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Free version

Self-Study **Coaching** Workbook:
Foundations



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Legend

Information/ Descriptions: This type of text represents general explanations, descriptions etc. of concepts and ideas.

Task for own reflection: This type of text represents a task for you to reflect on the concepts, ideas etc.

Viewing Recommendation for Workbooks

For the best user experience, I recommend opening the workbooks in Adobe Acrobat (Full View; single page), which allows smooth 1:1 scrolling through pages. While Google Chrome, Microsoft Edge, and Safari also provide good performance, scrolling tends to be more fluid in Adobe.

Mac OS Preview is also compatible, though with some limitations:

- In rare cases, text fields may not save properly (reopening the PDF usually resolves this).
- Text fields do not expand and cannot be scrolled vertically within the field.

Best User Experience (in order):

1. Adobe Acrobat
2. Google Chrome
3. Microsoft Edge
4. Safari
5. Mac OS Preview

Before you start

Important Note:

This workbook has been adapted for free distribution and includes only Chapter 1. It should offer a preview of the content, design, and overall experience of the full coaching programs and workbooks I provide. The chapter you're about to explore is part of the first workbook of the series (3 total workbooks).

About this workbook

Within the pages of this workbook, you will encounter exercises, reflections, and ideas – some will challenge you; others may frustrate you, and a few might even push you to the edge of discomfort or spark critical thoughts. Perfect! These moments are not obstacles; they are gateways.

When something feels challenging or uncomfortable, it signals untapped potential for growth. When frustration arises, it invites you to uncover its root, offering a profound opportunity to learn more about yourself. If you feel compelled to question the ideas presented, embrace it wholeheartedly – it's in questioning that your perspective broadens, and your understanding deepens.

Every element of this workbook is designed to guide you from the familiar into the unknown, to explore insights about yourself, to reduce habitual tendencies that hold you back, and to foster growth. Through this journey, you will cultivate the awareness, resilience and skills to navigate any life & business challenge with mastery. So, welcome every problem, every emotion, and every moment of doubt with open arms. Each step forward, no matter how small, brings you closer to your fullest potential and supports you in reaching your goals.

Welcome this adventure, for it is here to transform you.



“Your life does not get
better by chance; it gets
better by change.”

- Jim Rohn

01

Program Overview



Introduction to coaching

Coaching is defined as “*partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.*”

Through powerful questions, structured reflection, and intentional action, coaching helps you see patterns, break through blocks, and move forward with purpose. Whether you’re navigating change, pursuing a specific goal, or simply wanting to show up “better” in your life and work, coaching creates the space to think deeply (without being judged), act intentionally, and grow sustainably.

This self-guided program helps you build the skills, habits, and mindset to succeed in both life and business, offering practical tools to improve decision-making, set meaningful goals, and create lasting results.

The base for this program has its roots in the CORE[®] Energy construct, described in Bruce D Schneider’s best-selling book, Energy Leadership (highly recommended). The book introduces the concept of the 7 Levels of Energy, each one exponentially higher and more powerful than the one before it. The Levels are reflective of a person’s degree of consciousness, awareness, perspective and power. Higher Levels are statistically [correlated](#) with greater satisfaction in all areas of life, and at the highest, or 7th, Level, greatness, and success are no longer products of chance, but an inevitable result of that energy. Most importantly, the higher your overall energy, the more energy there is available to perform any activity. Dealing with any situation/ challenge requires that you perform tasks – whether that task is interviewing for a new position, leading a (new) team, increasing work-life balance and reducing stress, finding more purpose, or a myriad of other possibilities.

IMPORTANT: The concept of energy will be explored in detail in the full version of this workbook. For now, you can also think of it in terms of **7 different perspectives** to any given situation you are facing (this also applies to the workbooks 2 +3).

Introduction to coaching

The better you understand the different perspectives you take in life, the higher the potential for extraordinary performance. The better your performances are, the more effectively you'll be able to achieve your goals and live an extraordinary personal & professional life. By understanding your perspectives, being aware of them, and knowing how to shift yourself to the “best” one, you capitalize on your true current potential and perform at your peak. This program includes all the concepts, exercises, and experiences that you will need to increase your potential and use all the potential that you already have when you perform.

You will learn to reduce stress, increase motivation & resilience, and improve every aspect of your personal and professional life. This program builds a foundational system for living.

Many times, people who are successful in life and business and at ease with the challenges, seem to have uncovered some secret elixir. Your mindset is the differentiator. As you will learn working through this program, your mindset has everything to do with how you “show up” and approach every situation and circumstance.

