

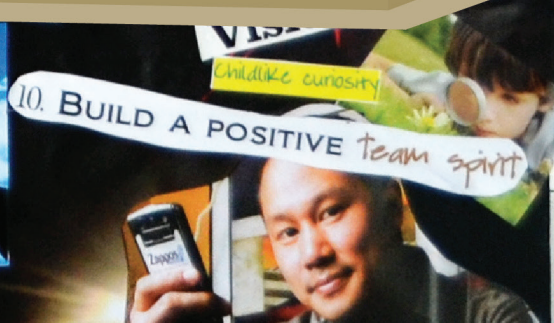
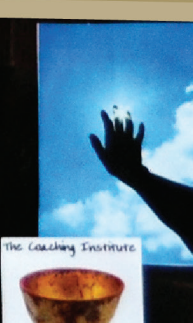


THE COACHING  
INSTITUTE

## HOW TO CREATE A VISION BOARD

A STEP BY STEP MANUAL TO MANIFEST YOUR  
SUCCESS AND CREATE AN EXTRAORDINARY LIFE

passions, your joy and your...  
people because they matter. Life is about finding  
it what you're made of, so fulfil your promise.  
Challenge the status quo often so we can fulfil  
our promise too. Bring others with you and create  
something extraordinary together. Value your  
imagination over your knowledge. If you don't like  
something, change it; no excuses. Keep your mind,  
your heart and your arms open to new experiences  
and welcome the adventure. Value you. You're  
worth it. Make a difference. Don't settle for  
mediocrity, there's plenty of that going around. Do



10. BUILD A POSITIVE team spirit





*Our Mission at The Coaching Institute is to Inspire the Extraordinary. For eleven years we have assisted people to create the life they deserve and live their dreams.*

This is a journey focussed on breaking free from the mold and creating a life even greater than your expectations. By setting clear goals and objectives, you can begin to walk the path to inspiration and empowerment.

This book is our gift to you.

We want you to paint your picture so clearly that you can almost taste it.

Create your vision so vivid in your mind that it lights your path brightly and is front of mind for you every single day. Because it matters.

During the creation of this book, I asked the team to bring in pictures and words that were important to them. I asked them to show me in pictures how they wanted to see The Coaching Institute in the future. All the things that matter to them right now and into the future. All the things that we visualise the school and its community being and becoming.

The front cover is the product of our own Vision Board exercise. Carefully put together by your Wow Team at The Coaching Institute. It is very special to us, I hope you like it.

I know the contents of this book will really resonate with you and help you plot out your own very special vision board.

Have fun with it! Be creative! and Inspire the Extraordinary!

*Live Your Dream*  
*Wow Team*  
*The Coaching Institute*

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# LET'S GET STARTED WITH A LITTLE BIT OF SCIENCE...

## (BEHIND THE LAW OF ATTRACTION)

### What exactly is the law of attraction?

The law of attraction states that we attract into our lives anything that we give attention to, regardless of whether it be positive or negative. From a psychological point of view, the law of attraction can be best explained by the information filtering system of the brain known as the Reticular Activating System (RAS). Vision boards serve the role of programming the RAS to tune into external stimuli that can help us move closer towards our intentions.

At the base of the human brain stem, in between the medulla oblongata and the mesencephalon, there is a small finger-sized control centre (the RAS) that sorts and evaluates incoming data. Your RAS is responsible for filtering all the incoming information that your brain receives and also acts as a receiver for information that is tagged as important.

A simple way to conceptualize the RAS is to think of it like a radio. You are surrounded by radio waves from various stations and your portable radio can pick up those channels but only one at a time. You have to tune your radio to the specific frequency of your favourite radio station in order to receive it properly. Your RAS is not much different in this regard. Imagine you are in a meeting room talking to several people and out in a distant corner of the room you hear your name. All your focus gets diverted in the direction that you heard your name because that bit of information is tagged, by the RAS, as important to you.

Your RAS is responsible for your ability to sleep through the noise of traffic outside your room but wake up suddenly at the smallest cry from your infant child. Another example of the RAS at work is when

you buy a brand new car and then shortly afterwards notice that many more people around your city have that exact same car.

According to Hans Morvec, the principal research scientist at the Robotics Institute of Carnegie Mellon University, the human brain can handle up to 100 trillion bits of information at any given time. With all that information coming in, how does your RAS know what to filter?

