

Christina Merkley's
SHIFT-IT COACH SESSION
at the INT'L FORUM OF VISUAL PRACTITIONERS CONFERENCE
Santa Fe, NM Oct. '07



Whew – I've finally found a moment to write about what went down at my session on **SHIFT-IT and Graphic Coaching at the IFVP Conference.**

See earlier blog post on general impressions of conference and some photos of the **Bandelier National Park** field trip (www.shift-it-coach.com/blog).

All in all I really enjoyed my time seeing old friends and making new ones and finally making it to **Santa Fe, New Mexico** – an area I've always wanted to see, especially as one of my early graphic mentors, Suzanne Otter, lives there (and I got to see her after many years!).

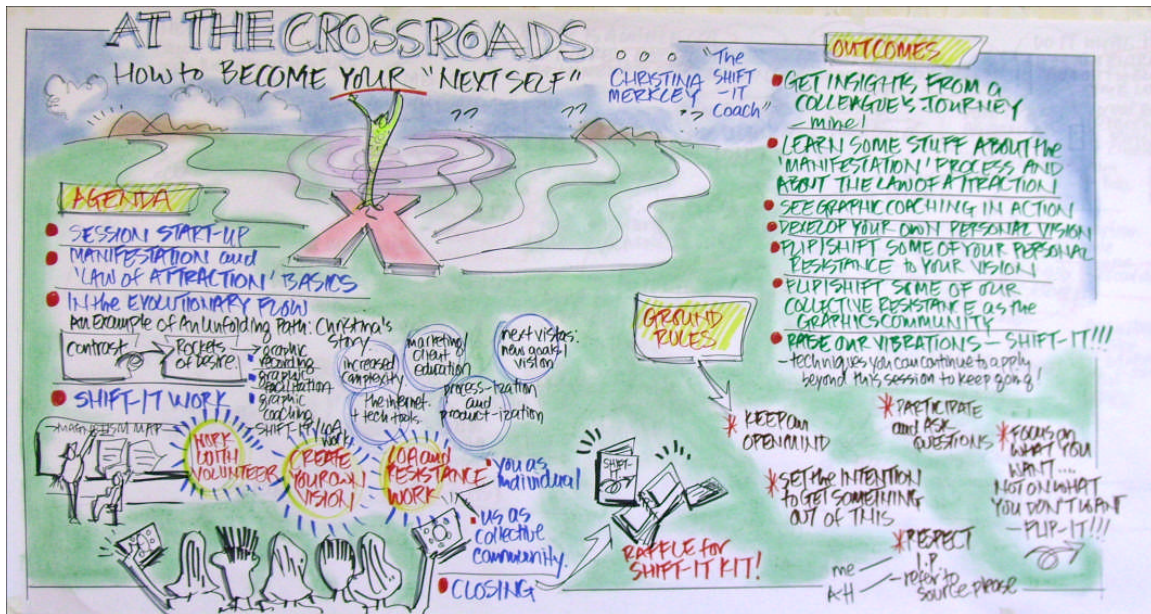
IFVP has grown in so many ways since the last time I attended about 10 years ago (I was there for 2nd and 3rd one and haven't made it back since). So it was nice to witness the development of both this community and of myself (a lot has happened in that decade in between!). The organizers put on a really great event.

SHIFT-IT: GRAPHIC COACHING & LAW OF ATTRACTION BASICS FOR VISUAL PROFESSIONALS.

Talking about development – that was basically the theme of my session: **SHIFT-IT: Graphic Coaching and Law of Attraction Basics for Visual Professionals.** I was asked to come and share what I've been up to in my 'graphic coaching' work (using interactive, facilitated graphic techniques with individuals, couples and business partners) – and to speak to some of the changes I have been through in my own twisting and turning graphic career path.

1. Session Start-Up:

Below is the session start-up chart that I used to kick things off – outlining the desired outcomes, agenda and rules of the session:



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Desired Outcomes:

- Get Insights From A Colleagues Journey (Mine!);
- Learn About 'Manifestation Process' And About The Law Of Attraction;
- See Graphic Coaching In Action
- Develop Your Own Personal Vision (Magnetism Map)
- Shift Some Of Your Resistance To Your Vision
- Help Our Overall Community Shift Some Of Its Collective Resistance
- Help Us Raise Our Vibrations - SHIFT-IT!

