



THE ART OF



REINVENTION



*A 5 Step Process to Help*



*You Through Transition*

# The Art of Reinvention:

*A 5 Step Process to Help You Break  
Free into Clarity and Purpose*

by Carla Rieger

*There is a unique way you now belong  
to the world. Discovering and living that  
can be a grand adventure.*

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# Introduction

## LACK OF MOTIVATION

A lack of motivation in life can often mean it's time to reinvent yourself. This white paper will lead you through key exercises to help you explore if a possible reinvention could get you back in the game.

### **People are reinventing themselves at a rate never before seen in history**

Did you know that, according to the U.S. Department of Labour, many of the most in demand careers today didn't even exist 6 years ago? Did you also know that the average person changes their role within an organization at least 4 times? People also change their career at least 6 times, their homes at least 12 times and their long term relationships at least 3 times in a lifetime.

In short, people are reinventing themselves at a rate never before seen in history--and it is growing exponentially. As the world changes, the way you belong to the world keeps changing, too. Yet, few of us have had a role model for reinventing ourselves over and over again. Just a generation or two ago people tended to stay in the same job, career, home, and relationship their entire life.

As a result, there exists a huge proportion of people perpetually in transition and entirely challenged about how to deal with it. Transitions are especially uncomfortable when you are between two worlds. You can't go back to the old, but you haven't yet found your way with the new. It's like the winter of change when the old harvest is now gone and the new one needs time before it can manifest.

### **The *winter of change* can feel barren and cold**

In this stage you can feel lost, lethargic; maybe not even wanting to get out of bed in the morning. Some people even feel like they no longer connect to a meaning for their life, and many things they used to enjoy are now feeling pointless. These are normal experiences during the winter season of your creative life. While it may be summer outside, it can feel like winter inside. Many people think that there is something wrong with them during this phase. Yet it is actually a very important phase of the reinvention process in a person's life and to ignore it or to anaesthetize it can mean that you miss out on the next harvesting of your life journey.

There are cycles in everyone's life when it feels barren, like nothing is happening, like the great harvest you experienced before in your life will never happen again. During this state of mind a subterranean part of your psyche is replenishing itself and getting you ready for what's next. This is the time in your cycle of growth when you need the most support and the time you're least likely to ask for it.

Carl Jung, a great thought-leader in the field of psychology, once said: "Depression is often the empty stillness which precedes creative work." Once you realize this it can create a sense of safety to just be okay with the barrenness of this winter of change in your life. In fact, for some people this reframe alone can make it sometimes a fascinating rather than only an uncomfortable process.

### **People often enter the *winter of change* after achieving their goal**

This state of mind can happen soon after you retire, even if you had been looking forward to your retirement for years. It can happen after your children leave home, even if you were looking forward to finally freeing up your energy from all those years of parenting. Or even more surprisingly after a great success in your life. If you had been working for years to achieve a certain level of career success and then you finally achieve it, there can be an odd sense of purposelessness when it's over that can usher you into a winter of your creative cycle.

This happened for me about 14 years ago after I'd spent 5 years building my career as an inspirational speaker. I had achieved my dream and I was speaking at huge sales rallies across the continent. I was being flown around and put up in five-star hotels. After the last in a series of presentations had completed I remember going back to my hotel room and instead of feeling elated I felt strangely depressed. I felt as if whatever I was seeking all those years was not worth it or that somehow this dream I was chasing wasn't giving me what I was actually looking for.

This was the beginning of two years of a barren winter in my life in which I no longer wanted to do this career, and didn't have the motivation or interest to create anything new. It was a frightening time for me because I knew nothing about this natural time of barrenness that people experience cyclically in their lives. I was afraid that I would stay in this state forever. It took a toll on my health, my relationships and of course my income. The only thing I seemed interested in doing was journaling and walking in nature which in retrospect was exactly what I needed to be doing. I was discovering a new purpose that wanted to be born into my life.

