

Make Your Mark Graphic Facilitation & Coaching



The SHIFT-IT e-Zine
 HELPING YOU SHIFT YOUR WORK & LIFE FOR THE BETTER



Christina Merkley
 Publisher

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A Note From Christina

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Dear Christina,

Wow. The last few weeks have been really powerful. I had a really outstanding time in Los Angeles, checking out the area and attending a copy- writing and internet marketing workshop with 25 very interesting, motivated and eclectic people.

As I've written about before, I have this 'thing'

Welcome to your May issue of the SHIFT-IT e-Zine.

HOW TO CREATE WORK YOU REALLY LOVE

Life is short. We spend such a large percentage of our time earning our livings at 'work' --- doesn't it make sense to actually do something we like and enjoy? Most of us don't instantly fall into work we love. We have to find it or create it. And it emerges over time as we bump up against what we don't like, which helps us determine what we do. Here are a few things to consider as you set about creating or improving the work that you do:

Define What You LIKE Doing:Forgot about other

about warm climates. It comes from growing up in different places in Eastern Canada – summer was seven quick weeks of hot glorious weather --- the best of which were spent at a summer cottage next to the Miramichi River. I think it hard wired me for wanting a longer summer – to make me dream of living where it was always warm and fun.

Where I live now, Victoria, BC, is the most consistently mild and warm place in Canada.

It's great for me, especially in the May-Oct timeframe, but my vision is to live somewhere else the other half of the year. On my LA trip I went on a bit of a reconnaissance mission. A friend toured me around the area.

Having lunch in Manhattan Beach and dinner in Malibu. On the way back we passed through Santa Monica – how cute! That area definitely got me thinking. I also want to check out Santa Barbara and parts of Arizona. Then, of

people. Or what you 'should' do. Or even what you can supposedly make money at or not. What do YOU actually LIKE to do? Do you want to improve your current work situation? If so, what is it that you actually like doing in the work that you do? How can you spend more of your time doing those things as opposed to others? Is there a way you can offload or outsource the things that you don't like to do? If your role doesn't have much of the things that you actually like to do, determine which other roles do. How can you get into them? Nobody makes you do anything. You are the one either saying yes or no to things in your life. Stop being a victim and start empowering yourself to create a situation that you truly enjoy.

Flip Your Ingrained and Limiting Beliefs: People create and stay in limiting situations because of deeply held beliefs and attitudes. They get stuck in a rut, believing that this is the way it has to be. Perhaps you grew up being told (directly or indirectly) that life is hard, you have to work hard, that work is not meant to be enjoyable (after all it is called 'work') or that work is a means to an ends. Or that only certain kinds of work or behaviors were things that you could do. Or that would earn you an income.

Your beliefs, at a very deep level (and sometimes not so deep!) create your reality. Uncover what your negative and limiting beliefs are about 'work'. What was modeled to you growing up? How did you interpret or react to what you saw? What messages did you receive about money, prosperity, possibilities,

course, I need to figure out how to shift my life to the dual residence thing – ah well, one step at a time eh!

Talking about shifting, this month's article is about another common area that people like to shift --- creating 'right livelihood' -- - earning your living doing something you love and prosper at. Many folks who are attracted to my SHIFT-IT work want to shift their work lives for the better --- either improving where they are, or striking out on a new and different path. As someone who has and continues to pride herself on creating right livelihood in a creative and unique way (and, its not always easy) I hope this month's article inspires you to take your work to the next level.

See you next month.
Happy Shifting!

Christina Merkley, The
SHIFT-IT Graphic Coach

what your relatives or community did? Were you trained to believe that work and pleasure can actually go together? [See Archeology of Beliefs article: Vol. 1, Issue 3 in [E-zine archives](#) for more about the power of early programming].

Where There Is a Will, There Is a Way:No matter what you like to do there is most likely somebody, somewhere, who has figured out a way to make a living out of it --- and a lucrative one to boot. A few years back I was on a flight with this middle-aged guy next to me who was this crazy skateboard character. Turns out his passion was skateboarding and all things crazy. He made a good living traveling the world as an extreme sports commentator. I actually saw him on MTV a while later. He had figured out how to make skateboarding, good times and talking work for him. Go figure.

Whatever your passion is, there is a way to make it happen. Look at me, I make my living 'doodling', working very deeply with people about their work, lives, etc --- many people in my life have mocked the nature and seriousness of what I am into. After several years (and a lot of effort), I have woven all of my supposedly strange interests into a creative and successful livelihood. Where there is a will there is a way.

