

JOE BERNSTEIN
COACHING

CONSUMER TO CREATOR

**MASTERING COURAGEOUS
CONVERSATIONS**



HI, I'M JOE!

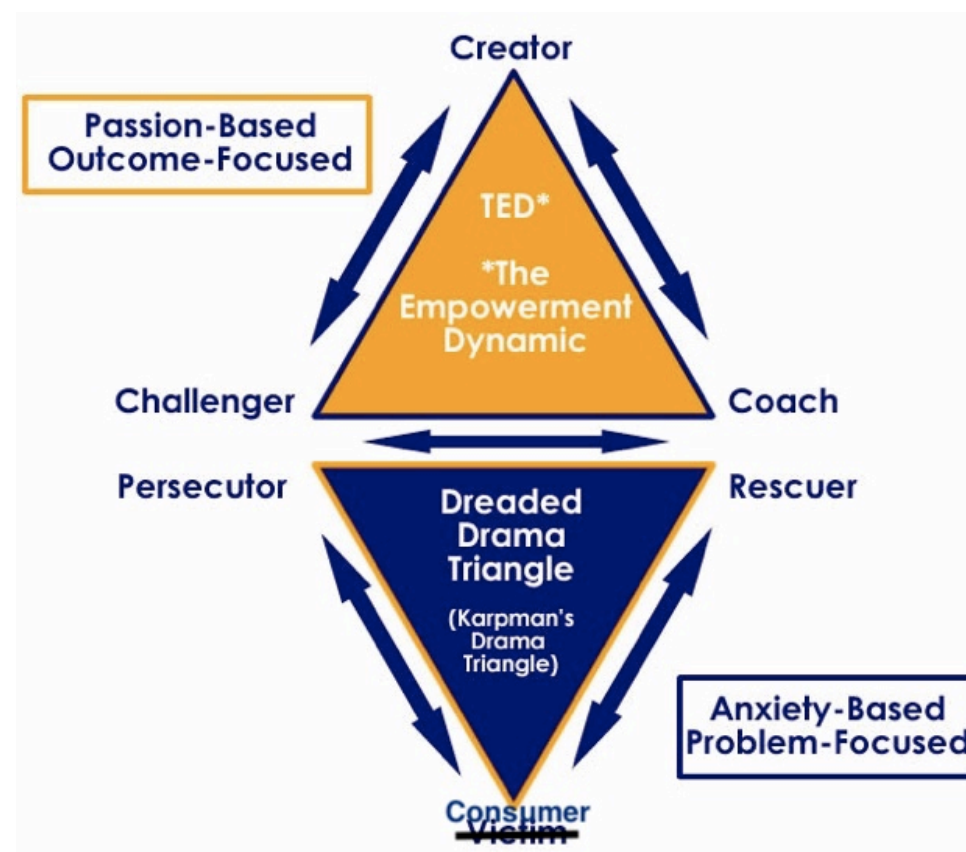
HUMAN, COACH, LEADER, LOVER, FACILITATOR, BROTHER AND CREATOR

IT DOESN'T MATTER IF I'M HELPING SOMEONE WITH THEIR RELATIONSHIP, THEIR CAREER, THEIR BUSINESS OR THEIR HEALTH...OFTEN THERE IS A DIFFICULT CONVERSATION OR CONFLICT THAT IS HOLDING MY CLIENTS BACK. USUALLY THEY ARE AVOIDING THIS CHALLENGE.

AND WHO CAN BLAME THEM. WE ARE TAUGHT TO AVOID CONFLICT AND TO MAKE SURE WE DON'T "ROCK THE BOAT". BUT THIS LEAVES US FEELING POWERLESS TO CREATE THE LIVES THAT LIGHT US UP.

THE POWER TO STEP INTO EACH AND EVERY CHALLENGING CONVERSATION WITH CALM, CONFIDENCE AND EFFICACY HAS THE POTENTIAL TO CREATE EXTRAORDINARY BUSINESSES, RELATIONSHIPS AND IS A CATALYST FOR ALL GROWTH AND CHANGE.

FROM VICTIM/CONSUMER TO CREATOR



To master courageous conversations we must build the mindset of a creator.
To learn more about this join [Joe in Drop the Armor Dojo on Facebook](#).

A Consumer has a tendency to unconsciously choose fear over love, comfort over courage and disempowers themselves by focusing on problems.

A **CREATOR** consciously chooses **LOVE over FEAR, COURAGE over COMFORT and CREATION over Consumption**. They move towards passion based outcomes!

LET'S TAKE A DEEPER LOOK AT MINDSET

It's imperative that you approach each courageous conversation with the right mindset. Without this, a process is useless. These are your keys to changing mindset and creating connection from conflict or challenge.

Creativity- Are you oriented towards the outcome you want? Create a vision for the best possible outcome. Start there, rather than focusing on the problem.

Responsibility- If you aren't taking responsibility, you are only avoiding your part of the conflict or challenge. Take a 200% approach, you have to bring 100% to the table and so does the other person(s).

Curiosity- When you are judging or assuming you know everything, you are incapable of learning. The goal is to be curious rather than blaming or defensive. You can't solve a problem you don't understand.

Integrity- A true professional is always growing. Conflict and challenge are here to help you get better. It's time to go pro.

CREATIVITY

What is my long term vision for where this conversation can take us?

What is my short term vision for a positive outcome of the conversation?

Am I willing to share this vision with the other party or parties?



RESPONSIBILITY

What is your responsibility for creating this challenge or obstacle?

What is your responsibility for overcoming it?

What do you see happening and what do you choose to do about it?



CURIOSITY

What are the facts?

What meaning do I assign from the facts?