What took so long for me to get through this process was that I didn't want to let go of the old identity because it was familiar, I knew how to make it work and I was attached to the social approval I received for this kind of work, not to mention the income and sense of security that it provided. Yet, trying to hold on was actually creating more problems in my life.

When I finally let go of my old identity and let myself go into the dark and the unknown I

started to discover amazing things, parts of myself that wanted expression. The truth was that I didn't need to change *what* I was doing but **how** I was doing it. Through these 2 years I created a process that I now share with people so they don't have to go through two years of being lost, confused and resistant to this winter of change. I have been working with people and perfecting the system ever since.

### **The Art of Reinvention process for getting through to Spring**

The Art of Reinvention process helps you move through this period of time more quickly, with ease and grace, and it helps you reframe this process so that you suffer less and enjoy it for what it is. A process like this can also help you avoid the pitfalls that often happen during the winter of change - for example addictive behaviours, creating drama, relationship breakdowns, health issues, and financial issues. This process is useful for anyone who is in transition, having left behind:

- a career (e.g. being a supervisor or running a business)
- a relationship (e.g. losing a friend, or going through a divorce)
- a role (e.g. being a parent, or being a volunteer)
- an identity (e.g. being single, being in your 40s)

And it's especially helpful if you haven't gotten clear about what is next, or more importantly **how** you want to do what's next in your life. The first place to start is to do the Self Assessment on the next page.

# Part 1 - Self Assessment

Before you can move into the spring of change you will need to assess where you are now. It's like the process of getting your garden soil ready for planting. If you find rocks and weeds and other "dark matter" there, don't worry about it. They are the necessary raw materials out of which you recreate yourself, so all is good.

This assessment is for your eyes only so feel free to be as honest as possible with yourself. Put today's date at the top of the first column, the do it again 3 weeks from today and then 3 weeks after that.

On a scale of 1-10 what is the tone of your feelings and thoughts about these areas of your life. 1 = entirely negative, 5 = neutral, 10 = entirely positive.

SELF ASSESSMENT				
		Scale		
		Date	Date	Date
Career <i>(list specific areas)</i>				
Relationships <i>(list specific persons)</i>				
Health <i>(list specific issues)</i>				
Finances <i>(list specific issues)</i>				
Self image or sense of competence <i>(list specific areas)</i>				
Other circumstances <i>(list specific ones)</i>				

## Part 2 - Discovering Your Passions

Use this exercise to discover what you are truly passionate about because that will sustain you through the ups and downs of the next phase of your life. Passions are different than interests. Many people spend years dabbling in areas of interest without truly feeling fulfilled. Interests will only sustain you for so long. Passions can feed you for a lifetime. Perhaps the main purpose of discovering your passion is the journey itself. The desire to uncover it leads you through experiences you might otherwise decline. As Ursula K. LeGuin, the great author, once said: "It is good to have an end to journey toward, but it is the journey that matters in the end." The worksheet below takes about 15 minutes to do and can open your eyes to new aspects of yourself. Print out these next pages and fill in all three columns on the next page in this way:

### What is unique about me? Column One

Make a list of things that are **unique about you**. These could be:

- **Personality traits** (e.g. being good at influencing people, having excellent attention to detail, or being a good mediator during arguments)
- **Circumstances of your life** (e.g. your cultural heritage, a disability, languages you speak, who your mother was, where you were born)
- **Experiences you've had** (e.g. 10 years as VP of marketing at Dell, having lived in 12 different countries, overcoming cancer, starting a foundation, meeting Nelson Mandela, being very bad at time management)

### What Have I Learned/What is My Experience? Column Two

Make a list of things that **you have learned**. These could be:

- **A technical expertise** (e.g. health care management, spreadsheets, music composition, car repair, hair styling, architecture, teaching, blogging, MEd in Adult Education)
- **Things you've learned as a student of life** (e.g. surviving a broken home, leading a balanced life, maintaining a healthy long-term relationship, raising children, caring for the elderly, etc.)