By practicing the concepts presented in this program, excellence is within your reach. Using this process to create mastery will help you become an extraordinary person. It is the ingredient that makes the good better, and the best better than anyone ever thought possible.

This program is not a cookie-cutter approach to life & business success, or to dealing with personal & professional challenges. It does not tell you how to be. It is uniquely designed to help you create YOUR personal formula for success. No two people are the same, yet everyone can practice this process to actualize their current potential. The program will help you truly understand how you can perform your very best on every level as you navigate your new beginnings.

Exploration

Think about what drew you to this coaching self-study workbook.

What is your main reason for downloading this workbook?

What do you expect to learn? What are your desired results?

Exploration

Think about what drew you to this coaching self-study workbook.

What made you interested in coaching, and why now?

What challenges (major and minor) are you currently experiencing in your life (personally or professionally)?

Exploration

What challenges in the past have created the most impact on your life (personally or professionally)?

Which challenges have you navigated with ease?

Exploration

What insights do you get from your responses to the previous questions?

“You don’t have a choice about the challenges you are facing, the hardships to endure, the external circumstances you find yourself in. But you have the choice how to respond to them.”

- Unknown

What to expect from this self-study program?

We all have inner and outer elements that can help or hinder how we handle our personal & professional life. These are called the **COR.E® Influencers** (inner = emotional, spiritual, mental; outer = social, physical, environmental) and by understanding them and knowing how to handle them, you'll have a huge advantage in creating the kind of results you are seeking (see more in the workbook 2 "Influencers"). Working with the workbook (& me), you'll develop action plans and intervention strategies to create your ideal state (inner and outer). You will be building a new toolbox of resources that will prove invaluable for your current situation and the rest of your life.



Additionally, you will become aware of how you think, feel, and act, so that you can break through any limiting thoughts and undesired reactions. You'll develop a life philosophy and "way of being", based on **10 COR.E® Disciplines** (see more in the workbook 3 "Disciplines"), that lead to high potential, and performance. The Disciplines provide a foundation for living and performing, cultivating a powerful state of awareness and a positive attitude.. Together, all factors set the stage for accomplishing exponentially greater results while expending less effort. Practice all the ingredients in the workbooks, and the process leads to automatic mastery of any situation (like a habit).

What to expect from this self-study program?

While working through this program you will learn to...

- **Understand how to accomplish your goals in life and business**, including effectively overcoming challenges.
- **Understand how your mind** (thoughts, beliefs, interpretations etc.) **shapes your environment & outcomes** and explore what is currently holding you back and how to overcome it.
- **Develop confidence, resilience and balance**, feel it during all your interactions and challenges, and keep it in the aftermath of adversity.
- **Develop an understanding of energy** (=different perspectives) and the ability to shift it in every moment.
- **Create a philosophy/life perspective** that creates success in all aspects of life.
- **Create powerful goals & strategies** that have an immediate effect on how you show up and perform.
- **Develop and implement a plan for success**; be accountable for it and overcome what gets in the way.
- Ultimately **create your Success Formula** (your personalized, unique way of maximizing your performance and ability to handle challenges, make sound decisions, set attainable goals and manage unexpected events).

Of the things that you would learn, which is most important to you? Why?

“Until you change your
thinking, you’ll keep repeating
the same experiences.”

- Unknown

Intro:

Understanding how we operate

To understand why we focus on internal elements (perspectives, thoughts, behavioral patterns etc.) in this program, we first need to take a closer look at how we, as humans, operate.

Let's take a simple example: you're working through this workbook right now. Why? At some point, you probably decided you wanted to grow, improve yourself, and work on your current situation. That thought likely came with a positive feeling – motivation, excitement, or hope. Those thoughts and feelings led you to take action: you searched for a solution, found this free workbook, and here you are, reading these words.

This process – thoughts → emotions → actions → results – is how everything in life unfolds. But it doesn't stop there. Each result we create sparks new thoughts, emotions, actions, and more results. It's like a chain reaction, a domino effect. Let me give you another example to make this clearer:

Imagine you have a perfect business plan, one that guarantees success in three years. You're all in, working 70+ hour weeks for 2 years, giving it everything you've got. Then, you start reflecting on the sacrifices you've made: fewer vacations, less time with friends, and no time for hobbies. You start wondering, Is all this worth it? That thought leads to feelings of demotivation, and suddenly, you're not putting in the same effort as before. The plan, which was perfect, now feels at risk – not because the plan changed, but because your attitude toward it did.