Agenda:

- Opening / Session Start-Up
- My Evolving Story & 2015 Vision
- Demo: Vision & Belief Work with Volunteer
- Community Belief Work
- SHIFT-IT Home Retreat Kit - raffle
- Closing

Rules:

- Keep an Open Mind
- Set the Intention to Get Something Good From This
- Participate and Ask Questions
- Focus on What You Want - not on what you don't (flip it!)
- Respect Intellectual Property - mine, and also refer people back to Abraham-Hicks if you try to explain LOA (so full context & source is known).

Allowing:

Demonstrating my own vision also enabled me to discuss a very important element of **SHIFT-IT** and **Law of Attraction** work in general – the concept of resistance and allowing.

Concepts that I am heavily indebted to my favorite Law of Attraction teachers for my now understanding of, [Jerry & Esther Hicks and the Abraham Teachings](#) --- they have taught me so much via their excellent and extensive workshop recordings. I'm 10 years through over 17 years worth of their profound material and am about to attend my third learning cruise with them (this one in Mexico ... the last two were Hawaii and Alaska!).



Me Engulfed by Some of the Abraham Materials I Have Been Extensively Studying

When one creates a Personal Vision, it is not uncommon for it to feel strange or unfamiliar at first, perhaps even downright impossible. This is resistance. SHIFT-IT work, at its core, is really about shifting your resistance so you can fully allow and receive what you desire.

Resistance and 'Trouble at the Border':

I pointed out that the Magnetism Map has a 'check mark' and an 'x mark' next to each of the vision nuggets (circles). This is where you gauge your resistance to that particular element of your vision. I admitted to the crowd that I have two areas of my vision that cause me some personal resistance – the 'multi-million' enterprise section (its still a lot for me to believe that I can create a company with a multi-million dollar revenue and still have the kind of easy and enjoyable lifestyle I delight in) ... and the other section on my vision about family/kids (I'm close to 40 and haven't had any children yet, so the typically biological clock issues are getting to be pretty deafening).

For me, there is still some 'trouble at the border' work to do on those two areas (and resolve my conflicting beliefs so I can cross the psychological/emotional border over to what I say I want). I then mentioned how I would demonstrate one of the exercises that I use myself and with my clients to ease resistance – my Flip It, Flip It Good Map.

3. Working with a Volunteer: Demo of Magnetism and FLIP IT Maps:

After presenting my Personal Vision (and discussing the concept of resistance) I next turned to working live with a volunteer from the audience. The night before I had set the intention that a great person would volunteer to work with me fishbowl style in front of the room – someone who was comfortable with themselves and who would enjoy the experience, and if luck

would have it, someone who was already at least somewhat familiar with Law of Attraction principles (as this would make things progress a bit easier).

And, that is exactly who I got in the form of Lori Louise, the first woman to put her hand up to volunteer (Lori Louise turned out to be such a perfect person to work with that some people thought it was a set up – no it wasn't ... just a good example of Law of Attraction in action and the power of pre-paving an intention!).

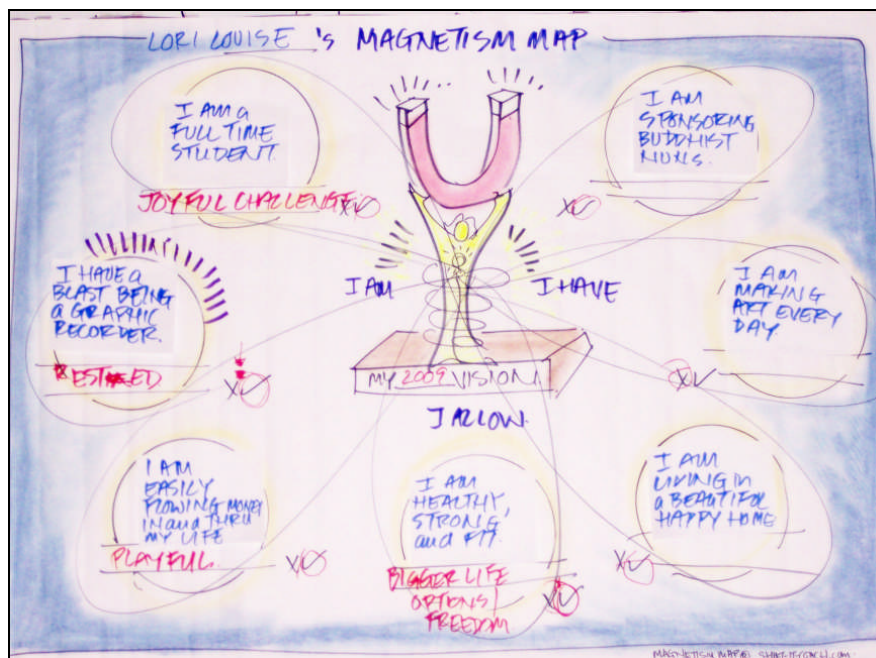
I led Lori Louise and everyone watching through a little quick visioning exercise (called 'Wouldn't It Be Nice If ... another process favorite from Abraham-Hicks).