Your RAS is naturally programmed to prioritise information what is necessary for survival, like listening for the sound of an oncoming vehicle when walking close to a street.

The RAS however, can't distinguish between a real event and a contrived reality, so we can exploit this weakness and program it to seek out stimuli in our environment which resonate with our goals.

The process of creating a vision board is one of the best ways to program the RAS. It programs the RAS to pay attention to certain things in your environment that are in frequency with your goal or vision, in much the same way as you are able to pick up your name in a conversation on the other side of a room. This selective attention filter makes you aware of daily things that can help you achieve your goal and it's your job to take action on those opportunities when they present themselves.

There are several methods you can use for creating your vision board. I've written about each one but encourage you to choose which one works best for you, depending on where you find yourself on this path of 'creating an extraordinary life!'



# WHAT IS A VISION BOARD?

A vision board is a simple yet powerful visualisation tool that activates the universal law of attraction and allows you to begin manifesting your dreams into reality. The concept of the vision board (also known as a Treasure Map, Visual Explorer, Creativity Collage or Goal Board) is to assist you in recognising those things from your external environment that will enable you to realise your dreams.

By selecting pictures and writing that charges your emotions with feelings of passion, you will begin to manifest those things into your life. It's simple and very effective, and has been around for generations.

It consists of a poster or foam board with cutout pictures, drawings and/or writing on it of the things that you want in your life or the things that you want to become. It is really important that you create the board using a majority of pictures as the unconscious mind remembers symbols easier than text. For example, the symbols displayed below create a reaction in your mind immediately. The symbol of the cross represents Christ; the symbol for Peace is internationally recognized without question.



The idea behind this is that when you surround yourself with images/symbols of who you want to become, what you want to have, where you want to live, or where you want to holiday, your life changes to match those images and those desires.

Let me share my example with you... Before my husband and I ever started building our family home years ago, we collected styles, floor plans, interior colours and external designs that we loved. We had no idea how we'd ever get the money together to build it but we did collate ideas in our minds and on paper, to document what we wanted. We even drew a picture of ourselves in the kitchen surrounded with family and friends entertaining. We collected samples of bricks, carpets, granite and sandstone to introduce a tactile feel as well. We set out a timeline on a calendar – 3 years into the future and it became our prime focus and goal.

Our drawing was a kind of a vision board. Vision boards do the same thing as our drawing did. They add clarity to your desires, and feeling to your visions. For instance, at the time we did our drawing, we knew we wanted to entertain family and friends in our ideal kitchen. Taking the time to draw it out, even poorly, made it indelible in our mind, and by surrounding ourselves with physical samples, we connected to textures and feelings of homeliness.



# NEXT... AN INTRODUCTION EXERCISE

Most people think life gets better if they 'have' something, or 'get' something – more happiness, more time, more freedom, more money, a better car, a bigger house... Most people believe this is creating 'wealth'.

The truth is, 'getting more stuff' is not the answer to a fulfilling life.

A life well lived consists of moments upon moments, where you experience what it is that you value experiencing.

Time with family
Reading
A hobby
Being with friends
A sports activity

Whatever it is for you, the question to ask yourself is this – what is my Ideal Average Day? The day which, if I was to live it every day, I'd never get bored and I'd never get sick and it wouldn't hurt anyone or me. The answer can't be 'I'd sit on the beach' or 'I'd do nothing all day'...

The truth is holidays only sustain us for a short time. We are designed to 'experience' life, not constantly experience 'escaping from life'.

Avoiding responsibility through long breaks from 'life' is not an Ideal Average Day – it's escapism, and no matter who you are, it becomes boring after a while. And then the question is, what do you do AFTER that?

After the holiday and the 'time out' and the 'escape' is done, and you're ready to get back into living your life and building something meaningful, what does your day comprise of?

You see, I think most people live two versions of themselves.

The 'surface' version, which we take out to the world and think, is as we 'should' be, and...

Our 'core' self – the true selves we are meant to and desire to be.

On the next page you will find the perfect exercise specifically designed to get you back to your core. All you need to do is answer the questions on the page. It takes as little as half an hour or up to four hours, depending on you and how much you want to put into it.

Remember... this is your opportunity to follow the footsteps of Walt Disney and enter the land of 'imagination'. The place where anything is possible, the place you get to play! Have fun, dream big!



