

MEL MACINTYRE COACHING

Why success doesn't have to
mean working harder:

5 STEPS TO LIVE A MORE MEANINGFUL LIFE

WWW.MELMACINTYRE.COM

Introduction

You know deep down you have more to give...

Perhaps you have distant dreams of what your life could be like, IF ONLY...? Do you wonder what could be possible if you took time to listen to the quiet voice within? The voice that lives deep in your heart and not your head?

Perhaps you are so busy spinning plates and juggling priorities that taking time to focus on yourself would seem, well, selfish? Pointless? Indulgent?

As a Woman's Leadership Coach, I help women who lack inner confidence and meaning become fulfilled and successful in a way that celebrates their uniqueness and develops powerful authenticity.

My clients are amazing, talented, successful women - but I can often see their greatness with a lot more clarity and conviction than they can. At least 70% of the women I work with or have met in my professional career suffer from imposter syndrome. They often feel that whatever they do, it will never be enough, and they harbour secret doubts about themselves and their abilities.

Of course on the outside, they are confident and assured. Most people would never know they feel that way about themselves deep down. These women are too busy keeping it together to let their masks slip and show their vulnerability.

This lack of authenticity is exhausting, and it will keep you from fully living.

If this sounds like you, my challenge to you is to make a commitment to overcome whatever doubts and old limiting stories hold you back and make the most important decision of your life: to put yourself and your own happiness and fulfilment first.

It's not easy - but it is entirely possible - to completely transform how it feels to be you.

And to be successful in a way that celebrates your uniqueness and authenticity.

Let me show you how to start that journey in 5 simple steps.

To your future.

Love,

Mel

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Becoming Authentic

I am completely in awe of the simple fact that there has never been, and never will be another person in the whole world - the history of humanity - that can bring what you bring, and all the incredible potential that holds, to this party that we call LIFE.

What if the purpose of life is to learn to express who you are in all your unique glory - to use the ups and the downs of life to discover the lessons that reside within you - so that every experience you have has meaning, even when challenging and unwanted?

What I know for sure is that the road to authenticity is one filled with deep self inquiry, a willingness to learn and to push through what feels comfortable or scary, to stay true to yourself and your potential.

And in committing to develop your authenticity you are committing to filling your life with more meaning and ease and less resentment and regret.

So what IS being authentic? How can we describe it?

Let's keep it simple:

Authenticity is when what you think, what you say, how you feel and what you do are in alignment with your values and desires.

Becoming Authentic



So authenticity comes in 4 parts:

Authentic Mind - our thoughts, the stories we tell ourselves, our mindset

Authentic Voice - what we say, how we say it, what we don't say

Authentic Heart - how we feel, how we love ourselves and others, how we cultivate joy in our lives

Authentic Action - what we do, the choices we make, our decisions

Let's explore 5 steps that you can take which will help you to become more authentic and gain clarity on what changes you could make to live a more meaningful and fulfilling life.

Step One - Redefine Success


What is success? What do we mean by success? It's all relative right?

The problem is, often we have spent our time and invested our efforts in becoming successful in the way that we were 'supposed to'. We often carve out our lives by focusing on what we 'should' be doing instead of what we would really, deeply love to be doing.

So the first step of this process is to take some time to think more deeply about what success really means to YOU, NOW, at this stage in your life.

Q - Imagine the perfect day...

Who is around? What are you doing? How do you feel? Where are you? What else?...



Step One - Redefine Success

Now imagine the perfect week... The perfect month...

What have you achieved? How have you spent your time?
Describe your life...



Q - Let's fast forward... You are 80 years old, sitting in your comfy armchair, surrounded by loved ones, looking back on a life well lived...