Or maybe you start thinking about all the responsibilities that come with running a successful business. You feel overwhelmed, self-doubt creeps in, and that impacts your ability to make decisions and stay focused. **Again, it's not the circumstances holding you back – it's your own thoughts and emotions.**

That's why this workbook dedicates two chapters to perspectives (how we show up) and internal blocks (beliefs and thoughts that hold us back). **These are key to understanding how our mindset impacts our results, our success, and ultimately, how we live our lives.**

Understanding how we operate: Internal determines external

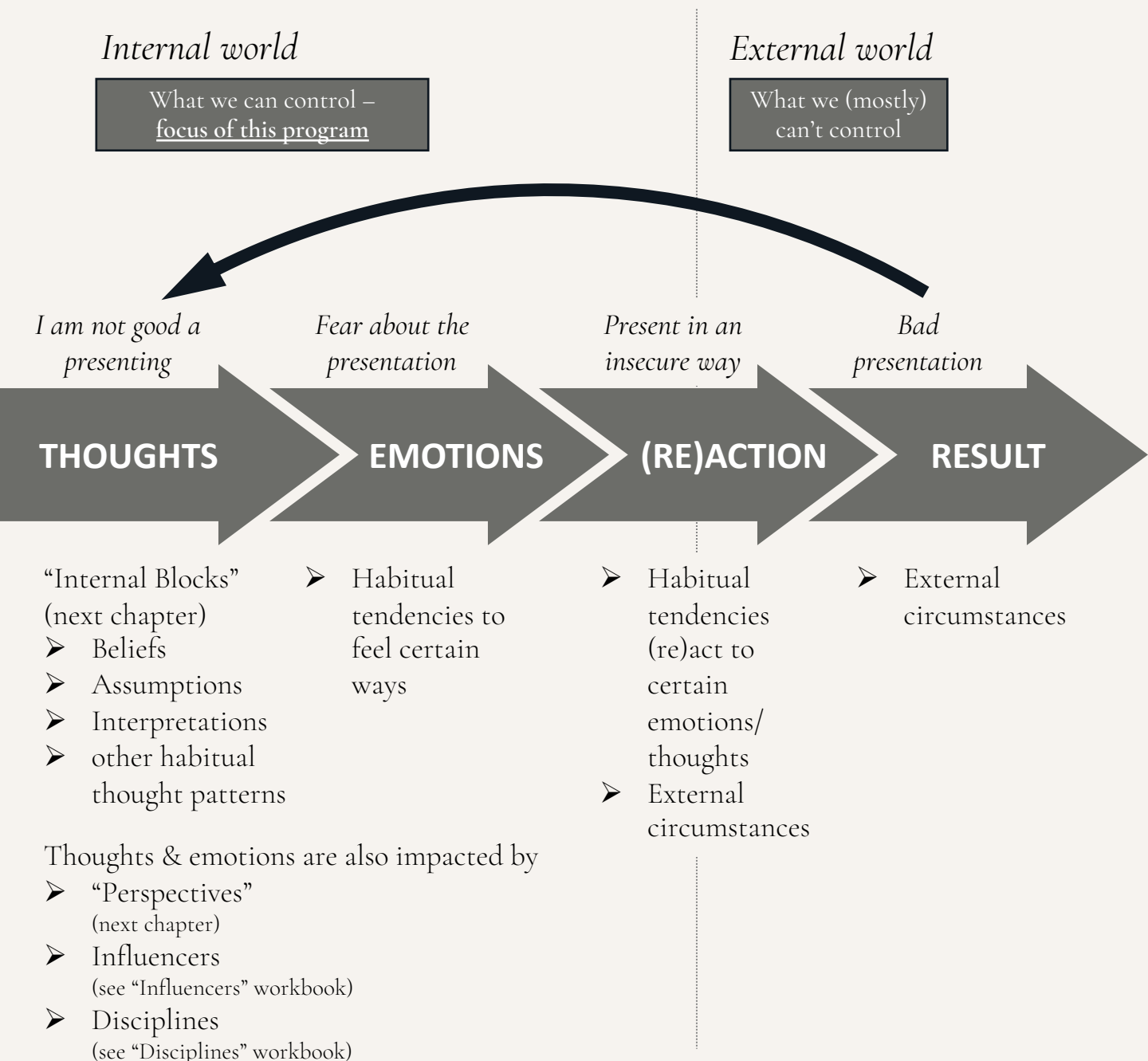
Our world around us is strongly influenced and created by the internal world. Everything that we experience externally feeds back into the internal world creating a circular reference (or domino effect).

