

Shift

Strategies for times of change

**Move
Forward**
with Intention
& Impact

Through The Eyes of a
**Transition
Strategist**

Message from
Kathryn R Martin
Next Chapter Coach

6 Self -
Sustaining
Strategies





A Message

From Kathryn

Next Chapter Coach

Whether you're trying to figure out the best way to lead, create more balance in your life or have just been fired or furloughed, if this feels like a crossroad moment and you're feeling a pulling toward something new and don't know what your next steps should be or when...NOW is the perfect time to **actively pause to reframe - to shift** the way you think about and communicate who you "are" and what you "do," and test limiting beliefs about what is and is not possible (for you or your organization).

As a Next Chapter coach, a professional Interim CEO, and with years of experience in executive search, I've built a career helping leaders mindfully curate the lives, careers and businesses they (really) want.

Here's what I know to be true: **the dynamics of change are always present. And within them lie opportunities**—if you have the awareness and tools to see and seize them. Now more than ever, your impact is needed. The ripples you create—when you show up fully, in joy, with ease, doing what you do naturally in the unique way only you can—matter. Whether in a single conversation, guiding a team, or leading an entire organization, your presence and perspective can change what's possible.

Here's the good news: everything you need is already within you.

My intention in writing this e-guide is to help you:

- Reveal your unique path forward.
- Communicate in ways that connect you to yourself, to those who need your impact, and to those inspired to support you.
- Begin gathering the "evidence" that today can be the first day of an extraordinary new chapter.

Testing limiting beliefs and leading through times of change takes courage, vulnerability, and self-awareness. I know first-hand what it's like to leap into an unknown next chapter - and how hard it can be to do it alone. That's why I've created a proven process, grounded in transition frameworks that have supported hundreds of leaders in curating their dream scenarios, leading with authenticity, and moving forward with momentum.

Together, we're creating a movement of leaders who are living our best lives and benefiting others through our impact!! Possibility lives on the other side of fear. **Let me help you take the first step.**

6 *Self-Sustaining Strategies*

THRIVE DURING TIMES OF CHANGE →

No matter what kind of change you're experiencing or wanting to create, **curating a path forward requires you to place the oxygen mask on yourself first.** And that means expanding "self-care" to include knowing what you want and need in order to show up fully.

After coaching and consulting with hundreds of successful leaders around the world, I've found these six strategies help you stay strong, resilient and able to **move forward with joy, ease, clarity, confidence and financial sustainability** - so that ultimately, you can benefit others (and live in your purpose):

1 Go easy on yourself

Recognize that you are in a moment of transition. It's a real thing. Don't be surprised if your level of "productivity" shifts. **Reframe productivity from what you get done to what occurs as a result of you being you!** Expect emotions to vary from day to day, and frustrating questions of self-doubt may appear:

- "Am I enough?"
- "Should I be doing more?"
- "Did I do something wrong?"
- "Is what I want even possible now?"

Comparing yourself to others won't help.

2 Stay in the Present Moment

Be mindful not to spiral into negative "what if" thought loops.

Instead, practice actively observing what is true right now. What is present? What is actually going well?

3 Take Charge

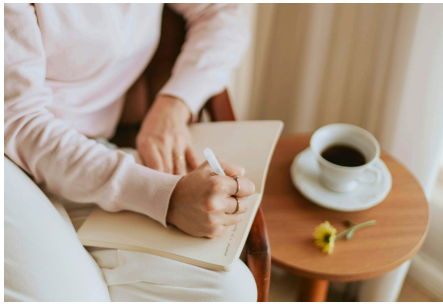
This is the good news: no matter what, you can always choose. **Take responsibility for your actions** and only choose embodied actions (thoughts, language, behaviors) that **create the possibility for your dream scenario to take root.**



4

Cultivate Gratitude

Create a morning practice of reflecting what you are grateful for. Write it down. Watch your list grow. Gratitude expands what you notice and strengthens resilience.