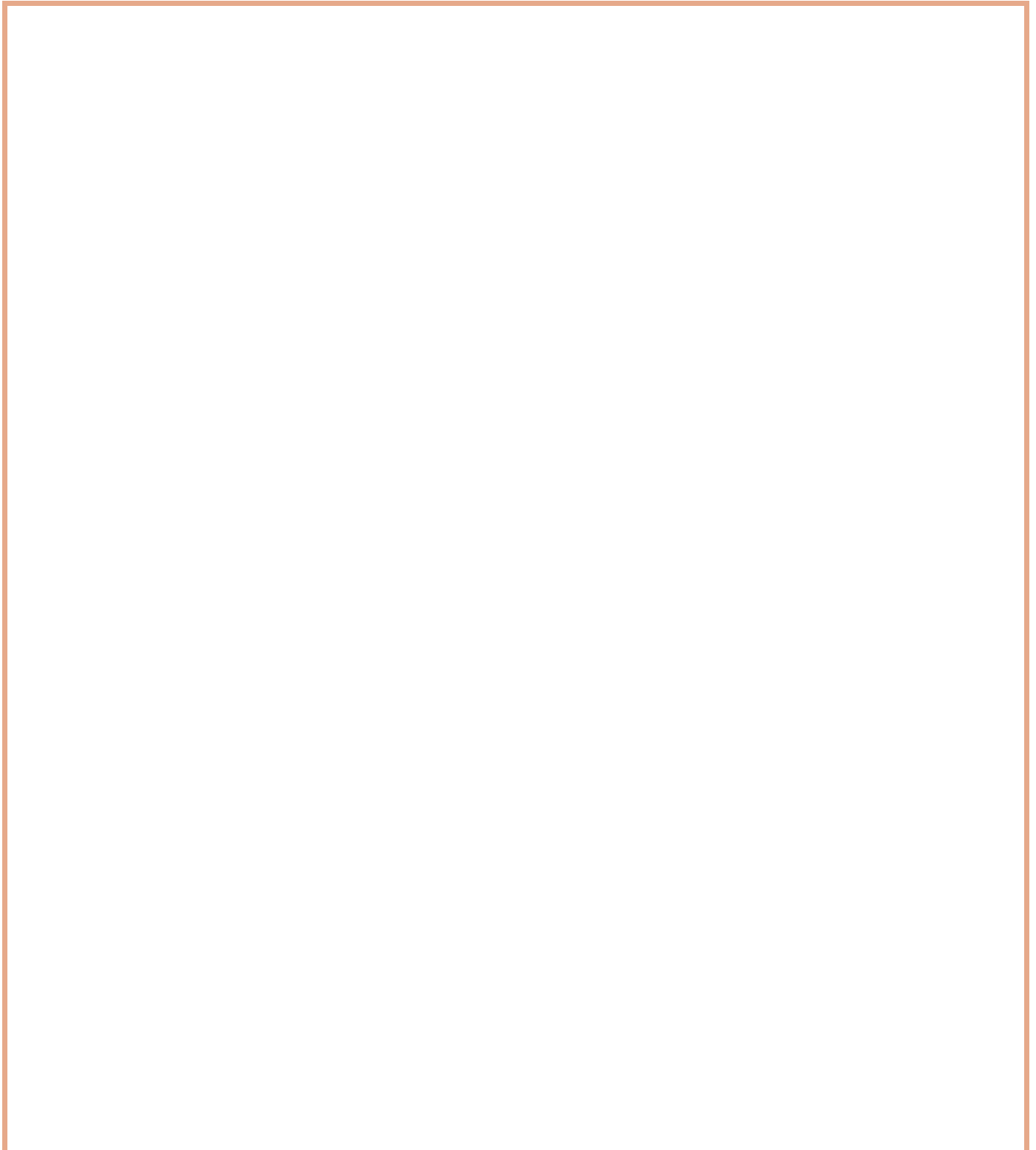
Describe it... People, Places, Passions, what you've produced - what's the legacy you have created? What imprint will you leave on the world?



Step One - Redefine Success

Q - What's YOUR definition of success?

How do you spend your time? Who are you with? What do you produce? Who do you serve? What difference do you make?



Step Two - Know Yourself

'Who am I?...' - It's a massive question, when was the last time you answered it? Have you made time to know yourself deeply?

Committing to a deep sense of self-awareness as we travel through life, in my experience, is the road less travelled. We're so busy, lurching from one action to the next we get caught up in letting busyness be our measure of value and self worth. But are we busy doing the things that REALLY matter?

When was the last time YOU spent strategic, valuable time with yourself, for yourself, to review what's important to you and identify any adjustments you could make to be happier and more fulfilled?

Use these questions to do exactly that:

Q - What matters to you? What drives you? What are your values?



Step Two - Know Yourself

Does your life and how you spend your time reflect what's important to you?

What dreams do you have for the future? Are you fulfilling them or ignoring them?

What are the stories you tell yourself? Do they support you to succeed? Do they sabotage your efforts?

What holds you back? What keeps you stuck?

What is the most important thing you need to pay attention to right now to feel more fulfilled and content?

Step Three - Know Your Desires

Do you know what you want?

Do you invest your time and energy in what you love to do, the issues you care about? Perhaps you see injustice in the world and know there's a contribution you could make? Perhaps your desires include more energy, more time with people you love, or to learn a new skill.

Often your own experiences will have shaped the things you care about and what you have to offer the world, so understanding your desires is an important part of shaping your authenticity and living your life in the most truthful and fulfilling way.

If you've always had a feeling that perhaps there is more for you to do in the world but not worked out what it is yet, developing a strong sense of self is the best way to start to reveal your purpose.

The answers you seek are always available but we need to create the space for them to surface - less busyness and more being is a great place to start. Then follow the whispers, the hints, the inklings, the nudges, the knowings.