# CORE IDENTITY EXERCISE

*We have a certain number of years remaining. This breaks down into so many days. And each day is made up of moments of experience.*

Where would you live?

What would your house look like?

What would you have for breakfast?

What's the view?

What's the conversation?

What does the mundane stuff look like?

What would you spend the first half of your day doing?

What's for lunch? Who's it with? What do you discuss?

Who are your friends? What do you all talk about?

What do you do all day?

What are your clients like?

What do you talk about?

What do you have for dinner?

Bigger stuff...

What would you do for personal fulfilment?

What life purpose would you strive towards?

What legacy would you leave?



# WHAT MOMENTS OF EXPERIENCE DO YOU DESIRE?

Next... you go about making this ideal your reality. It can take 12 months, or it can take five years. It's not the point. By starting to take steps today towards building your ideal day, you're committing yourself and being the best version of you, you can be.

If you have a clear set of goals, fantastic! If not, the next small exercise is creating a set of goals to work towards. Goals keep you focused towards your outcome and, when set correctly, enable you to measure your progress. Ideally you should have a series of goals; 5 years, 1 year, 90 days, 30 days and weekly. The more specific, the easier they are to achieve!

For the purpose of getting you started, let's focus on a series for 1 year. The S.M.A.R.T. model is often used to assist you in setting goals. Here is an explanation of the acronym for S.M.A.R.T.

What are your goals for the next year? Take the time now to jot down on a piece of paper the things you would like to achieve within the next 12 months. This is a really fast, simple exercise.

Now that we have established what your ideal day looks like and married that up with a series of goals, it's time to create your vision board.

<b>S</b>	<b>SIMPLE</b>
Keep the goals simple and focused, rather than wordy and vague.  Be specific with what is to be achieved – the more specific the better.	
<b>M</b>	<b>MEASURABLE</b>
Make sure the achievement of this goal is measurable, i.e. Ask the question 'How will you know you've achieved this goal?' 'What will be different once this is accomplished?'	
<b>A</b>	<b>ATTRACTIVE</b>
The goal must be appealing – not just for the short term, but the long term also.  <b>As if now</b>  State the goal as if it is already achieved, with the date of successful achievement of the goal.	
<b>R</b>	<b>REALISTIC</b>
The goal needs to be achievable – i.e. Becoming a tennis champion in two years having never played and being in your forties would not be attainable.	
<b>T</b>	<b>TIMED</b>
Stated as if it's done.  Know when it will be achieved.	



Let's look at an example of a SMART goal statement; –

*"It is Christmas 2012 and I am at Bells Beach, toasting my success as a coach with 20 clients who all appreciate my service and pay \$230 per hour, on time and happily. They love what I do. I have achieved outstanding results in my business and purchased my first investment property in South Melbourne which is leased to a great tenant. I love what I do".*

## BEFORE YOU BEGIN YOUR VISION BOARD

No matter which method you're choosing, have a little ritual before you begin your vision board. Sit quietly and set the intent. With lots of kindness and openness, ask yourself what it is you want. Maybe one word will be the answer. Maybe images will come into your head. Just take a moment to be with that. This process makes it a deeper experience. It gives a chance for your ego to step aside just a little, so that you can more clearly create your vision.

Put on soft music. My favourite music for activities like this is Classical. I love these CD's for massage or any activity where you want to keep your mind quiet.

Take yourself to a time in your future, a time that hasn't happened yet. As you arrive at that time, I want you to notice what you see in your mind's eye. What is it you see, what do you hear and how do you feel at this time in your future? What changes have you created in your life, who are you with, what are you wearing? What do you notice differently? Take your time to breathe through this visualization, really enjoy the space and once you begin, your mind will find the images you need to include on your vision board to create the reality!



# THREE TYPES OF VISION BOARDS

## 1 The “I Know Exactly What I Want” Vision Board

Do this vision board if:

- You’re very clear about your desires.
- You want to change your environment or surroundings.
- There is a specific thing you want to manifest in your life (i.e. a new home, or starting a business).

### How to create this vision board:

With your clear desire in mind, set out looking for the exact pictures which portray your vision. If you want a house by the water, then get out the house magazine and start there. If you want to start your own business, find images that capture that idea for you. If you want to learn guitar, then find that picture. Create your vision board out of these images.