5

Indulge

During transition, your best next steps come from clarity about yourself.

Ask yourself:

- What brings me joy?
- Why does it?
- How and when does it happen?
- When I'm in joy, what impact do I have on others?
- This intel becomes part of the foundational (and often missing) self-knowledge you'll use to curate your Next Chapter.

6

Use Your Voice

Now more than ever, your voice matters.

Share what you observe, what possibilities you see, or the challenges you're facing (which may help others feel less alone).

Express it in conversation, art, writing, or leadership. In networking or job searches, **shift from talking about what you do to sharing the impact that occurs when you do what you do in your unique way.**



Which of these strategies can you start incorporating into your life now?

Remember: Even when change is happening, how you decide to “show up” determines your path forward. You always have a choice in what you believe is and is not possible. On behalf of others, will you choose to react in ways that limit your ability to have impact and joy, or **will you choose to be a force for good?**



MOVING FORWARD WITH INTENTION & IMPACT

How to Make Plans When the Future is Unclear

How do we plan for the future or even know what to do in the next few weeks, when so much is seemingly out of our control and we have no way of knowing what will unfold during a time of change?!

While none of us have experienced a global pandemic before, the answers to this anxiety-producing question come from the strategies I use to lead an organization boldly forward during a time of leadership transition (Increasing revenue, engagement, productivity, confidence and visibility) when the permanent leader's arrival is unknown and stakeholder groups often have different expectations for what can and cannot occur.

These are also similar strategies I use to coach individuals in their self-described crossroad moments.

When we're in a time of upheaval, transition and change – even when we initiate it – it's normal to:

- **Take action based upon what may be our limiting beliefs** – what we are assuming is possible or not, or what our industry or others expect of us – and then adjust and adjust and not achieve what we really want/need,
- **Wait until more is known**, or until something we believe must occur first happens,
- **Become paralyzed**, depressed or hopeless.

The reality of course is that in fact; NONE of these choices create the possibility for our true value to be revealed and our impact to occur! In many cases, they set you on a course to repeat mistakes, continue "downward spiral thinking," create scenarios that don't provide impact, and inadvertently dis-empower you by blaming internal and external forces as the reasons for being stuck, unhappy, unable to succeed.

During times of change – whether ours or our organization’s – knowing what to “do” next and when, can be strongly influenced by limiting beliefs, uncertainty, and the opinions of what others believe you “should” do. The pull of trying to keep things happening as “normal” is strong, and can become a barrier to moving forward.

Often, the sheer volume of what is needed to be accomplished, as well as how much is out of our control, becomes paralyzing. When decisions are made, they often don’t make “sense” to others.

Instead – no matter what your specific scenario – try these two strategies to move you or your team forward:

EXERCISE #1:

CREATE YOUR “2-STEPS TO TAKE CHARGE” FRAMEWORK

Use intention strategically during times of transition and change

Before you schedule a meeting or set a course of action, take some time to collect your thoughts and mindfully determine what you want to occur – and why. Whether you’re preparing an agenda for a virtual meeting, or updating your cover letter and interviewing, instead of wishing and hoping for the outcomes you want (or believing it’s just not possible), take a minute to put yourself in the other person’s shoes. What do they need from you to achieve the goal, and why? Then and only then can you create the actions that will help people move forward.

STEP 1

Before each meeting, conversation, cover letter, interview, eblast or decision, ask yourself and/or your leadership team:

- What do I want people to know and understand (and why)?
- What do I want people to feel (and why)?
- What do I want people to do (when, and why)?
- What do I want to learn (and why)?

STEP 2

Reverse-engineer the resulting strategies needed to achieve the desired outcomes you identified

With your intention set, only then can you determine the resulting language, actions, structure, agenda, strategy, methodology, visual aids, information, etc. for yourself that will create the possibility for achieving the outcomes you want.

