

# The StratMatrix™ of Human Development

When people are seeking to grow, develop or enhance their evolution their first impulse is to add things to themselves or their life. Western culture in particular has become a culture of acquisition. Whether it's add skills, knowledge/information, technology, resources, assets, or even time/energy; people's first strategy is to stack on to an already overloaded 'self' and life, even more stuff without considering the impact that the extra load will have. No wonder people feel like their life is more crowded than ever with less time/space than ever.

Full Being Coaching involves both an additive and subtractive process. The synergy creates internal harmony and smooth effortless implementation in the direction most important to the client. The process of subtraction creates the space for the new to come in. Then the job becomes a process of filtering in the new things that are to be added rather than trying to find room for them. Now there is ample room for them. In fact, when working from subtraction first, a vacuum is created as a natural flow in for the new. It draws to a person all sorts of opportunities, resources, information etc. rather than having to hunt them down, catch them, and add them to our external/internal trophy room.

When seeking to move forward or go after a better life/life experience, more often than not people tend to consider only the tangible things that will be the evidence of the progress. Then they set their strategy/goal achieving mechanism to acquire, amass, and accumulate those tangible things.

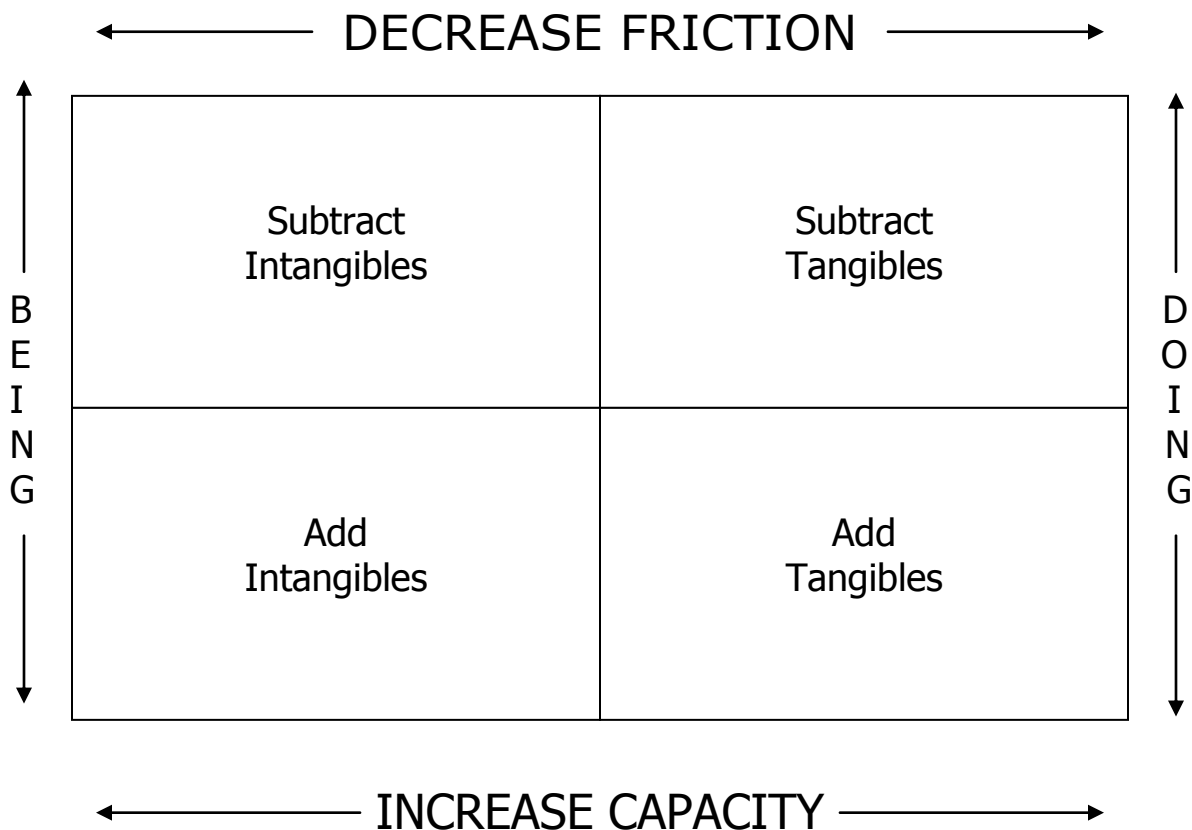
As a strategy, this behavior is short sighted in that much of what is intangible is part of the dynamic of acquiring the tangible. These intangibles may include a new belief, a perspective, a deeper internal connection or awareness of our values among other things. To ignore the relevance and power of the intangible is to invite struggle, second-guessing, lack of full commitment or clarity, and simple frustration while one attempts to force themselves forward.

