was based on the work of Richard Strozzi-Heckler and the Strozzi Institute.

Chapter One: The Power To Choose

- **You Can Choose** - read in depth: <https://www.robbieswalecoaching.com/writing/2020/3/23/you-can-choose-tpc-preview-ii>.
- *'Suffering is not caused by what is actually here now, but by resisting what is actually here now.'* This first really sunk in for me when I heard it from Jim Dethmer. There's a podcast here with Dethmer: <https://www.coachesrising.com/podcast/jim-dethmer-coaching-from-source/> And I recommend his book, *The 15 Commitments of Conscious Leadership*.

- **Key question:** where is there a story you are inventing which isn't serving you. How could you choose a new way to see the world?
- **What If Everyone Is Doing Their Best?** - read in depth: <https://www.robbywalecoaching.com/writing/2020/3/23/what-if-everyone-is-doing-their-best-tptc-preview-iii>
- **What if this person genuinely deserves a grade A for their role in this situation?** What if this behaviour as a husband or a girlfriend or a mother or father, infuriating and selfish as it may seem, actually deserves a Grade A? How might that be true? Read: The Art of Possibility by Ros and Ben Zander.
- *'Never attribute to malice what can be explained by stupidity.'* - Hanlon's Razor Expanded version, inspired by Tim Ferriss: *'Never attribute to malice what can be explained by busyness or incompetence.'*
- Utopia For Realists by Rutger Bregman
- **Key Question:** What is a relationship you find yourself frustrated or contracting around? What is different if you assume that this person is a good person, acting with good intentions, like you are?
- **Curiosity Is The Antidote To Contraction** - read in depth: <https://www.robbywalecoaching.com/writing/2020/3/23/curiosity-is-the-antidote-to-contraction-tptc-preview-iv>
- I mentioned Fred Kofman's story, with the punchline: 'It's not about the chicken, Harry. It's about the last 20 years.'
- **Key Question:** What is something that deeply affects you, and how could you get curious about it? Where is something happening that is not about the chicken?

Chapter Two: The Zone of Genius

- Jordan Hall. On Sovereignty in writing: <https://medium.com/deep-code/on-jordan-peterson-and-the-future-51402a370d79>. On video: <https://www.youtube.com/watch?v=j3cCrpXERg> (It always takes me 5-15 minutes to settle into Hall's way of thinking, and when I do insights seem to explode everywhere.)
- Rebel Wisdom, for conversations about the cultural conversation (and amazing men's retreats): <https://www.rebelwisdom.co.uk/>
- More on the idea that being sovereign (or our Higher Self) and diving into our Zone of Genius is really all we can do is included in this preview of The Power to Choose: <https://www.robbywalecoaching.com/writing/2019/12/30/the-power-to-choose-preview>
- Strengthsfinder 2.0 by Tom Rath
- Laurie Rees, on LinkedIn: <https://www.linkedin.com/in/laurie-rees-0b446b4b/> and Facebook: <https://www.facebook.com/laurieatlighthousecoach/>
- The Zone of Genius questions I asked – in case you want to play with them for yourself – were: 1) What do you love most to do? 2) What work do you do that doesn't seem like work? 3) In your work, what produces the highest ratio of abundance and satisfaction to amount of time spent? 4) When are you at your best? 5) When you're at your best, what is the exact thing you're doing? 6) When you're doing that, what is the thing you love the most about it?

Chapter Three: Mortality as a Compass

- The article I wrote about death, which covers most of what I spoke about, including Fred Kofman's questions about three minutes to live and David Treleaven's exercise for creating a commitment: It's Time For You To Die: <https://www.linkedin.com/pulse/its-time-you-die-robbie-swale/>
- The Meaning Revolution by Fred Kofman
- 'Every man dies, but not every man lives.' William Wallace in Braveheart.
- 'Everything dies. Death isn't important. What counts is how you live.' Druss the Legend in David Gemmell's novel White Wolf.

Chapter Four: Start and Keep Going

- My 12-minute blog: <https://www.linkedin.com/in/robbieswale/detail/recent-activity/posts/>
- The first 12-minute article (to show the value of a four-year practice): <https://www.linkedin.com/pulse/train-series-1-stories-robbie-swale>
- The Wisdom of David Gemmell: <http://www.wisdomofgemmell.com/>
- On the importance of starting: <https://www.linkedin.com/pulse/its-time-start-robbie-swale/>
- Alta Starr (possibly quoting Richard Strozzi-Heckler): 'We're always practising something. We become what we practise.'

Big Talk

- The Power of Moments by Chip and Dan Heath
- Loveability by Robert Holden

Outro

- Probably my most original thought from the five years of my work: Recommitting is the Journey: <https://www.linkedin.com/pulse/recommitting-journey-robbie-swale/>