No more blaming “dysfunctional boards” for not stepping up to help, or being frustrated with how an interviewer didn’t ask you the right questions or offer you a salary in alignment with your value! YOU are in charge.

EXERCISE #2:

CREATE YOUR "INTENTION & IMPACT HIERARCHY"

an empowering & anxiety-reducing framework during times of transition and change.

I used to invite my children to "chunk it out" when facing a big project. Rather than either thinking of the daunting huge goal or the long list of tasks needed to get there, creating categories and groupings (subsets of the big goal and strategic groupings of all the tasks) can get us unstuck and moving forward with intention, immediate structure and focus. I use hierarchical frameworks to help clients in a number of scenarios – and they are especially powerful when navigating times of change.

Whether you're thinking about advancing your career or your organization, I recommend framing your past, present and thus your path forward in terms of Chapters, Phases or Categories of Intention & Impact – the two areas that you are in charge of – no matter what does and does not happen around you!

BENEFITS (TO YOU OR YOUR ORGANIZATION):

- ✓ **Reduces anxiety** during change by shifting seemingly unpredictable moments into concrete next steps
- ✓ **Creates an immediate road map**
- ✓ **Helps others connect** to an overarching plan by providing context
- ✓ **Creates automatic movement** and momentum when "nothing" is moving forward Helps others know how they can help
- ✓ **Create engagement** when "all" you are doing is being you – your mission/purpose – without the pressure to create new, shiny actions/programs to get people's attention
- ✓ It helps **make shifts into new possibilities**
- ✓ It **differentiates you from everyone else** who has the same skills and experience Accurately elevates your value and conveys your purpose (to search committees and to others you interact with)
- ✓ **Removes potential "red-flags"** in the trajectory of a career
- ✓ And, even if only in hindsight, it **allows us to convey strategy**

In The Career (Life!) Breakthrough Academy, I teach the full "Intention & Impact Hierarchy" process.



Look *(inward)* before you leap!

Know What you (Really) Want, and Understand Your True Value.

During times of change and transition, pausing—with the intention to reflect, look inward, and reconnect with impact and joy—is what creates new possibility.

As one of my clients said after completing an exercise in The Career (Life!) Breakthrough Academy™:

“

Having a more extended view of my life on paper makes me slow my mind down in assessing my current opportunity of change. I can trust myself that I'm going to find and do the right thing—and it's OK that it's not going to look like what anyone else has done.

So many of us reach a point in our careers (and lives) where the goals and definitions of “success” we set years ago no longer fit. Sometimes we've achieved them, sometimes they no longer inspire us, and sometimes they're costing us too much energy and emotional well-being. We know change is needed—but the path forward feels unclear.

You might find yourself weighing options, assessing risks, or waiting for the “perfect” moment. You might look back with regret at the “could have been” or “if only.”

Instead, if you feel the pull for change—whether in your career, life, or business (or if change is already happening to you)—I invite you to take intentional action. That means not rushing forward blindly, but pausing to gather the missing self-intel first.

Do this before applying for a new job, launching a business, or making any major decision about what you think you “should” do next.

How can I say this with confidence? Two reasons:

- 1** In both my work in executive search and as a Next Chapter coach, I've seen too many successful leaders make choices based on limiting beliefs—and end up stuck, burnt out, or unfulfilled.
- 2** I've lived it. Before I created my own Next Chapter, I loved my job... until I didn't. I was successful on paper, but inside I was disconnected and burnt out. I kept circling, searching for clarity on what my Next Chapter would actually look like—until I attended a 3-day leadership workshop that helped me pause, reflect, and finally see the path forward.

During times of change and transition, pausing—with the intention to reflect, look inward, and reconnect with impact and joy—is what creates new possibility.

As one of my clients said after completing an exercise in **The Career (Life!) Breakthrough Academy™**: We got to the afternoon of the second day, and everyone was having their breakthroughs. One by one, people stood up and shared their purpose. As my turn approached, my heart pounded. I remember thinking, “Wow—they’re amazing! I’d like to support them!”