An alternative that will make it all easier is to consider both realms of the tangible/intangible when looking at what to subtract and what to add.

On the following page is a matrix that shows the four quadrants effective coaches focus on with their clients. Ideally, their clients are working with all four quadrants though not necessarily at the same time. As has been mentioned, it's often more powerful to work with subtraction first and then addition, however the process is rarely linear and a good coach will flow with the client as the client determines the rate and nature of which quadrant to put their attention on.

The left side of the box is the Being side. This is about who the client is, and is work of an internal nature. The right side of the box is the Doing side. It's about what actions the client is taking in the external world. It is advantageous to be working on the Being side as well as the Doing side since who we are infuses, informs, empowers and executes what we do.

There are things in our life that are incongruent with who we are and what we do. They slow us down as we move forward in life as a result of the friction they create in our movement. These 'frictors', (elements that create friction) are very costly in terms of time, energy, money and emotion. They affect our experience as well as increase our effort since it often requires more work, more energy, and more resources to overcome them. It's ideal to subtract the frictors first before we go about adding anything new. Then what we add isn't competing with the previous internal program for space and action.



Once we've subtracted things, we can examine what we'd like to add and see how it will integrate with who we see ourselves to be. It helps us to have the 'new kids' play nicely with the 'older kids' of our being.

Lastly, this is an iterative process. The next step is to assess the effects of our subtraction and addition process so we can re-calibrate toward a course correction if so required. The regular re-examination will prevent us from having things get stuck and unconsciously affecting our newer goals/dreams/becomings.

## What to Subtract

**Assumptions of skill/training level** – mistaken notion that one is “better” than they actually are. These create blind spots fueled by the ego that doesn’t think it needs to learn anymore about it and yet are limited by the existing skill level. One typically sees this in the reaction to rejection for a credential where they haven’t matched the standard of what’s being sought. i.e. lawyers passing the bar, doctors not passing, and coaches not getting their credential when expected.

**Attachments** – things or ideas one may hold onto as something that if changed or taken away will leave a hole in their sense of self. These are so insidious they actually feel like they are part of the person...but really, your car is not an extension of you, nor is your house or your dog, nor your spouse/partner, nor the idea you think is brilliant but, sadly, isn’t.

**Beliefs** – they are trained, constructed and assimilated and look like truth or facts, they never have been nor ever will be who we are and if the ones we’re operating from are no longer useful they’re still taking up personal R.A.M. on our hard drive and will be a program running in the background. People get attached to this framework of living in the world and much like attachments confuse their identity with the beliefs they hold.

**Commitments** – many people will be challenged by the idea that it’s not always the best thing to follow through on one’s commitments. There’s a notion that one should, no matter what. However, if to follow through on that commitment is to cause great harm in some way either to self or others then of course it needs to be challenged. Many times people get committed to things because they simply don’t have the ‘NO-power’ needed to stay true to themselves. They agree out of fear, compulsion to be liked, a needed to feel needed or a hunger to belong and this creates commitments that are actually incongruent with who they are and what they’re about. Once a falsely agreed on commitment is released people can get a sense of what’s really true for them.

**Deadweight /drains**– whether this is an intangible like an idea or tangible like a friend, there is deadweight slowing us down and impeding the natural flow of our progress. Deadweight is anything that creates an energy that drains us of the ongoing vitality of our lives. Physically carrying more weight than our body can handle, or holding on to an upset with someone from decades ago will keep us from being in the present and therefore perceiving and affecting our most powerful actions. This can also show up in people who drain our lives by sucking the energy out of us every interaction we have with them.

**Ego** – identity of being an expert/needing to be ‘the one who knows’. Subtracting this one doesn’t mean someone is stupid, or knows nothing. It means that one is aware that the identity of being an expert if attached to (there’s that word again) and fueled by the ego, will undergo a severe challenge when that expertise is contradicted or challenged. This makes it difficult to learn and even more difficult to admit one might be ‘inaccurate’ about what they think, do or say.

