



CLARITY

KATHRYN SANDFORD

M2M

A close-up portrait of Kathryn Sandford, a woman with short brown hair, smiling. She is wearing a patterned blazer and large hoop earrings. The background is blurred, showing an indoor setting with warm lighting.

KATHRYN SANDFORD

I've always been a square peg in a round hole.

The difference is that now I know it's a superpower.

The ability to see and think differently is one of my fundamental gifts as a coach.

I've been described as a vortex – all high energy and non-stop – but what sits in the middle of it all is a still, calm assuredness.

Of my path.

Of my talents.

Of my responsibility to help people be MORE.

I've also been called a visionary, a cat-thief, a leader, a disrupter, strategic and focused. I'm definitely the most likely to drop an f-bomb in conversation. Good for a drink and a laugh, I'm even better for digging deep and finding out what's holding you back.

I had a birthday recently and it wasn't 50 and it wasn't 70 – you fill in the gap.

And there's something that happens as you reach those magic numbers.

We peel back the layers.

We don't fuss – about people's opinions, about the way things have always been done, about the rules. (Whose rules even are they?)

If that's the kind of freedom and power you want in your life, let's talk – 021570351



1

Adapting to change – why it matters and how to do it

2

5 strategies to
rewire your brain
for success

3

Why is your MOJO important
and how you can get your
MOJO back if you have lost it!



CHANGE

What you resist you persist!

For me, the final catalyst for change was being fired three times in eighteen months. The third time was the most painful time, and that created the momentum for me to change my life.

So, what's going on in your life that's unsettling you, frustrating you, or prompting you to want your future to be different from your present?

Change is not an easy process. In the following activity you really have to think hard about your answers. You can't be in a rush.

It takes time, perseverance, and commitment to stay focused and on task.

So, now is the time to ask yourself if you are going to take a break, put these questions aside, and come back to this later? Trust me. The chances of you coming back to complete these questions decrease dramatically when you walk away.

This is where you have to make a choice between moving forward and completing this process or leaving it for another day.



LET'S WORK IT THROUGH...

Give yourself some time and space to answer the following questions.
The more real you can be, the more useful you'll find it.

① Why do I want things to be different in my life?

② How is my current situation frustrating me?

③ If I had to focus on addressing just two things right now, what would they be?

④ Which two things do I need to work on the most in my life right now?



CHANGE IN PROCESS

Thinking through the pros and cons of both, changing and not making a change, is one way to help us to “hang on” to our plan in times of stress or temptation.

THE CHANGE I'M
CONSIDERING IS:

	Benefits / Pro's	Costs / Con's
Making a change		
Not changing		



There was a disturbance in my heart, a voice that spoke there and said, 'I want, I want, I want!' It happened every afternoon, and when I tried to suppress it, it got even stronger.

—Saul Bellow



If you got this far, good on you, because it means that you have started the journey to change.

I want to help you find the courage to step out of your comfort zone and chase your dreams. You deserve to live a flourishing life where you have satisfaction, a sense of personal wellbeing, and the resilience to survive and thrive in a world of constant change.

So... how did you go?

Completing the above questions has given you a good idea of why you want change in your life and what is motivating you to make the change. The more you understand about yourself and why you want change, the more motivated and committed you are to your journey of reinvention.

Helpful links from me:

- [Mel Robbins](#)
- [Susan David](#)
- [Brené Brown](#)



Journaling is a great way to keep you on track. It will help clear your head, and make importance connections between your thoughts, feelings and behaviours.

**ONE WORD TO DESCRIBE
HOW I FEEL RIGHT NOW:**

3 TOP WINS:

If there were no limits, what kind of person
would I be right now ...

3 CHALLENGES:



MINDSET

Where the brain comes in...

Why do some people give up when they encounter difficulty while others persevere and grow?

One answer is their interpretation of why they failed. How you view your successes and failures makes all the difference on your self-confidence and ability to bounce back from adversity.

Successful people are optimistic, don't dwell on their failures, and tend to see problems as things to be solved and an opportunity to hone their skills.

Your Mindset is a set of beliefs that shape how you make sense of the world and yourself. It influences how you think, feel, and behave in any given situation.

Your mindset plays a critical role in how you cope with life's challenges. On the other hand, those with fixed mindsets are more likely to give up in the face of challenging circumstances.

The passion for stretching yourself and sticking to it, even (or especially) when it's not going well, is the hallmark of the growth mindset. This is the mindset that allows people to thrive during some of the most challenging times in their lives.

Dr. Carol Dweck, Ph.D

MAKE IT RIGHT!

Adopting a growth mindset means we not only cope better but actively look for opportunities for learning and growth (Dweck, 2017).