And then it was my turn. I froze. The words that came out were: “I don’t have a purpose.”

The room literally gasped. And then something extraordinary happened: people began reflecting back to me what I had been doing all weekend—helping them uncover their purpose. I hadn’t seen it in myself. I hadn’t recognized one of my own superpowers because it came so effortlessly. To me, it didn’t feel “big” enough, like ending world hunger.

That moment shifted everything. It became the invitation for me to delve deeper into what happens when we are in joy, and how our impact reveals itself when we’re in that state. Out of this realization, I created the structured process that has since helped hundreds of leaders uncover the missing self-knowledge they need to create their Next Chapters.

With this foundation, major personal and professional decisions can be made with clarity, courage, and ease. And today, hundreds of leaders are curating their dream scenarios through The Career (Life!) Breakthrough Academy™.

The truth is – now more than ever:

- Be clear on what you (really) want and why.
- Know the impact you have on others when you’re in joy.
- Learn how to communicate that impact in ways that differentiate you and attract the people and opportunities who need it most.
- Understand the internal and external “causes and conditions” that allow you to deliver your impact.
- Know how to monetize it and sustain it.

When you know these things, you can finally have the impact you are meant to achieve.



This foundational self-knowledge is what makes curating your dream scenario possible. And yet, it's often the piece we can't see on our own.

You can't watch the movie when you're in the movie. Mindset, limiting beliefs, resistance, even "best practices" and expert advice can sabotage the process. That's why it's so important to pause, reflect, and integrate new awareness into the way you network, lead, make decisions, and communicate your impact.

Crossroad moments are the invitation to do exactly that - **to stop, look inward, and reset before rushing into the next "should."**

These are the moments when you can expand your definition of success, reframe what's possible, and align your actions with your unique purpose.

Stop trying to figure it all out on your own. Invest in YOU.

When you invest in yourself, you are investing in a proven process with a trusted guide. This is how you:

- Connect to your value and purpose in tangible ways.
- Make decisions with clarity and confidence.
- Create momentum that builds naturally.
- Step out of "autopilot" and into possibility.

The truth: this process is simple, but it's almost impossible to implement if you don't know what you don't know. That's where I come in. My work is about helping you uncover what's been hidden, so you can finally move forward with clarity, courage, and joy.

If you're tired of spinning, second-guessing, or sacrificing your joy, I invite you to take a deep breath and join the hundreds of leaders who have stepped into their extraordinary Next Chapters.

In The Career (Life!) Breakthrough Academy™ you'll receive the tools, strategies, and personalized guidance to reveal your unique path forward. Together, we'll determine the right next steps for you and your learning style.