**Fears** – what will happen if, what won't happen that I need/want to happen...or what happened before that I should fear again. Many of the fears and anxieties that people experience are lies of the mind morphing into an emotional experience that then feeds back in through the mind to actions. This is a function of a misuse of our survival instinct created by misperceptions and limited perspectives about what's really going on. The fear instinct is useful if you're standing on a railroad track with a truck coming toward you. It's not all that useful if you fear what might happen if you become famous and start projecting an entire fantasy about how you will experience your life. Helping people discern between appropriate and inappropriate fears (is that really a tiger about to eat you?) and then helping them to subtract the inappropriate ones, will go a long way toward people tapping their potential without constraint.

**Guilt** – this emotion of self-recrimination, can color how one behaves one's whole life. It's often a misperception of the perfection of things and is sometimes used by others to manipulate their behavior. Guilt is a power word of control. The more we can free ourselves from the often inaccurate view that we or our actions are the sole reason for something occurring the more we can perceive the other factors that also affected the outcome. Yes we need to take ownership/responsibility for our actions but guilt is a punishing emotion that sends us down a spiral of feeling like crap. Staying in the zone of that spiral is a pointless waste of energy and misses that we don't know exactly what the true purpose of how events play themselves out. This is not about whether or not someone has/hasn't committed a crime. This is about guiltning oneself or others into doing things that aren't a great fit for our lives.

**Hungers** – deep inner drivers i.e. hunger to feel needed, valued, important, liked, powerful, respected, appreciated, heard, loved. The list is long and when the hunger for something is driving us in skewed ways we tend to take actions that are much less than optimal, in fact we'll get sidetracked.

Think of a hunger for protein vs. a hunger for sugar. The first hunger may be the body telling us something important is needed for our well being and muscular development. The second is telling us about a false sense of energy that's going to crash and burn giving us no value in our body but temporarily feeling good. Hungers running amok may have us overlook our behavior and justify it in the name of being fed. "I was just so hungry to belong that I would do anything to get accepted, even when I knew it wasn't the right thing."

Hungers will have us shop for any emotional food from anyone as long as it fits the hunger. Think of it like the difference in how you shop in the grocery after you've already eaten. When you're hungry, EVERYTHING calls your attention and you will buy all sorts of things to eat because, well, you're hungry. When you're full, the tendency is to pay attention to only the items on your list that will fill the pantry appropriately.

Lastly, when our emotional hungers are driving us, we will accept all sorts of behavior from others if it looks like we'll get our hunger fed. An example of this in the extreme is someone who is in an abusive relationship. The hunger for love is so strong that despite the occasional beating, it's the effusive "I'm sorry's, I didn't really mean it and I love you's" that are elements of staying in the relationship despite the pain. It at least keeps one from being 'alone.'

**Ideas** – we can clutter up our mind with all the thoughts that occur to us and for some insanely human reason we think that all our ideas are brilliant ones and deserve a hearing, an attempt at their manifesting and an investment of our time, money and energy. Not so. Ideas are a dime a dozen and the really challenge is to discerning which are the ones worth investing in. Subtracting the need to feel one IS their ideas and therefore that is what their worth is will help in growing the discernment muscle.

Identifications – these are the places where we think we are:

- What we think - "I'm a positivity guy"
- What we believe - "I'm a Buddhist"
- Where we were born - "I'm an American"
- What roles we play - "I'm a mother"
- What our job title is – "I'm a vice president"
- What our daily activity is – "I coach, therefore I am a coach"
- What our tribe is – "I'm a democrat, athlete, artist etc."
- What our industry is – "I'm a manufacturer, a financier, consultant"
- What our hobby is – "I'm a boater, cyclist, scrapbooker"
- What our body type is – "I'm skinny, fat, tall, short, normal"
- What our past experience is – "I'm a cancer survivor,"
- What our assessment type is - "I'm an 8, an INTJ, a Gemini, a 'green', a 'winter',"
- What our race is – "I'm a Caucasian, African American, Asian, Hispanic"
- What our age group is – "I'm a Millennial, boomer, Gen X, "
- What any other label says we "are"

And the bottom line is that while we participate in many of those groupings, we can be limited by the actions, behaviors, thinking and emotions that are predominant by those groups and lose our sense of self which is a unique manifestation of divine diversity, capable of many things.

The label of identity imprisons us and makes it difficult for us to adapt to a new world as it changes. And it's constantly changing. The more we hold onto those identities the more we limit our possibilities. Subtracting the identities allows us to be fluid in how we show up, what we can learn and what new actions are available. It also can eliminate personal crises when one or another of those identities is challenge and presented with new evidence.

**Ignorance** – the simple basic absence of information or knowledge. And sometimes simply the awareness of what one is really ignorant about can make a huge difference because it gives us the place to look to address what needs adjusting.

