Following Your Heart In the Real World

Sue Heilbronner
Co-founder and CEO of MergeLane
@tellsue
• You
  • Quick
  • Open
  • Curious

• Me
  • Challenging
  • Intuitive
  • Authentic
  • Direct

• Our Goal
  • Awareness
Let’s do this...

#1: What’s one thing you most want in your life now?
“You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future.”

— Steve Jobs
I see the highest potential — the biggest available vision — for people and companies, and what’s in the way.
COACHING THE UNWILLING
FOLLOW YOUR HEART
Lipofuscin a

Feingold project

LDL

\[ N = N : N = 1.17 A \]

\[ \text{Acetate stimulates production of lymphocytes} \]
### Cooking Directions
1. Boil two cups of water in a saucepan, add noodles and cook three minutes, stirring occasionally.
2. Turn off heat, add contents of seasoning package, stir.

### Nutrition Facts

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% DV*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fat 7g</td>
<td>11%</td>
</tr>
<tr>
<td>Saturated Fat 3.5g</td>
<td>18%</td>
</tr>
<tr>
<td>Trans Fat 0g</td>
<td></td>
</tr>
<tr>
<td>Cholesterol 0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium 830mg</td>
<td>35%</td>
</tr>
<tr>
<td>Vitamin A**</td>
<td>0%</td>
</tr>
<tr>
<td>Vitamin C 0.6%</td>
<td></td>
</tr>
<tr>
<td>Calcium**</td>
<td>4%</td>
</tr>
<tr>
<td>Iron 10%</td>
<td></td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>9%</td>
</tr>
<tr>
<td>Dietary Fiber 1g</td>
<td>1%</td>
</tr>
<tr>
<td>Sugars 1g</td>
<td></td>
</tr>
<tr>
<td>Protein 5g</td>
<td></td>
</tr>
<tr>
<td>*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs;</td>
<td></td>
</tr>
<tr>
<td>Calories: 2,000</td>
<td></td>
</tr>
<tr>
<td>Fat: 65g</td>
<td></td>
</tr>
<tr>
<td>Sodium: 2,400mg</td>
<td></td>
</tr>
<tr>
<td>Total Carbohydrate:</td>
<td></td>
</tr>
<tr>
<td>Dietary Fiber:</td>
<td></td>
</tr>
</tbody>
</table>

* Contains less than 2% of the Daily Value of this nutrient.

### Ingredients:
- Enriched wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), vegetable oil (contains one or more of the following: canola, cottonseed, palm) preserved by tocopherols, contains less than 1% of: salt, soy sauce, water, wheat, soybeans, salt), potassium carbonate, sodium (mono, hexameta, and/or tripoly) phosphate, sodium carbonate, turmeric.
- Soup base ingredients: salt, monosodium glutamate, sugar, contains less than 1% of: maltodextrin, hydrolyzed corn, wheat and soy protein, spices (celery, onion), dehydrated vegetables (garlic, onion, seed), dehydrated dextrin, disodium inosinate, disodium guanylate, powdered cooked chicken, cabbage extract, lactose.
- Contains wheat, soy and milk ingredients. Manufactured in a facility that also processes shellfish and fish products.

Maruchan Inc. Irvine, CA 92618 Made in U.S.A.

[Bar code]

DO NOT PURCHASE IF BAG IS OPEN OR TORN.
Zone of Genius

Zone of Excellence

Zone of Competence

Zone of Incompetence
Let’s do this

#2

Zone of Genius

Zone of Excellence
How Do You Know?
Let’s do this...

#3:
With respect to what you wrote in #1, what do you have instead?
Let’s do this...

#4:

What would you say (do you say) is the reason for not having what you want?
Let’s do this...

#5:
Can you see the part of you that is more committed to that reason than to the thing you say you want? (yes/no)
Let’s do this...

#6: Notice that this likely represents your unconscious commitment (ask a friend, jot it down).
Let’s do this...

#7:
What benefits do you get in your life from that unconscious commitment (tell a friend, jot them down)?
Let’s do this...

#8:
Are you willing to SHIFT that commitment?
Let’s check on willingness.
Let’s do this...

#8: Are you willing to **Acknowledge**? **Allow**? **Accept**? **Appreciate**?

And a few other willingness questions...
Let’s do this...

#9:
If yes, you may be willing to shift that commitment. Tell your neighbor one concrete action you’ll take toward your want in #1 and by when.

****

If no, get friendly with your commitment. “It’s Friday, I’m Sue, and I’m committed to____________.”
This is a...

BIG DEAL

...and it’s enough
MergeLane.com
Thanks!
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sue@tellsue.com