## 2 The “Opening and Allowing” Vision Board

Do this vision board if:

- You’re not sure of exactly what you want.
- You’ve been in a period of depression or grief.
- You have a vision of what you want but are uncertain about it in some way.
- You know you want change but don’t know how it’s possible.

### How to create this vision board:

This project could be a lot of fun for you! Self-discovery is your journey; you will need to find pictures that express your inner passions, personality and deepest desires. What is it that lights you up? What is it that puts a smile on your face, warms your heart and gets your juices flowing? This is your point of reference to begin. By embracing uncertainty and possibility you open yourself up to opportunity and the possibilities are endless. Create your vision board based on passion, creativity and play to move yourself forward and design a compelling future.

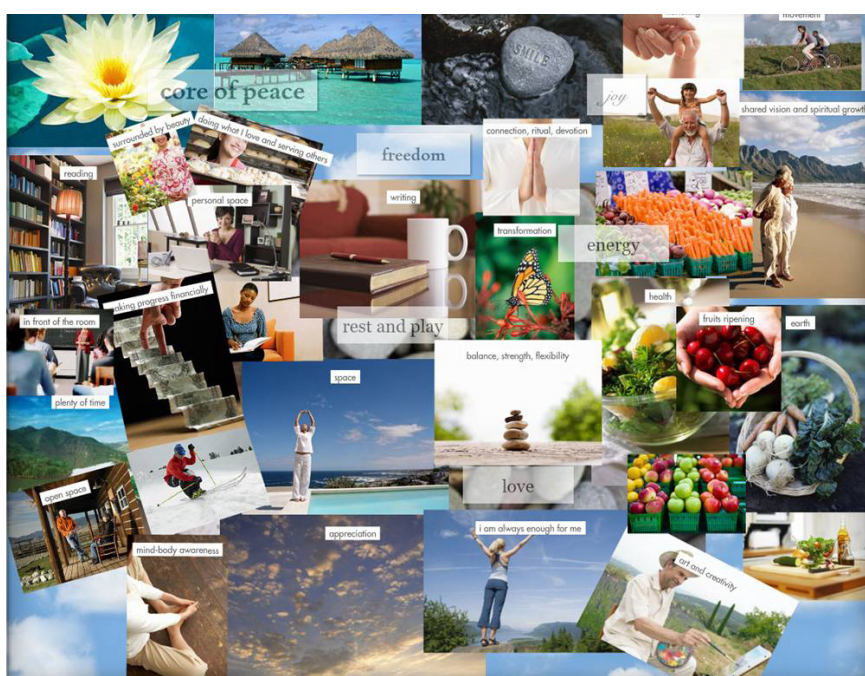
## 3 The “Theme” Vision Board

Do this vision board if:

- It’s your birthday or New Years Eve or some significant event that starts a new cycle.
- If you are working with one particular area of your life. For instance, Work & Career.

### How to create this vision board:

The only difference between this vision board and the others is that this one has clear parameters and intent. Before you begin the vision board, take a moment to hold the intent and the theme in mind. When you choose pictures, they will be in alignment with the theme. You can do the Theme Vision Board on smaller pages, like a page in your journal.



## SOME EXAMPLES FOR YOU TO PLAY WITH

Some things to remember about vision boards:

You can use a combination of all three types of vision boards as you create. Sometimes you might start out doing one type and then your intuition takes over and shifts into a whole different mode. That's called creativity. Just roll with it.

Your vision board might change as you are making it. I was just talking with a friend of mine who said that she had been making a vision board for the New Year. The theme was all about what she wanted in this year. Then, as she pulled pictures and began to lay them out, the theme changed into a simpler one about her everyday life and the moments in each day. It surprised and delighted her to experience that evolution. You might find that you have little epiphanies from making a vision board.





# MPLES FOR AY WITH...

## Make a Vision Journal

Another option is to use these same principles in a big sketchbook. Get a large sketchbook and keep an on-going vision journal. This is especially effective if you're going through many transitions in your life.





# SUPPLIES YOU'LL NEED FOR CREATING YOUR VISION BOARD

Your personal vision board is only limited by your own creativity. However, having artistic ability is not a prerequisite for creating a functional vision board and the procedures I've outlined below can be used by anyone.