**Judgmentalism** – there are two aspects to the phenomenon of judgments. The first is that we need our ability to judge and see how to proceed, and make 'good judgment' calls that are essentially an assessment to action continuum.

The second kind of judging is much less valuable. In fact it doesn't serve us well at all. When we judge others we are making a comparison between them and ourselves in a way that has us feel either better than or worse than. Neither of those states is useful, because they ignore the idea that we are unique. Judging ourselves/others is designed to attempt to move us forward in some way, although many who are highly self-critical also move backward.

In a more spiritual sense it's often been said that what we see in others is what we see in ourselves. If we are harsh with others we may be harsh with ourselves. If we are generous in our view of others we may be generous with ourselves. The question merely remains "When we engage in a frequent exercise of judgmentalism, to what degree are we hindering our evolution?"

**Leftovers** – these are feelings associated with the past that are unresolved. They linger in our consciousness affecting our decision-making. We have X experience and then if it's not complete, the residue begins to infect any future similar scenario and taint our judgment about what path to take. These will create interpretations of an event and then the interpretation concretizes into a 'truth' about what happened to us, or by us, and we'll make our moves according to the mental model that it supports.

**Preverbal Conditioning aka Core Dynamics** – Core dynamics are with us in most cases from before we had words for what we were experiencing. They get embedded in us and then are harder to dig out than a root kit virus and have more power to unconsciously sabotage our every effort than a super ninja. (see special page on Core Dynamics following this list)

**Stuff** – many times we have put our sense of ourselves into things that are dragging us around like a leash. We spend more energy, time and money in the maintenance of the stuff we think is going to make us happy. In many cases the pursuit of stuff merely creates more problems than it solves.

**Tolerations** – these are things we're putting up with whether from people or things that are not working the way we need them to work. It could be a repair or replacement issue if they are tangible. However, the trap is to focus solely on the symptom of the toleration and not the inner landscape that creates the toleration in the first place. For example, the whole thing of cleaning out your garage (toleration) is pointless if the cluttering is an expression of a hunger to feel safe in the first place. In fact it may even exacerbate the hunger because the clutter was some kind of cozy nest creation and now when it's more open one feels vulnerable.

## The Core Dynamic Effect

Where Core Dynamics comes to play in this equation is right at the beginning. Core dynamics contains a powerful set of tools that strongly affect the 'subtraction' of intangibles realm. This is the first place a Core Dynamics coach can focus. By subtracting the conditioning present in a client around a particular subject, a whole raft of effects flows as a result. Here are some of the byproducts of doing the subtraction of conditioning up front.

- The client may no longer create false goals. False goals are simply a response to a piece of conditioning either as a counter-balance, or a strategy to serve some need generated by the presence of the conditioning in the first place.
- The client may no longer sabotage their actions. Much of the client's ability to be effective has to do with what is conscious and what is unconsciously impacting their choices, decisions and actions. With conditioning being absent, the choices are much more aligned with who the client truly is and the subsequent congruence makes the entire flow of their life easier.
- The client may experience renewed energy. By removing some of the conditioning that is present, a new flow of natural energy will simply emerge. This energy is released by virtue of two factors. The first is the absence of the obstacle to having it. The second comes from the fact that one's energy might be allocated to suppressing parts of the self due to a Core Dynamic at work. When the Core Dynamic is gone, so is the need to suppress it, therefore the energy is freed to be 'reassigned' to more productive use.
- The client will have greater clarity. Core Dynamics block people's vision in that they skew it to see what the dynamic is designed to have them see. It's simply a version of a conditioning that has them look in a particular way, much like sunglasses can tint our world view. The Core Dynamics subtraction helps people take the sunglasses off. What's left is a clearer vision. When people can see clearly they act more effectively.

Core Dynamics also helps with the adding of new things. By helping people see clearer, have renewed energy, work with goals that are congruent to them and not sabotage them, then *anything they add* will be that much more effective in its addition.

This is why we focus on the Core Dynamics work up front in the Evolutionary Coach Training. It's not only for the coach so they don't get in the way of the process of coaching. It's also because in working in a subtractive/additive climate, the clients get the benefit of subtracting the Core Dynamics that will directly affect the outcomes they have been so assiduously trying to achieve, or in some cases, simply forcing them.

**The Core Dynamics** are (in no particular order) Looking for oneself where they are not; Ignoring your intuition; Resisting feeling things fully; Mistaking need for love; limiting self expression; trying to force an outcome; excluding other perceptions; being judgmental; overreacting to circumstances; avoiding the present; resisting change; manufacturing interpretations.