### What's Missing in the World? Column Three

Make a list of needs that aren't being met in the world. It could be for a small portion of the population or a large portion. These could be general or specific, small or large needs. For example, what might seem missing for you is:

attractive women's shoes in sizes 10 - workplaces where people are engaged - opportunities for seniors to better contribute back to society - clean water for people in Southern India - on-line auctions that actually work well - roof top gardens in apartment buildings



## DISCOVERING YOUR PASSIONS WORKSHEET

What is unique about me?	What have I learned? What is my expertise?	What's missing in the world?

*In each column, circle 3-5 items that have the most impact for you. Feel free to also use the back of the page if necessary.*

## Part 3 - Finding Who to Serve

The next exercise will help you find the people you would most like to serve. It's another aspect of how you now want to belong to the world. You may think this is an unnecessary step if your path is a solo one, but even solo paths ultimately serve someone, even if only by your presence in their community. Identifying who you want to serve helps propel you out of living to just survive, in case you have gotten trapped there. It re-plugs you into the web of life. This exercise also takes about 10 minutes.

### Types of Communities I Want to Work With Column 1

Start by making a list of the types of individuals, groups or communities you want to work with or be a part of. You can list them by:

- **The work they do** (e.g. industries, professions, trades, job titles).
- **Population segments** (e.g. baby boomers, women entrepreneurs, retired people, teens, people with disabilities, parents, people who live in Seattle).
- **Non work-related groups** (e.g. French speaking people, the Jewish community, dog lovers, golf enthusiasts, joggers, antique car aficionados, ex-cons, gifted learners, new college students, newly empty nesters, bloggers).

After you have made a list of communities, circle your top three in that entire first column.

### What Hurts? What is Changing? Column 2

Keeping your 3 communities in mind, what hurts these people? What problems do they face? What bothers them the most? You can go back to your list of what's missing in the world and see if there is any overlap. Another way to look at it is "What is changing?" For example, if you chose *women entrepreneurs* as one of the populations you would like to serve here is how you might answer the questions in this column:

**What hurts:** balancing work and family, managing cash flow, living without job benefits, how to outsource and delegate, dealing with burn out.

**What is changing:** becoming an "empty nester", social media as a marketing tool, online video, the downturn in the economy.

### How Can People Benefit From My Passion/Expertise? Column 3

Finally, look at what benefits you can offer your chosen communities. Focus on solving their problems using your passion and expertise. For example, if you chose dieticians and part of your uniqueness is your excellent communication skills, your list might include such things as: *How to create open communication in a health care setting* or *How to negotiate as a free-lance dietician*. If you chose *women entrepreneurs* and you circled your experience in financial planning, the benefit might be *helping women entrepreneurs manage cash flow*.

## FINDING WHO TO SERVE WORKSHEET

Types of communities I want to work with...	What hurts? What is changing?	How specifically can people benefit from my passion/expertise?
<p><u>Industries, Professions or Trades or Job Titles</u></p> <p><u>Population Segments</u></p> <p><u>Non work-related groups or communities</u></p>	<p><u>What Hurts?</u></p> <p><u>What is changing?</u></p>	

*In each column, circle 3-5 items that have the most impact for you. Feel free to also use the back of the page if necessary.*

## Part 4 - Open Questions

Now that you have zeroed in on some areas of interest, it can be useful to just ask yourself some open questions surrounding your reinvention. You can include what came up in the previous exercises or go in a different direction.

This part of the process is designed to activate another part of your brain, and so the best way is not to edit yourself at all. Anything goes. Remember you don't have to act on anything you write down here, it's just about exploration at this stage of the game. Answer these questions as if you had no obstacles; as if there were no money issues, no time issues, no issues around your age, your health, your abilities, and especially no issues about what other people might think, or expect of you.

