



# The SHIFT-IT e-Zine



Christina Merkley  
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## A Note From Christina

Dear Erin,

Ahhhh, Spring has sprung. The cherry blossoms are everywhere in this pretty little city on the ocean. Fun to see the earth waking up!

Had a great Graphic Bootcamp last week, with folks from all over North America attending. How nice --- bright, funny, keen people all very intent on taking their graphic recording and facilitation skills to the next level. I was in heaven. And, with the feedback I received, I'll be turning this

## Welcome to your April SHIFT-IT e-Zine.

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2. Meeting Graphics 101 Workshop
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**MEETING GRAPHICS 101 WORKSHOP: May 10-11, 2007 in Victoria, BC, Canada**



Interested in the graphic way of working with groups and individuals? New to this method and want to learn beginning skills? If so, this Meeting Graphics 101 (beginner training) is for you!

Two days of step-by-step adult learning. You'll be 'up

quickly into a three day event as opposed to a two --- the extra day is needed for even more 'wall work' and integration time. [See blog for pictures.](#)

I'll be staying put for the next two months working on the development of some new SHIFT-IT products (and waiting for my passport to get renewed so I can go on another Abraham cruise in early July -- this time to Alaska! --- with new border regulations the wait for passport filings is really silly, so I'm getting mine in early so I have no chance of missing my boat!). While I'm waiting I'll be writing a new e-book on facilitating Life Maps for others and also creating an audio program on The SHIFT-IT Graphic Coaching Process. All good stuff to keep me busy and occupied -- and making some passive income once I do get on that cruise!

I'll also be staying put

at the wall' learning the basics about [graphic recording](#) and [graphic facilitation](#). The materials (pen, paper, pastels, etc). The base skills (shapes, lettering, simple drawings). The applications (cool notetaking, posters, charts, working alongside and right in meetings and coaching settings).

I open up my portfolio and twelve years of very rare graphic experience to you. AND, this workshop attracts really interesting folks, so its a great opportunity to meet like minded people from across North America.

Don't worry, art phobes are fully welcomed and encouraged. You really can do this!

**[Click Here for More Details:](#)**

### **SHIFT-IT Intensive Weekend: June 22-24, 2007, in Victoria, BC, Canada**



Once a year I do an in-person SHIFT-IT Intensive Weekend - and its around the corner in June.

Come to beautiful Victoria,

to be in a special coaching group. Where over the course of 2.5 days we'll work step-by-step thru the SHIFT-IT Graphic Coaching Process - introduced to all 17 maps. You'll create your own Life Map and a Personal Vision for yourself. Will identify and 'flip' negative and doubtful beliefs. And will build a plan a detailed Take Action Plan.

Chock full of Law of Attraction and personal strategic planning methods - you'll get clarity, energy and commitment for your next stage of work and life. Fee includes SHIFT-IT Kit and follow up coaching.

to host another graphic skills training event, Meeting Graphics 101 on May 10 & 11 (this one is geared for beginners), and then leading an in-person SHIFT-IT Intensive Weekend on June 22- 24 (the only face-to-face group coaching retreat that I do each year – very special!). See blurbs to the right if you are interested to learn more and attend.

This month's article is Be Brave With Your Innovations. I tend to attract people who are ready for more innovation and creativity in their work and life – so this is a shout out to encourage you to go for it. Take a chance and try something new. Do things a bit different. Implement something you've been wanting to do – even if you are afraid of how it is going to be received. Creative people need to be brave. The only way out is through!

More Info and Registration Form:

## FEATURE ARTICLE: BE BRAVE WITH YOUR INNOVATIONS

Last week I hosted one of my Graphic Bootcamps: an advanced skills training workshop for people who want to learn more about the graphic way of working with groups and individuals. I noticed a really interesting trait in my attendees: a lot of them are just itchin' to make their work more fulfilling and interesting – to try something new (in this case – using graphics in their work). They are skilled professionals and have been doing their work for quite some time and are very good at it. But unfortunately they are also a bit personally bored and unfulfilled – looking for a stretch and something to take them into new, more inspiring territory. Sound familiar?