Then, when she was in touch with what she wanted to create for herself (she picked a one year timeframe for her vision – 2009) – we created her [Magnetism Map](#).



Working With Lori Louise in Front of the Room

Turns out that Lori Louise is quite well-versed in the Law of Attraction principles (having studied them herself for quite some time) and also frequents my [website](#) ... so she was really keen to have me work with her. She was really easy and quick to work with due to us having a lot of shared language and philosophy ... so her Vision fell out very smoothly.



Lori Louise's Magnetism Map

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Components of Lori Louise's Personal Vision (her Magnetism Map):

- I am a full-time student;
- I am sponsoring Buddhist nuns;
- I am making art every day;
- I am living in a beautiful happy home;
- I am healthy, strong and fit;
- I am easily flowing money in and through my life;
- I have a blast being a Graphic Recorder;

Lori Louise's Resistance:

After creating Lori Louise's 2009 Vision ... I asked her to pick the one element in it that caused her the most amount of resistance. The one that she wanted to focus her allowing / belief work on. She picked: "**I Have a Blast Being a Graphic Recorder**". This was an ideal thing to pick given the conference we were at and that many of the attendees watching were also new to the field and struggling with different limiting beliefs about their abilities to successfully launch their own graphic careers.

Flip It, Flip It Good

One of the exercises I use when I work with my own resistance and the resistance of my clients is a process and map I've created called [FLIP IT: Flip It Good!](#)® (any Devo fans out there? ... remember Whip It, Whip It Good! ... inspiration comes from the funniest places sometimes --- out of the vault of my eighties teen years).

FLIP IT is Law of Attraction inspired – at its core it's about identifying and flipping (softening) negative beliefs. When confronted with an aspect of your vision that you can't quite believe or allow, you are invited to 'let your negativity rip'. Spill out all the negative mind chatter from the 'itty bitty shitty committee' in your head out onto the paper ... so you can look at it and choose to find at least a slightly better feeling thought or reframe.



**Listening Intently to Audience Participant
Sharing Their Resistance Statement**

It takes work – but it's a surprisingly elegant way to create a least a little shift in your vibration and point of attraction (which is what needs to happen for you to change the frequency and level of how you are currently creating).

The trick is to not be totally 'Pollyanna' about it. You need to find an authentic flip. Something that you can truly believe and that feels good to you. That really makes you feel better and brings relief. The interesting thing is that only the person themselves can tell if the new improved thought truly 'landed'. As was demonstrated so nicely in our crowd, it doesn't really matter what anybody else thinks or believes.

When you are doing FLIP IT work, what matters the most is what YOU individually feel. You need to follow your own internal Guidance System (another Abraham-Hicks term) and reach for a thought that feels better to you and brings you relief (its also important to note that relief might come from a thought that is not necessarily 'positive' in the conventional sense – sometimes angry, sarcastic or flippant thoughts can actually be the better feeling thought!). Its all about what actually, authentically makes you feel better and what shifts your vibration.



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For example, here are some of Lori Louise's negative statements and the flips that she eventually found on them (sometimes we needed to poll the audience for things for her to consider – the benefit of doing FLIP IT work with other people!).

Negative: I'm not good enough at it.

Flip: Some people have really liked what I've done.

Negative: Nobody knows who I am.

Flip: I'm meeting more people all the time. I'm easy to be with.

Negative: I don't know if I have enough time.

Flip: *I'm good at time management.*

Negative: There are so many others in my area.