Learn how to hear your inner wisdom more clearly and learn how to listen and trust it.

Step Three - Know Your Desires

Q - What do you REALLY want? What do you long for?

What are you ignoring?

What brings you the greatest joy in life? How can you have more of that?

What must you commit to, to avoid living with regret?

Step Four - Make Aligned Choices

When you gain greater clarity on who you want to be and what you want to do with your life, you have to take action that is in alignment with where you are going.

Let me give you an example...

Through our coaching together Natalie knew that she had a tendency to avoid situations that made her feel uncomfortable - in particular confrontation and self promotion.

She acknowledged that she often felt out of place and doubted herself when in meetings with others - she had imposter syndrome.

We identified this led to procrastination through avoidance and the inevitable overthinking about what she 'should' be doing and saying without taking the action.

As Natalie was very clear that she wanted to be successful in achieving a promotion to the executive team over the next 6 month period, learning to deal with confrontation and feel comfortable talking about her strengths and what she could offer was a really important goal. And Natalie really wanted to do this in a way that felt grounded and authentic - she wanted to kick her imposter syndrome to the curb and feel like she deserved to be at the table just as much as anyone else there.

Step Four - Make Aligned Choices

Natalie knew that when she was well rested and had a clear head it felt much easier to take immediate action with tasks she would normally avoid. So committing to give feedback straight away to anyone necessary was an important action.

What enabled her to do this was feeling clear and centred – this helped her gain clarity and feel brave enough to say what was on her mind.

What helped Natalie feel clear and centred was time to decompress and empty her mind from all the busyness she dealt with as a mother of two teenagers, a loving wife and senior leader in a big technology corporation.

So the aligned action Natalie committed to was to spend 2 nights a week reading – something she loved to do but never made time for as she would often find herself lounging in front of the TV bingeing on a box set after she returned home and had prepared dinner.

In addition to this, Natalie committed to get up 30 mins earlier each work day – the magical time at home before anyone else got up – and use the quiet time to meditate and clear her mind. This enabled her to feel clear and confident about who she wanted to be and what she wanted to achieve.

Now Natalie was making choices aligned with achieving her promotion, overcoming imposter syndrome and breaking the habit of procrastination and avoidance.

Step Four - Make Aligned Choices

Q - Are your priorities the right ones? What could you say yes to? What do you need to say no to?



Where do you have energy leaks? i.e. avoidance, resentment, anxieties, procrastination, indecision, comparison etc...



What needs to change to be and feel more aligned with who you want to become?



Step Five - Reinforce the New

We all know how challenging it is to kick an unwanted habit. Often we are trying to change something we have spent our whole life doing. This makes it hardwired, quite literally, into our brain.

To break old habits and create new ones, it means re-wiring our brains and creating new neural pathways (wires). When these new wires are laid down by us taking action and thinking differently it's important we do what we can to reinforce them. The good news is the things we can do to support our new habits sticking are all feel good things!

- Create new routines - take some time to think through the routines that will help you to form new habits - remember Natalie deciding to get up 30 mins earlier each week day to meditate. What new routine/s would help you reinforce new habits you want to form?
- Have fun - Increasing your serotonin levels helps your brain to rewire by reinforcing the new connections. Great ways to do this are exercise, time in sunlight, having a massage, remembering happy memories. Did I mention serotonin increases your willpower?!
- Celebrate small victories and Beware of 'The Gap' - get the dopamine flowing and stay motivated! If we are always focusing on the gap between where we are and where we want to be it can get pretty exhausting. You never 'arrive' at the destination of fully grown as a human - it's a constant evolution.

Step Five - Reinforce the New

Taking time to focus on how far you've come, to celebrate the changes you've already implemented and achieved, reinforces the new habits and helps them to become a positive foundation for your continued growth.

What new habits do you want to form?

What routines will you put in place to reinforce your new habits?

Reviewing Your Insights

What have you learned?

What has been your biggest insight?

What action do you know you need to take to implement that insight?

What commitment are you making to yourself?

So What Next?

So what have you learned?

Who would you love to be?

What challenges are you facing right now in your life that could provide you with an opportunity to surprise yourself?

Who are those challenges calling you to become?

What lies within you that longs to be said or done?

These are the questions I sincerely encourage you to contemplate. And as soon as you gain some clarity or some new insight - TAKE ACTION!

Fortune favours the brave. I know you have courage beyond what you ever thought possible, and that courage becomes unstoppable when you have the right support as you leap in the direction of your dreams.