**Dilemma of Being Good at What You Do:** There can be a real dilemma attached to being good at your work. It often means that you keep on doing it long after you are kind of over it yourself – because people identify you that way, and because it's a relatively easy thing for you to do (you can go on autopilot) and because your financial life is built around it (gotta keep the mortgage paid). The better you get at something, the harder it can be to make a change or shift – why fix something that ain't broke right?

**But It Is Broken:** However the problem is, that it really is broke - or at least in need of a makeover, if YOU aren't feeling GOOD the majority of your time. To keep flowing in our lives, we need to keep growing, stretching and trying new things. Unfortunately a lot of us sit on our feelings of dissatisfaction, thinking we shouldn't feel the way we do or justifying that we can't have it all. That we are being impractical or unrealistic to expect our work and life to really feed us – in a creative or even spiritual kind of way. And, of course, we often don't know how to go about making things better. Or fear taking the risks that are needed in order to shake things up.



Yours in SHIFTing!

Christina Merkley, The  
SHIFT-IT Graphic  
Coach

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## SHIFT-IT Services

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Private one-to-one coaching sessions - by phone or in-person. Very unique and powerful Graphic Coaching and Law of Attraction methods. A powerful one-two combination to see what and how you are currently creating your world - and to shift your thoughts and vibration for the better.

[More Info:](#)

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## Testimonials:

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**Bucking the System:** While my attendees are very personally attracted to the graphic way of working, they are often concerned about how their workplaces, bosses, colleagues, clients, partners, etc will react to their use of the method. They work in or are outside consultants to some pretty conventional, large or conservative sites and industries (or at least they are assuming these sites and industries are this way). They know that many brand name companies have used the visual methods to good effect – but they are apprehensive about getting them going in their own home turfs.

**It Takes Some Chutzpah to Be Innovative:** One thing I can say, in making changes to any unsatisfying work situation, is that it often requires some chutzpah, some risk taking and well --- quite frankly, some balls (excuse me for being so graphic – hee hee). The pioneers who settled many of our countries did not lack for bravery – and neither can you if you expect to expand in your own territory. The good news is that you can be brave, while also still being scared, apprehensive or doubtful. That the most courageous people are those who act even when all of the above.

**People Are Crying Out for More Creative Ways of Doing Things:** As a person who has worked with organizations and all kinds of groups for many years, I can assure you that being a bit more creative, unique or different can really serve you. It has me, and the other people who are in my niche profession. Surprisingly so. In fact, being off from the norm is a great differentiator. It gets you noticed and talked about – and there are plenty of people out there willing to take a risk to try you out, if not at least for the curiosity factor.

**What Is Your Differentiator?** Now obviously, not everyone who is reading this has graphics and visual ways of working as their niche. This article goes out to many different kinds of people. But whether you are working in an organization currently, or are some form

"Christina is engaging, supportive and very skilled. Advanced graphic workshop has helped me 'see' the big picture! It will add demonstratable value to our clients". **Alan Stephen, Strategy Consultant, Calgary, Alberta**  
[www.standing-stones.com](http://www.standing-stones.com)

"This Bootcamp really took me to the next level in graphic facilitation. I strengthened my graphic recording skills, icons and knowledge around the use of templates. My learning curve is now closer to a straight line. And, my business offer is enhanced by what I can now offer my clients". **Pattie Porter, President, Conflict Connections, San Antonio, TX**

More Testimonials:

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[www.shift-it-coach.com](http://www.shift-it-coach.com)  
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of self employed or entrepreneurial professional – I bet there is something in your work that you have been wanting to try. Something that you feel is a bit 'out there', daring or creative in some way. But you have put off doing it because you don't know how it will be received.