Internal world

What we can control –
focus of this program

External world

What we (mostly)
can't control



Understanding how we operate: The 1% idea

Based on the previous illustration, one can see that a change of our internal world (thoughts, emotional patterns, habitual tendencies that we learned during our life) can result in tremendous change of the external world.

To make this concept more tangible let's consider the following examples:
(note: for illustration purposes only; very simplified)

- Imagine you have an argument with a friend, partner, colleague, or spouse.
- Based on what's said during the argument, there's only a 5% chance it ends constructively and positively. In 95% of cases, the conversation becomes personal, heated, and full of negative emotions like anger. So, out of 100 arguments, only 5 might go well, and 95 won't.
- Now, let's say after this argument, you have an important client meeting (or a meeting with your boss, for example).
- There's only a 5% chance you walk into that meeting in a good mood, and a 95% chance you're still carrying those negative emotions. The outcome of the meeting is already influenced by the argument earlier. If the earlier argument went well, there's a 60% chance the meeting turns out positive. But if the argument was negative, that chance drops to 40%.
- This domino effect can continue for days, weeks, or even months. How you handle just one situation – like that initial argument – can ripple out and influence everything else that follows.

Why does this matter? Because what we're doing in this program (and in coaching in general) is shifting those odds. We'll work on identifying the thoughts and emotional patterns that are influencing you. Then, we'll explore whether those patterns are actually helping you – or if there's a better way to think about and handle situations. This applies to any situation, not just arguments, but especially major personal/ professional challenges and how you choose to deal with them.

Understanding how we operate: The 1% idea (continued)

Let's revisit the example, but this time imagine you've completed this program:

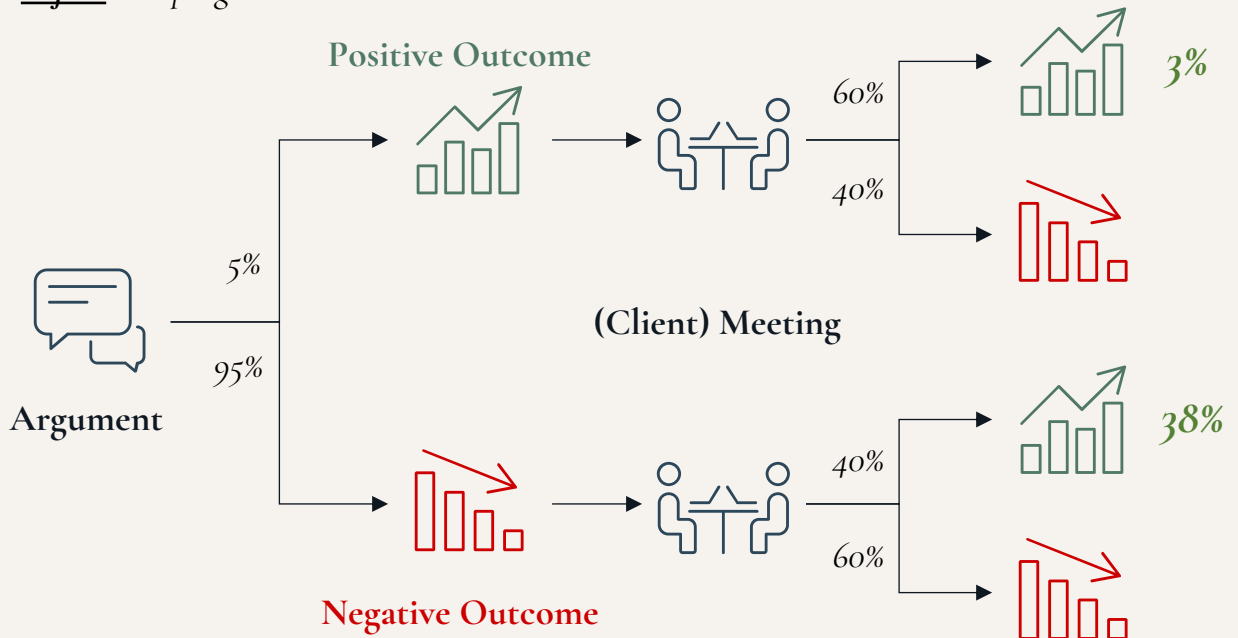
- You have a similar argument with a friend, partner, or colleague.
- Now, thanks to the work you've done, the chances of resolving the argument in a constructive, positive way have doubled—from 5% to 10%. That's 10 out of 100 times a good outcome, and 90 out of 100 times it still gets heated.
- After the argument, you have a client meeting (or a meeting with your boss). Because of your progress, there's now a 10% chance you go into that meeting in a positive state, compared to the previous 5%.
- Remember: if the earlier argument went well, the meeting initially had a 60% chance of being positive. However, due to the work and your improved patterns you gain an extra edge (of 5%) translating into a 65% success rate (= positive outcome) for the client meeting.
- So now you not only have a higher “success rate” during the earlier argument which impacts how you show up in the client meeting, but also the chances for a positive client meeting have improved standalone.