Flip: *There might be someone else who needs my help, I'm not alone. Its an alive field.*

Negative: Why would they pick me?

Flip: *I'm easy to be with and my style is a little more 'spiky / edgy'.*

Negative: I don't draw right, my style is wrong.

Flip: *Some people were copying my stuff. When I like my style the right people will find me. I can develop it – and SHIFT-IT!*

Negative: I'm too old to start something new.

Flip: *Oh pshaw! I'm already starting something new things. I'm thriving at making changes at my age.*

Negative: People don't really get to make a living being creative.

Flip: *I see people all around me doing it. Oh yes they do, Ah ha!*

As you can see, Lori Louise really got the hang of it and her energy picked up just a little bit each time ... by the end of things she was really flying high and feeling much better (in fact ... as a sign of the power of doing Law of Attraction work ... she came up to me afterwards after dinner and told me that she had checked her email ... and, around the same time that we had been doing her FLIP work, an email had come into her inbox from a possible client inquiring about her graphic recording services!

Now there is the power of shifting your vibration –this stuff works and it can work very, very fast --- I see it all the time in my private coaching practice and in my own life – the power of our quantum world.

4. IFVP Community "FLIP IT" Work:

After working through some of Lori Louise's resistance ... we next turned to collecting some of the mental blocks that other participants were having around their Visions (I had gifted everyone a **Magnetism Map** and a **FLIP IT GOOD Map** ... so they had been busy watching me and Lori Louise but were also creating their own maps at the same time – multi-tasking away).

I worked with the full group ... facilitating out different people's resistance and working with a great graphic recording duo (**Sue Keely** and **Gretchen Pisano**) who worked beautifully together to capture everyone's thoughts (thanks Sue and Gretchen!).

It was an excellent collection of negative thoughts, beliefs and attitudes --- things that understandably come up when one is creating, building and metamorphosing their graphic career (I've had most if not all of them myself at one time or another!).

Unfortunately I did not get a photo of that particular chart, as good as it was – so I can't share it with you right now (if anybody out there has it, please send it to me – I'd really be grateful).



Sue Keely (left) and Gretchen Pisano (right) ... listening intently for the next nugget to record.

From memory, I remember all sorts of typical gremlins coming up --- negative thoughts about the volume of work that is available, worries about competition and lack of clients, concerns about balancing personal and work time and even being able to have a good family life, doubts about how to begin or build a practice, heartfelt anguish about the populations one wants to serve most, fears around the practicalities of taxes, health insurance, and other perceived self employment hurdles.

The soothing thoughts that came out of this crowd of colleagues was palpable. Expressions of abundance and 'there is more than enough to go around', beliefs about the high worth and value of our work, positives about our ability and right to charge decently and easily receive it, expressions of gratitude for this right livelihood and stories of how it does provide for families and self, and good feeling thoughts about actions that are doable and easy to get going and to move forward - no matter where on the graphic career spectrum.

5. Wrapping It Up: My Final Thoughts and Images from IFVP 2007

Hopefully this synopsis gives you a feel for what went down at my session. I'd like to extend a thank you to all who attended and brought their focus, energy and great participation. I thoroughly enjoyed my time with everyone (I have to admit that going in I was a bit nervous --- IFVP can be both the best and the toughest of audiences as it's a gathering of peers (folks know their stuff and have a discerning and knowledgeable eye). I was pleased to be invited to come share what I've been working on so hard all these years and to have it so nicely and intelligently received. And it felt great to contribute my expertise to help individuals and the community at large shift some of our resistance and increase our overall positive vibration.

To end, I'll share a few of my favorites action shots from the event. More are up for viewing on my [Flickr account](#).



With My Mentor, the sage David Sibbet



Making New Friends: Kirsten and Sunni



Great Discussions & Sharing



Debating the Work: Pros & Cons



Group Who Went to Bandelier Park



Cliff Dwellings at Bandelier



About the Author:

Christina Merkley, "The SHIFT-IT Coach" and creator of the SHIFT-IT Method® is a Visioning and Strategic Planning Expert specializing in Graphic Coaching and Law of Attraction techniques. Based in charming Victoria, British Columbia, Canada, she works deeply with individuals, partners and groups in defining and getting what they really, really want. More information and free visual tools, see: www.shift-it-coach.com

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