**Just Do It:** You'll never get the many benefits of doing something different or innovative if you don't take the plunge in some way. I'm not suggesting you be foolhardy about it, but I am challenging you to figure out some way of trying out your innovative ideas (you owe it to yourself and to the quality of your life). Maybe there is a team member, boss, or client whom you have a good rapport with who might be more open than others. Or, someone who normally can't afford you, but if they allow you to do it your new way, you'll work with them for lower fee or pro bono. Volunteer situations are also an ideal place to try out some new things. Or on friends or other willing guinea pigs.

**You Might Have Bigger Shifts to Make Too:** There will probably be two main ways this will go for you. Either you'll find out that it wasn't such a big deal and people are ok with the different you or approach --- or, you'll find out that they aren't. In either case you might have some even bigger considerations in front of you. If it went well, how can you build this even bigger, so it fills more of your time? You might need to adapt or change job positions, departments or levels. Or change your professional branding and image.

Or, if it didn't go well – you might need to consider finding a situation that better suits the real you. There are lots of other organizations, groups and clients out there in this big ol' world. Ones that are a better vibrational match for you and your interests. It might be a little challenging and freaky in the short term but you'll be better off in navigating these rapids sooner rather than later. After all, life can be short, so why waste your precious time in a bad or unsatisfying fit. Get out. It can be done. SHIFT IT!

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**WANT TO USE THIS ARTICLE IN YOUR E-ZINE OR WEB SITE?** You can, as long as you include this blurb with it:

Christina Merkley, "The SHIFT-IT Coach" is creator of the SHIFT-IT Graphic Coaching Process. To learn more about SHIFT-IT, Graphic Coaching and Personal Visioning and Planning, visit [www.shift-it-coach.com](http://www.shift-it-coach.com).

## **BLOG POSTS & EZINE ARCHIVES**

Check out the new posts since you've last read the [SHIFT-IT Blog](#). Graphic ramblings, insights and other tidbits - -- the new blog where you can participate by leaving messages and reading what others think about SHIFT-IT related stuff.

- The Secret Behind The Secret
- Great Graphic Bootcamp
- Graphic Recording Skills
- Boise Idaho Trip
- Speed Up Your Manifestation Process
- Create a Vision Board
- Law of Attraction on Oprah: Video Links

Besides the Blog, there are plenty of articles to read in the Ezine Archives. [Browse past issues here](#).

**Click Here to Read SHIFT-IT Blog:**

**About Christina, The SHIFT-IT Graphic Coach:**



Christina Merkley, M.A. is a Graphic Facilitator and Coach specializing in Strategic Planning and Visioning. Having worked for such notable companies as BBC, Readers Digest Funds, eBay and Stanford University, she uses interactive, visual thinking processes to literally draw the best thinking out of organizations, groups and individuals. Creator of the SHIFT-IT Graphic Coaching Process, after years in San Francisco, she is now based in charming Victoria, British Columbia, Canada.

**Full Bio**

### Rare Training Opportunities:

I'm one of the few places in North America (the world really) where one can get personalized, direct mentoring and training in the unique skills of custom chart work, graphic recording, graphic facilitation, and graphic coaching.

Check out my public workshops, in-house trainings and super-personalized private mentoring options.

**More Info:**

### The SHIFT-IT e-Store



Shop in the **SHIFT-IT e-Store**. SHIFT-IT Retreat Kits, booklets, map packs and more. Self coaching tools to help you shift yourself using effective

Graphic Coaching and Law of Attraction methods.

- [The SHIFT-IT Home Retreat Kit](#)
- [Life Maps](#)
- [Personal Visions](#)
- [Action Plans](#)
- [Sub-personality Work](#)
- [Law of Attraction Exercises](#)

[Click Here](#)

## [Make Your Mark Graphic Facilitation](#)

Christina's other site, chock full of information on working graphically with groups and organizations (custom chart work, graphic recording and graphic facilitation). Visioning and strategic planning meetings that literally get everyone on the same page - all using invigorating large scale graphics that get your thinking up on the wall so you can see clearly, make decisions and resolve your conflicts.

[www.makemark.com](http://www.makemark.com)

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4-1054 Southgate Street, Victoria, British Columbia, V8V 2Z2, Canada