What I want to emphasize here is that the work you put into this program doesn't just affect the situation or challenge you are navigating now. By improving how you handle any moment, you create a ripple effect that impacts everything that follows. Each situation builds on the last, and your overall “success rate” grows exponentially. **Again, the work you're doing in this program isn't just about small changes in isolated situations – it's about reshaping your patterns.** These shifts influence multiple areas of your life, increasing the chances of positive outcomes across the board.

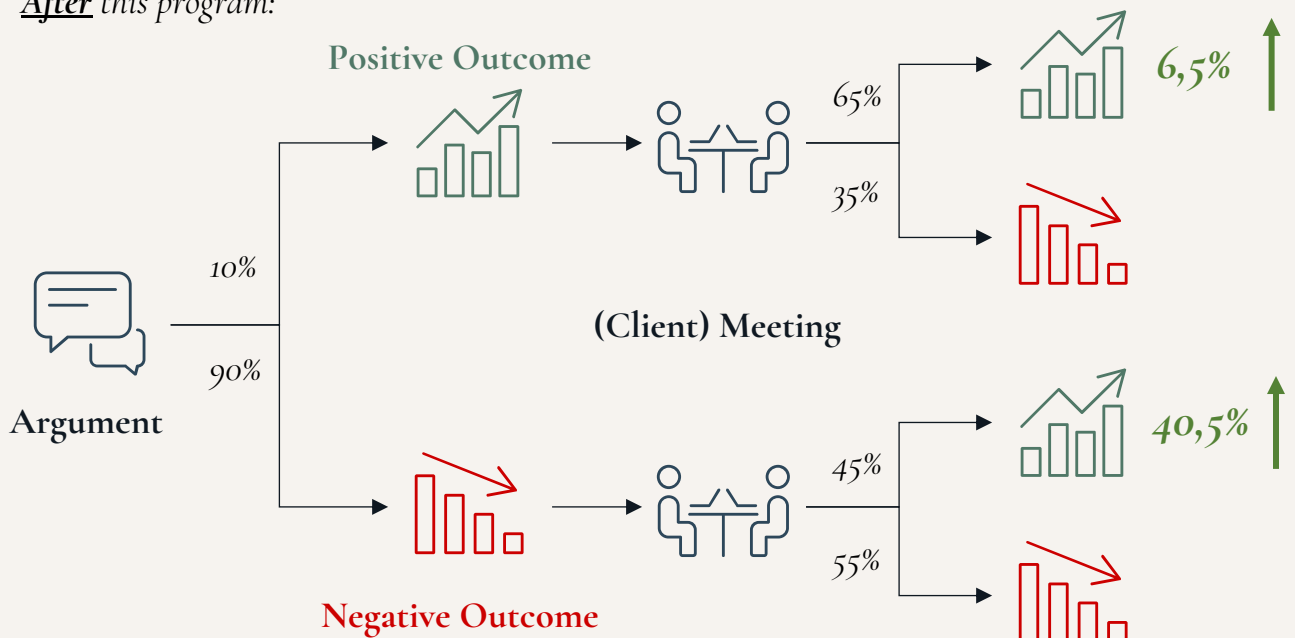
The reason we're diving into this level of detail is to show you how powerful working on your internal world (through tools like coaching and meditation) can be. Some people wonder if this kind of work creates real, tangible results. The examples above clearly illustrates that it does – **there's measurable progress that can transform not just one moment, but your whole life.**

Understanding how we operate: The 1% idea – Summary

Before this program:



After this program:



Exploration

What are your initial thoughts about this concept? What does resonate? What does not resonate? Why?

How would your situation or approach to life/ business change, if you believed in this concept? What is blocking you from fully believing it?

Summing Up Part 01

This section introduced you to Coaching and the benefits you'll gain from going through this self-study program.

What was your most important takeaway from this section?

Notes