Credit: Fabio Sinibaldi

In the following activity ask yourself, what do I have to do to maintain growth? Move to a growth mindset by replacing your observed behavior and thoughts in the left-hand column with thinking from the right-hand column.

Review the examples from the next page, and add new examples of a fixed mindset you observe in yourself and what you can do to change to a growth mindset.

Fixed mindset thinking (1st column) results in never reaching potential, even if you could do more.

Growth mindset thinking (2nd column) leads to greater achievement and belief in your abilities.



MAKE IT RIGHT!

Replace this fixed mindset thinking with..	Growth mindset thinking
Avoid challenge	Embrace challenge
Be defensive and give up easily	Persist despite setbacks
Effort is worthless and fruitless	Effort is the path to mastery
Ignore all negative feedback	Learn from all criticism
Feel threatened by the success of others	Be inspired, and learn from other's success

Add new ones below...

Reference: Dweck, C. S. (2017). Mindset. London: Robinson.



You cannot expect to achieve new goals or move beyond your present circumstances unless you change.

—Les Brown



So... how did you go?

On your journey of reinvention, you will experience setbacks and breakdowns at times, but it is your resilience that will help you to rebuild, get back on track, and keep moving forward.

Your mindset plays a critical role in how you cope with life's challenges. A growth mindset provides you with the right tools and strategies to help you manage your limitations and lead you to live a resilient life.

For those who embrace and integrate a growth mindset into their lives, their lives flourish.

Helpful links from me:

- [Kathryn Sandford](#)
- [Impostor Syndrome](#)



JOURNAL

**ONE WORD TO DESCRIBE
HOW I FEEL RIGHT NOW:**

3 TOP WINS:

One thing I could do today that is a little
outside of my comfort zone is ...

3 CHALLENGES:



ENERGY

Mojo vs Nojo

What are the areas of your life you know you're doing well in? What are the areas where you're feeling like you're falling short of what you want your life to be like?

I want to share with you the ideas of Marshall Goldsmith from his book 'Mojo – How to get it, how to keep it, how to get it back if you lose it'.

What does he say Mojo is? "That positive spirit – towards what we are doing now –that starts from the inside and radiates to the outside. Mojo is at its peak when we are experiencing both happiness and meaning in what we are doing and communicating this experience to the world around us."

When you have Mojo according Marshall that's when you are in control of 4 elements:

- Identity
- Achievement
- Reputation
- Acceptance

The next activity enables you to identify what might be sapping your energy, so you can address it and help get your Mojo back!



WHERE IS MY MOJO?

Give yourself some time and space to consider your responses.
The more real you can be, the more useful you'll find it.

1

Really not
good

2

Not OK

3

Sort of OK

4

Pretty
good

5

Really
good

Identity

Who do I think
I am?

☐☐☐☐☐

Achievement

What do I think I've
accomplished lately?

☐☐☐☐☐

Reputation

How do I think others
see me and what I've
achieved lately?

☐☐☐☐☐

Self- acceptance

How do I feel about
what I can change
and what I need to let
go of?

☐☐☐☐☐



Trust yourself. Create the kind of self that you will be happy to live with all your life. Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement.

—Golda Meir



So... how did you go?

When I began my journey, I overlooked all of the successes I had in my life. As a consequence, I had no self-belief, I felt like I was a failure, and I kept looking back at all the mistakes I had made in my past. How can you find your energy to embark on a journey of change when you feel like you are a failure?

You need to have the fuel (energy) to embark on the journey, the right mindset to embrace the journey, and to keep you going, and knowledge of your motivators (desires) that create the momentum for you to take action.

Fear, frustration, discomfort, dissatisfaction, and discontent will block your energy and, if you let that control you, you will never start or be able to sustain your journey of reinvention.

Find out what it is that you desire in your life. Knowing this will provide you a source of energy to get started on your journey.

Important links from me:

- [Pep talk](#)



JOURNAL

**ONE WORD TO DESCRIBE
HOW I FEEL RIGHT NOW:**

3 TOP WINS:

I would know that today was a great success if at the end of the day I did, said, or felt ...

3 CHALLENGES:



Hungry for positive change? I can help you!

When I talk about brand, I mean that unique combination of our values, beliefs, skills, experience and personality that we want others to see in us.

Our story is what we want other to connect with and remember about us.

And here's why it matters:

- It's what creates our reputation and the way others see us
- It's what enables us to influence others for mutual benefit
- It's what gives us power to be remembered for the right reasons.

And I've got a bit to say about it!

Start working smarter not harder and book a free personal brand strategy session with me.

**CLAIM YOUR FREE 30-MINUTE
STRATEGY SESSION**

M2M