The general elements that a well-designed vision board should include are:

## Visual:

Your subconscious mind works in pictures and images, so make your vision board as visual as possible with as many pictures as you can. You can supplement your pictures with words and phrases to increase the emotional response you get from it.

## Emotional:

Each picture on your vision board should evoke a positive emotional response from you. The mere sight of your vision board should make you happy and fuel your passion to achieve it every time you look at it.

## Strategically-placed:

Your vision board should be strategically placed in a location that gives you maximum exposure to it. You need to constantly bath your subconscious mind with its energy in order to manifest your desires as effectively as possible.

## Personal:

Negative feelings, self-doubt and criticism can damage the delicate energy that your vision board emits. If you fear criticism or justification of your vision board from others, then place it in a private location so it can only be seen by yourself.



## Supplies needed to get started

1. Poster board. (Officeworks sells a really nice matte finish board. I highly recommend it.)
2. A big stack of different magazines. Make sure you find lots of different types. If you limit your options, you'll lose interest after a while.
3. Blotack or removal sticky tape to pre-position your pictures before you stick them down.
4. Glue. PVA or Clag is my choice! Glue sticks are my second choice because they don't last.
5. Clear Contact. This is an optional extra but I always like to strengthen the board by applying a clear coat of contact to the finished design. It keeps the board nice and protects it!



# THE FIVE STEPS TO CREATING YOUR VISION BOARD

Asking yourself the following questions (or referring to your core identity exercise) might help you design a congruent vision board:

What would you do differently when you realise your goal?

Where would you travel?

Where would you live?

What would you wear?

What things would you own?

What kind of vehicle would you drive?

What would you do for work? Or would you work?

Who would you help?

**Step 1:** Go through your magazines and tear the images from them. Tear out images that delight you. Don't ask why. Just keep going through the magazines. If it's a picture of a teddy bear that makes you smile, then pull it out. If it's a cottage in a misty countryside, then rip it out. Just have fun and be open to whatever calls to you. No gluing yet! Just let yourself have lots of fun looking through magazines and pulling out pictures or words or headlines that strike your fancy. Have fun with it. Make a big pile of images and phrases and words.

**Step 2:** Go through the images and begin to lay your favourites on the board. Eliminate any images that no longer 'feel right'. This step is where your intuition comes in. As you lay the pictures on the board you'll get a sense of how the board should be laid out. For instance, you might assign a theme to each corner of the board. Health, Job, Spirituality, Relationships, for instance. Or it may just be that the images want to go all over the place. Or you might want to fold the board into a book that tells a story. At my retreats, I've seen people come up with wildly creative ways to present a vision board.

**Step 3:** Glue everything onto the board. Add writing if you want. You can paint on it, or write words with markers.

**Step 4:** (Optional, but powerful) Leave space in the very centre of the vision board for a fantastic photo of yourself where you look radiant and happy. Paste yourself in the centre of your board.

**Step 5:** Hang your vision board in a place where you will see it often.

Go through each magazine. Then, as you go through Step 2, hold that same openness but ask yourself what this picture might mean. What is it telling you about yourself? Does it mean you need to take more naps? Does it mean you want to get a dog or stop hanging out with a particular person who drains you? Most likely you'll know the answer.

If you don't but you still love the image, then put it on your vision board anyway. It will have an answer for you soon enough. The 'Opening and Allowing' Vision Board can be a powerful guide for you. I like it better than the first model because sometimes our egos think they know what we want but a lot of the time those desires aren't in alignment with who we really are. This goes deeper than just getting what you want. It can speak to you and teach you a little bit about yourself and your passion.

**NOW... LET'S PUT  
IT ALL TOGETHER  
AND CREATE THIS  
VISION BOARD**



# FAMOUS EXAMPLES OF THE LAW OF ATTRACTION

Here are three examples of famous people who have used the techniques of visualization to activate the law of attraction in their lives. Although not all of them specifically used vision boards to get what they wanted, the applications that they used were similar in function.

**John Assaraf's Vision Board:** Successful entrepreneur and author, John Assaraf, brought the age-old concept of a vision board to the mainstream public by relating his story of it in the motivational documentary, *The Secret*.

In May of 2000, John was working in his office inside his beautiful new home in Southern California when his five-year old son came in and asked him what were inside the dusty boxes in the corner. John told him that they contained his vision boards.

His son didn't understand what they were, so John opened one of the boxes to show him.