For more support and resources you can come and visit www.melmacintyre.com

Or for a deeper level of support book a complimentary Clarity Call with Mel www.melmacintyre.com/p/scheduleacall

Get a sense of what is possible with the right support by looking at the stories of some of the amazing women I've worked with and the results they've created:

Success Stories

Simply put, Mel is awesome. She is warm and genuine and I felt instantly comfortable with her. She genuinely cares about you and your dreams and desires. Her "Clarity Call" is amazing. I discovered things I didn't know about myself, or didn't realise were motivating me and steering my life. Armed with that knowledge I have already achieved the majority of my vision for the next 12 months in little over 5 weeks!! And to top it all, opportunities I would never even have imagined have also presented themselves and thanks to Mel's work I have had the courage to say yes! If you want to change your life for the better, I highly recommend connecting with Mel. You won't regret it. Not only will you have an amazing professional aiding you, but a friend to support you or kick your butt into shape as needed! ;) Thank you Mel xx

- Kate Hollamby, Screenwriter & Author

Working with Mel was an absolute pleasure. To be clear; it wasn't always pleasant, and there-in lies the point. Mel's ability to gracefully take you out of your comfort zone is pretty amazing. Before you know it you are immersed in work around the things that really matter, challenging everything you thought you knew. Mel really knows her stuff and the fact that she truly lives and breathes what she teaches I feel makes all the difference. I can't recommend her highly enough and am looking forward to continuing our work together.

- Wesley Smith, Director, Scene One

I have been working with Mel for two years now, participating in both group and one-to-one coaching. The best thing about working with Mel is the clarity you will gain through a powerful journey of self-discovery, often leading to surprising outcomes! The results I got from working with Mel have helped me to make huge, important decisions in both my professional and personal life and the tools and techniques Mel has equipped me with have helped identify blockers and overcome challenges. I would highly recommend working with Mel as she is talented, committed, kind and considerate and will gently push you out your comfort zone to become the best version of you.

- Alison McGinlay, Senior IT Professional

Working with Mel was a pleasure and has been one of the most valuable investments of time I have made in my career. She is engaging, insightful and curious asking the most wonderful coaching questions which really stretched my thinking. Mel is a special and extremely talented individual who helps others reach their potential in the most inspiring way.

- Margaret-Ann Love, Learning and Organisational Development Senior Manager, The City of Edinburgh Council

I started working with Mel to help me to be in the best possible place I could be in readiness for starting a new role. Even when you think you have a pretty good handle on what matters to you and how & why you approach (all aspects of) life as you do, my learning during our coaching process was invaluable. I always find myself referring back to the practical tools & techniques we covered...and have been left with a desire to continue learning about my journey :)

- Katy Miller, Head of HR, The City of Edinburgh Council

Mel MacIntyre has been developing business leaders for 20 years across a number of industries. She is a Woman's Leadership Coach and Organisational Consultant currently working with women and organisations to help them to develop powerful authenticity.

With a corporate background, at the age of 33, Mel got promoted into the job she had always wanted, a 'high performer' working as a senior leader in people development and organisational change. Mel had ticked most of her boxes of 'success', certainly the ones that society had laid out for her. A 6 figure salary, a beautiful home, loving partner, wonderful family and friends and exciting holidays and adventures each year.

Within 3 years, life felt very different. Pressure at work, unhealthy coping mechanisms and the second cancer diagnosis of her 'number one guy', her Dad, Ian, left her own physical and mental health at an all time low. Physically, mentally and emotionally burnt out from constantly spinning plates and juggling ever increasing priorities, Mel woke up one Sunday morning in May 2014 and brokedown, realising she couldn't go on.

Exhausted and confused, she could not ignore the gnawing sensation in her gut that she was not on the right path in life. Turning down a promotion and her 'dream job', Mel took the terrifying decision to leave work, give up her beautiful home and take time out on a career break to invest in her health, her happiness and her family, trusting that all would work out but with no idea how that would unfold.

This led to a 2 year journey filled love, laughter, pain and sorrow. Taking time to travel and have new experiences, Mel prioritised herself and her Dad.



Learning how to heal her mind and her body, investing in her development, and working with mentors and coaches who helped her to grow in confidence and skill and learn to trust the quiet voice within. It also meant being able to live on her beloved Eriskay, the little Hebridean Island her dad was from which had always felt like home.

Mel had the honour of caring for her dad at home in Eriskay while he transitioned from this life – the most important role she has ever fulfilled (until Maximilian came along in January 2018) – and during this period of growth and reflection, finally achieved the elusive sense of peace, purpose and happiness that she had always searched for.

Along with her professional background and new qualification in Certified High Performance Coaching, her life purpose became to challenge and support other women to fulfil their unique potential. Working with Mel you are soon well on your way to becoming fulfilled and successful in a way that celebrates your uniqueness and develops powerful authenticity.



For more support and resources you can come and visit
www.melmacintyre.com

Or for a deeper level of support book a complimentary Clarity Call
with Mel www.melmacintyre.com/p/scheduleacall