Answer all or any of these in whatever way you choose. Sometimes the questions may seem repetitive, but can trigger different kinds of answers. Use the back if necessary:

**What do you really want that you don't have in your life now?** (E.g. more free time to be with friends and family)

**What would make you most happy?** (E.g. to play music more often)

**What areas of life please you most?** (E.g. time with family)

**What are your core values—what can't you live without?** (E.g. freedom, creativity)

**What do people tell you they admire most or enjoy most about you?**

**What is on your *bucket list*? What would you most like to do or experience before you die?** (E.g. play one of my songs at an open mic)

**Describe an ideal day – or one of them.**

**What do you need for your mind to be happy?** (E.g. time in nature)

**What do you need for your emotional self to be happy?** (E.g. time with my kids)

**What do you need for your body to be happy?** (E.g. time for exercise 3x a week)

**What do you need for your soul to be happy?** (E.g. more time to meditate or journal)

**What is it that you need to be different from what is happening now in your life?**

**What do you really, really, really want?**

**What else do you want to ask yourself?**

**What else do you want to write down here about your reinvention process?**

## Part 5 - Reinvention Mission Statement

Now go back to the 3-column worksheets you filled out on earlier pages and combine your top circled items into this statement. It will become the first draft of your *Reinvention Mission Statement*. Why do something like this? Because it's akin to planting a bulb in winter soil. It improves your chances that it will flower once spring arrives. It may require several drafts until you get a clear statement, and that is why there are several statements with blank spaces at the end to play with.

### Draft #1

*My passion is to use my*

---

(Uniqueness)

*to help*

---

(Type of community)

*deal with.*

---

(What hurts. What is changing.)

*I will do this by*

---

(How people can benefit)

*so that*

---

(What's missing in the world)



**Examples:**

My passion is to use my *mediation training*  
to help *the hi tech industry*  
deal with *interpersonal communication breakdowns*.  
I will do this by *teaching them conflict resolution skills*,  
so *that their work teams are more collaborative, creative and effective*.

My passion is to use my *experience in geriatric care and family counseling*  
to help *families with aging parents in my community*  
deal with *senior care issues*.  
I will do this *by offering presentations for adult children on how to effectively deal with their aging parents*,  
so that *they get the care they need in a way that also works for their families*.

My passion is to use my *market research ability and experience with Gallup*  
to help *CEO's of conservation non-profit organizations*  
deal with *changes in the economy so they can still get the funding they need*  
I will do this by *analyzing data and helping them find where next to get funding*  
so that *these organizations can continue to grow and serve people*.

## Draft #2

*My passion is to use my*

---

(Uniqueness)

*to help*

---

(Type of community)

*deal with.*

---

(What hurts. What is changing.)

*I will do this by*

---

(How people can benefit)

*so that*

---

(What's missing in the world)

## Draft #3

*My passion is to use my*

---

(Uniqueness)

*to help*

---

(Type of community)

*deal with.*

---

(What hurts. What is changing.)

*I will do this by*

---

(How people can benefit)

*so that*

---

(What's missing in the world)

## **Summary and Next Steps**

Now that you've done a self assessment, answered open questions, and created a Reinvention Mission Statement, you may notice that ideas will start happening. You have opened up a relationship with a deeper part of yourself that is coming into existence. Chances are that will continue to now grow and you will become more aware of what's coming next. You may notice movies, songs, books, people, and opportunities showing up in your life that will continue to nurture this new theme. For some more next steps, articles, our blog, books, and upcoming events do check out the links on the next page. Thank you for taking the time to explore your reinvention. The world will be a better place because of it.

## About the Author



Carla is the CEO of The Artistry of Change Productions Inc., the Co-Founder of Mind Story Academy, and the author of The Art of Reinvention System. With over 23 years as a professional speaker, and 15 years as a coach internationally, Carla is a top expert on reinvention, personality styles, organizational change, presentation and communication skills. This system has helped thousands of people find ways of re-creating their lives to stay more relevant to the world both inside and out. Carla has been a keynote speaker at over 1500 events around the world speaking to groups of anywhere between 10 to 4000 people at a time. In addition, she has created over 80 online learning programs, 5 books, hundreds of articles and her work has appeared in media around the world.

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