Seek Out Positive Role Models:There are plenty of naysayers in the world. Forget about 'em. Seek out and surround yourself with people who believe things

SHIFT-IT Graphic Coaching Services



Are you a visual learner? (80% of the population is!). Graphic Coaching is a powerful coaching methodology that literally helps you SEE where you have been, where you currently are and what you really, really want to create next.

Save years of going in the wrong direction or being stuck in a rut. Identify and work through self sabotaging beliefs and patterns. Turn the corner. Get moving with increased enthusiasm, motivation. Believe in yourself and your abilities. Create a life that works.

Located in beautiful Victoria, British Columbia,

can be done and are doing them. You can jumpstart your SHIFT-IT process in the work / right livelihood department by being around people of a more uplifting and positive vibration. Their positivity and mindset will rub off on you. Even reading about people you resonate with can be very powerful. So hone up on biographies, interviews, and the like. These resources can open your perspective and shift your thoughts.

Other ways to meet positive people: attend conferences and events. Every year I make a couple of personal development travel trips (last month's Speed Copy-Writing workshop is a good example). This can be pricey, especially when I'm juggling cash flow and other priority issues in a growing practice. But it's ultimately worth it to me because of the people I am exposed to and their reality.

Most of these folks play in a bigger league than I currently do. By being around them, I start to see myself in them. If they can do it, so can I. I hear and see what their worlds are like. What they think. What they have accomplished. What their norm is. All of this impacts my own vibration. I go away humming at a higher level than I began. My ideas about my self and what I can accomplish expand exponentially. Consciousness shifts. Like attracts like.

Problems Are Par for the Course: Talking about biographies --- I am currently reading Mark Burnett's book called "Jump In". Mark is the television producer

Canada --- I work in-person and over-the-phone. Drawing out your evolving story in large format graphics (in person) or through my custom SHIFT-IT line of graphic coaching tools (phone and coaching groups).

See [Fees and Packages](#) for more information.

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that created Eco-Challenge, Survivor and The Apprentice, among other TV shows. This guy has made an incredible livelihood for himself after emigrating from England with next to nothing. One thing that comes across again and again in his book is the naturalness of problems emerging – in fact, he writes: “the only thing you can be certain of in business is that problems you have not thought of are headed your way.”

Yes, there will be problems when you go for creating work that you really love (whether you work for someone else or do your own entrepreneurial thing). It is par for the course. Its unrealistic to think there won't be. But by anticipating them and accepting them as natural you'll remain calm when they occur. Problems happen whether you are doing work you dislike or doing work you love. So, if problems will exist regardless, why not go for the work you really enjoy and sort them out as they happen?!

Right Livelihood: A Continuous Process: Creating work that you love is and will continue to be a process. Just when one thing gets worked out, another thing emerges. Things that seem to be catastrophic, with some hindsight and a bigger perspective actually turn out to be blessings. And visa versa. And, what was once enjoyable can become mundane and boring. It is an ever-evolving process. And, that is ok. Just keep asking yourself 'what feels good to me now?!'. And organize your work and life around the answers. You can create whatever you

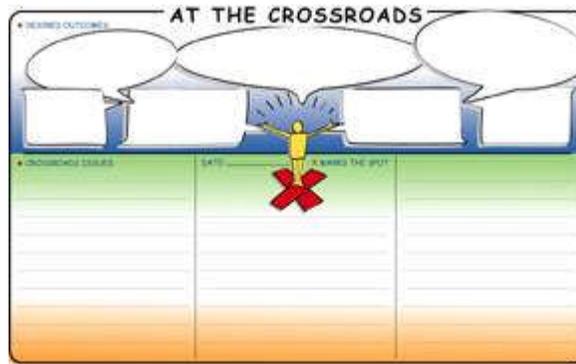
can imagine and believe. So stretch your thinking to believe you can create work that really works for you.

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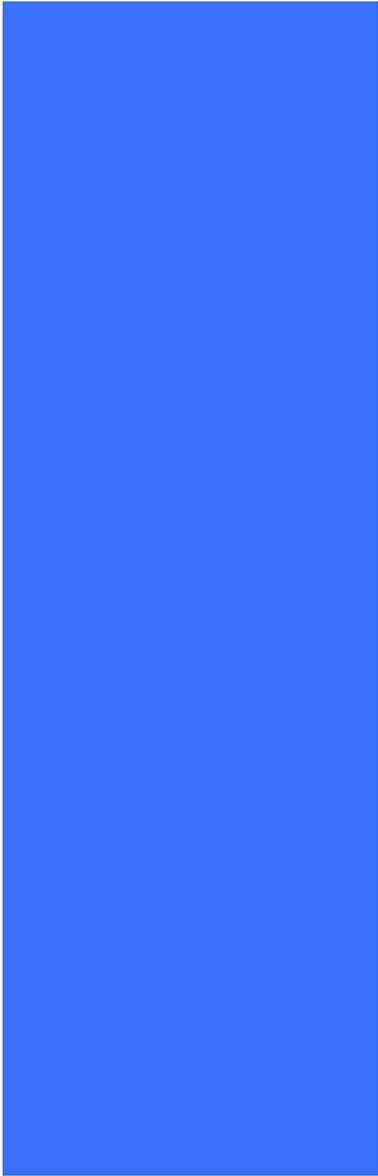
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Christina Merkley, "The SHIFT-IT Coach" is creator of the SHIFT-IT Graphic Coaching Process. To learn more about SHIFT-IT, Graphic Coaching and Personal Visioning and Planning, visit <http://www.makemark.com>