When John pulled out the second board from the box, he began to cry.

On it was a picture of a 7000 square foot house on top of six acres of spectacular land that he had seen and cut out from *Dream Homes* magazine in 1995.

It was the exact house that he had just purchased several weeks prior — A sure testament to the law of attraction at work.

**Bruce Lee's Letter:** The late martial arts legend and my own personal role-model, Bruce Lee, understood the power of the law of attraction.

As a struggling entrepreneur and actor, Bruce sat down one day and wrote the following letter to himself: "By 1980, I will be the best known oriental movie star in the United States and will have secured \$10 million... And in return, I will give the very best acting I could possibly give every single time I am in front of the camera and I will live in peace and harmony."

In 1973, months after Bruce's untimely death, the blockbuster movie *Enter the Dragon* was released in both the United States and China, elevating Bruce to the level of an international star.

According to Jack Canfield, that very letter that Bruce wrote to himself is hanging up on one of the walls at Planet Hollywood in New York City.

**Jim Carrey's Cheque:** As a struggling young comedian trying to make it in the make or break city of Hollywood, Jim Carrey was just about ready to give up his dream of becoming a professional actor and comedian.

He had just performed at an open mic session at one of the nightclubs in Los Angeles and had been booed off the stage by his audience.

He sat by himself at the top of Mulholland Drive and looked out at the city below him — the city that held his future success or failure.

He then pulled out his cheque book and wrote himself a cheque for \$10 million and made a note on it: "For acting services rendered." He then carried that cheque with him in his wallet everywhere he went from that day forward.

By 1995, after the success of his blockbuster movies: *Ace Ventura: Pet Detective*, *Dumb and Dumber*, and *The Mask*, his contract price had risen to \$20 million.



Vision boards are an important tool in your success toolbox. They are cheap to make and their potential value to you is immeasurable. Figure out what you want in your life and then commit yourself 100% to taking that first step of creating your vision board. Then activate the law of attraction and pull your dreams into reality!



# NOTES

[illegible]



Life is and it is not a  
dress rehearsal.  
short Do what you love and  
give it your best; see  
your every effort as your  
signature on this earth.

Share your passion, your joy and your  
Kindness with people because they matter.

Life is about finding out what you're made of, so fulfil your promise.  
Challenge the status quo often so we can fulfil our promise too.

Bring others with you and create  
something extraordinary together.

Value your imagination over your knowledge.

If you don't like something, change it; no excuses.

Keep your mind, your heart and your arms open  
to new experiences and welcome the adventure.

Value you. You're worth it. WOW matters.

Don't settle for mediocrity, there's plenty of that going around.

Make a difference. Live

Do the right thing, always.

Be humble when you shine and a  
champion for others. Live your life as if  
everyone is taking their cue from you.

Laugh often and loudly. dream.







**THE TEAM**  
**Delivering**  
Zappos's CEO Tony Hsieh has not only built a billion dollar company, he's created a legendary company culture that's he's sharing with the world.  
By Sarah Homewood.

1. Let outstanding *results* do the talking



**Creating**

"Change is by choice not by chance"  
Sharon Pearson

**OUR EXPERTS**

2. Be *passionate* & determined

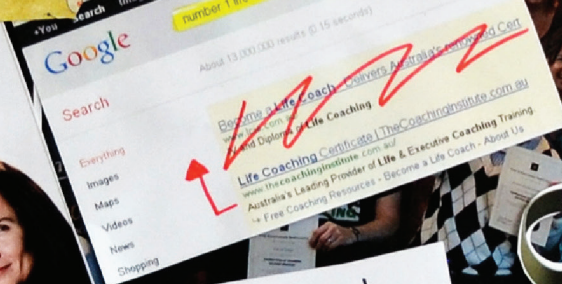
We are what we repeatedly do. *Excellence*, therefore, is not an act but a habit.



**AUDIT CHECKLIST**  
☒ Audit Satisfactory  
☐ Nonconformances Found  
☐ Observations Made

**awesome**

**Simple Strategies for Business Success**  
How to WIN at the game of business and live life on YOUR terms!



**Super Bus!**  
the right people on the right bus....

**Quantum Physics**

**love it**

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6. Bring *out of the box* thinking with a set

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8. Bring an *insatiable* hunger to learn & grow

**SUCCE\$S**  
Knowle