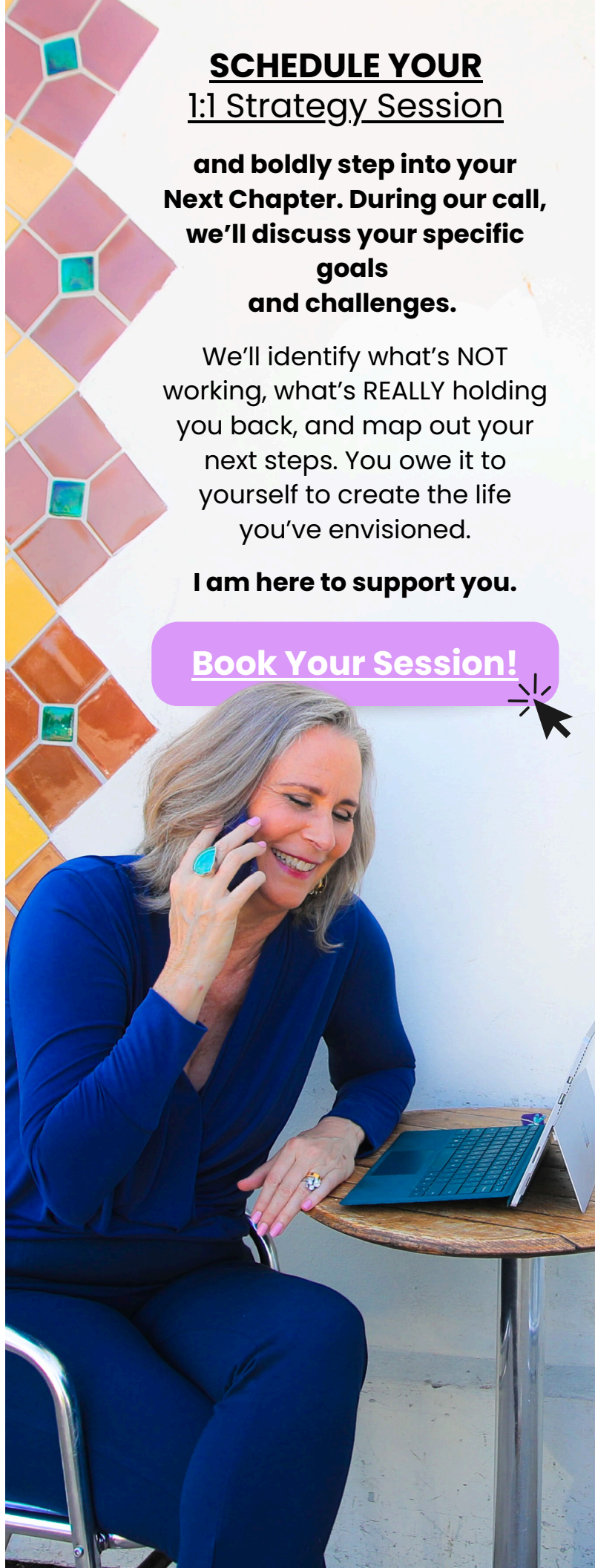
SCHEDULE YOUR **1:1 Strategy Session**

and boldly step into your Next Chapter. During our call, we'll discuss your specific goals and challenges.

We'll identify what's NOT working, what's REALLY holding you back, and map out your next steps. You owe it to yourself to create the life you've envisioned.

I am here to support you.

Book Your Session!



Kathryn R Martin

Author, entrepreneur, Next Chapter Coach, founder of **The Career (Life!) Breakthrough Academy** and professional Interim CEO, Kathryn coaches successful leaders at pivotal crossroad moments; helping them break out of cycles of frustration and indecision and leap into their dream scenarios.

Named "Empowered Woman of the Year" in 2019 and "Top Leadership Coach of the Year" in 2018 by the International Association of Top Professionals, Kathryn uses her proven process to help clients unlock their purpose, align their professional brand with their true value, build momentum, and cultivate impact in their careers and in the lives of those they are meant to serve - with ease, joy and financial sustainability.

Drawing from an over 30 year career leading and consulting with non-profit arts & culture organizations in times of transition and change, Kathryn is a respected resource on revenue-generation, engagement, executive searches, and is one of this country's top professional interim Executive Directors - most recently appointed as Interim CEO/Executive Director of the Santa Barbara Symphony.

Kathryn's unique intuitive and deliverables-oriented coaching and organizational consulting creates the possibility for transformational breakthroughs and big shifts. She is known for helping clients at a crossroads quickly get unstuck and create the mindset, language and strategies to move from their "Point A" into their extraordinary "Point B."

Big Dreams, Require Big Shifts and Big Support!

Now is the time to stop trying to figure out your next steps on your own and invest in YOU. **Schedule your confidential 1:1 Strategy Session and boldly step into your Next Chapter.**

Now is the time to shift from going around in circles, looking for signs and own who you are and where you want to be.

When you work with Kathryn, you are working someone who knows how the deck is stacked, and has a proven process that's helped hundreds of people just like you.

Schedule your call and lets talk about your Next Chapter Today!