SHIFT-IT Weekend Intensive (group setting)



Advance Notice: June 9-11, 2006 (Friday - Sunday).
SOLD OUT: WAIT LIST BEING ACCEPTED



At a crossroads? Need clarity to make decisions about the next chapter of your life? Have an idea you need to get off the ground?

By popular request, I will be offering a SHIFT-IT Intensive Weekend in mid June in my Victoria, B.C. studio. Over the course of 2.5 days, we will work step-by-step through the SHIFT-IT Graphic Coaching Process in a confidential, supportive, small group setting (limit: six people).

You will receive all 17 S-I templates in 11x17, color format (in bound booklet) - and have completed them with your own thinking by the end of the weekend (Life Maps, Personal Vision, Action Plan, etc). Three follow-up tele- conference calls after the weekend are included. Plus one hour of individualized coaching.

Fee is \$495 (Canadian Funds). Workshop location is just minutes from beautiful, charming downtown Victoria, B.C. --- ocean, mountains, gardens, restaurants, hotels, great restaurants, etc. June is an ideal month to come visit - beat the tourist rush. [Info on Victoria.](#)

For more information on The SHIFT-IT Graphic Coaching Process, [click here](#). **To be placed on the waiting list and to receive advance notice of future retreats, email me.**

MEETING GRAPHICS 101 WORKSHOP:

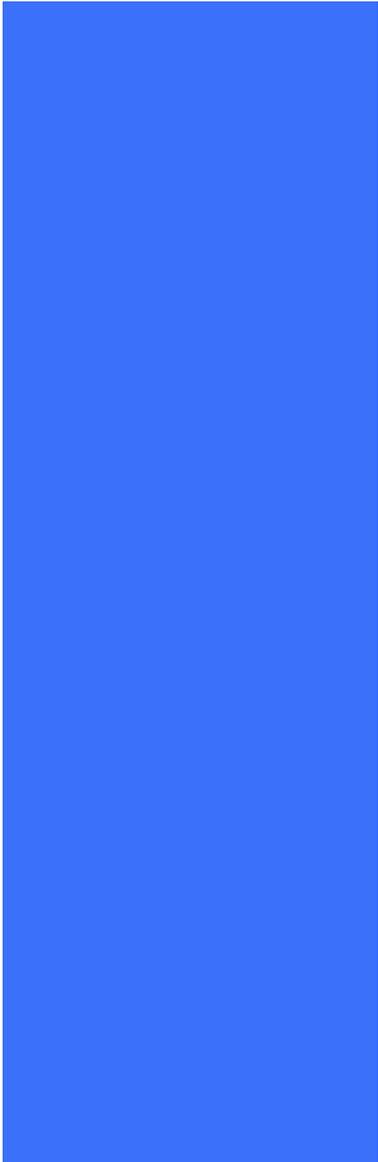


Have you seen me (or a colleague) in action in corporate or group work? Interested in the basic skills behind Graphic Recording, Graphic Facilitation and Graphic Coaching? This introductory workshop is for consultants, facilitators, managers, trainers, and other group leaders --- live demos, hands-on- practice, tools of the trade, graphic resources and many insider tips and techniques. A fun and practical day!

When:Friday, June 2, 2006, 9:30-5pm

Where:Royal Roads University, Victoria, B.C.

Fee:\$245, plus GST. Fee includes detailed handouts, use of all recording materials, plus one hour of individualized, post-class coaching (get shadow coaching on an upcoming project, design tips, or just more help with your basic skills). Class limited to 16



participants. This workshop tends to sell out, so register early. **THIS WORKSHOP IS NOW SOLD OUT: WAITING LIST BEING TAKEN**

Registration: This workshop will be offered again sometime in the Fall. Email if you'd like to be added to the advance announcement list.

For information on Meeting Graphics 101 workshop and advance training and mentoring opportunities: [Training and Mentoring Opportunities](#)

About Christina, The SHIFT-IT 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, she is based in charming Victoria, British Columbia, Canada.



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