What do they know that I don't? What do they see that I don't?

Am I coming in curious or defensive?



INTEGRITY

How do you choose to grow from this challenging conversation?

Are you willing to hold this adversity as an opportunity to your best self to show up and grow?

Are you willing to be uncomfortable in the short term to create your vision?

How would the very best version of you handle this?



THE PROCESS FOR COURAGEOUS CONVERSATIONS

Prepare for the following steps. Go in with some bullet points written down. Know that in the moment you don't need to hit each of them, just be prepared to speak up in this way.

- ▶ Step 1 **"Data"** State the Facts. Specifically what you can see, hear, read, analyze and have concrete examples of.
- ▶ Step 2 **"I Statement"** Speak to your experience. Use language of ownership and I statements. Don't evade emotions.
- ▶ Step 3 **"Deeper Truth"** Name the value that is at play. Why does this matter to you and them?

STEPS TO CHALLENGING CONVERSATIONS OR CONFLICTS

- ▶ Step 4 **"Enrollment"** Enroll the other person(s) into the solution. Get them on your team.
- ▶ Step 5 **"Their Story"** Find out what their experience is. Be curious rather than defensive.
- ▶ Step 6 **"Suggestions"** Ask them how they think they could resolve this challenge.
- ▶ Step 7 **"Agreement"** Establish a new agreement that is mutually beneficial and has clear steps, expectations and boundaries. The more specific the better.

RUN DOWN THIS LIST BEFORE EACH COURAGEOUS CONVERSATION

__ I'm in the right mindset. I am ready to be creative and share my vision, take responsibility, stay curious and fully in integrity.

__ I'm clear on why I want to have this conversation. I can state a mutually beneficial end goal.

__ I'm aware of the emotions (sad, mad, glad, angry, shame) that I'm experiencing. I've moved through my emotions and I'm ready to communicate authentically.

__ I can state my experience, including what emotions come up, and why I want to have the conversation.

THE CHECK LIST CONTINUED

__ I'm clear on what values, that are important to me, my family or my business that I need to be communicated.

__ I'm willing for this first conversation to be an opening and understand that the conflict or challenge might not be resolved right away.

__ If this is a highly important conversation, I've gained council from a coach, mentor or trusted advisor.

__ I'm ready to be honest about what I want and know that I may not get it.

__ I'm open to co-creating a solution, resolution or new agreement with the other party or the team.

So now you are ready to go into this next courageous conversation or conflict with a better mindset, clear communication and a collaborative approach. Contact the other party or team and get this conversation on the calendar.

The truth is that you might need help with getting clear on emotions, values and with creating the context to consistently create powerful conversations. People with extraordinary lives, businesses, relationship, and communities get help in creating that extraordinary growth, change or results.

Elite athletes have many coaches; strength, speed, mobility, mindset, to help them to perform at their best and get to the next level.

Who can you reach out to, that will help you prepare?



WHY I COACH PEOPLE TO BECOME A CREATORS

In January of 2013, after a couples therapy session that my wife was too busy to attend, I confronted her about what I perceived to be a lack of effort in working on saving our marriage. I'd finally worked up the courage to speak up for myself and what I wanted in the relationship.

And my reward...she asked for what *she* wanted, **a divorce!**

A lot of people get divorced but what made this so powerful for me was that I never even imagined getting married. See I'd grown up with messages from my parents about scarcity and limitation. Unintentionally, I was taught that love, money and time were all scarce and rather than creating what I wanted, it was my job to play small and safe. Don't aim too high, and don't risk what you've got.

When I was 17, I was over 300 lbs and simply believed that ***"I would never find love, never have a successful or exciting career that paid me well and I'd continue to get heavier so eventually die early from obesity related illness."***

I believed, ***"This is just who I am and I should never even consider wanting or going after more."***

So when I was 31, down to 250 lbs, had a career I loved and was married, you better believe I wasn't creating my own life, I was **HOLDING OF DEAR LIFE**. Deep down, I was miserable but unwilling to risk losing more than I'd imagined for myself.

My whole life, I'd hedged, hid and avoided all risk. Especially conflict. Especially at work or in my relationship. I didn't believe I could have a great life. I believed what my parents accidentally taught me about the world.

In my career, I stuck to what I did well, became a top performer but then focused on these skills and stopped growing when I'd become a "success".

In my marriage, I'd put her on a pedestal, never spoke up for what I wanted, never enforced my boundaries and played the roll of the classic people pleasing nice guy. As you could imagine, my hiding, playing small and acting like the spineless nice guy with my wife, was the exact reason she'd lost connection with me and asked for a divorce.

A few days after she asked for the divorce, I remember sitting on our bed alone. Wondering if I'd ever touch a woman I loved again. Imagining that I was on a path to gaining more weight, staying stuck in a retail job I'd lost passion for, and being alone forever. I could see it in my mind's eye, it was a terrifying sight. And...part of me was ready to lay down and accept that.

"FUCK IT. This is just who I am. Who was I to think I could have it all" After all, a part of me always believed that I couldn't change and that it was too risky to go after a great life anyway.

Then something incredible happened. My career with Bose was all about leadership, mission, values and creating the extraordinary. A moment of desperation became a moment of transformation.

Suddenly I remembered what I had been taught during my leadership training: that a great sales person and great leader can always find the opportunity, can always find the silver lining and always reframe a shitty situation and make the best of it.

This one thought changed everything. ***"This is a cross roads, a gift. You have a choice in what happens next. What if losing it all, is simply an opening to create the life you never thought you could have?"***



JOE BERNSTEIN
COACHING

FROM CONSUMER TO CREATOR

For the first time in my life, I finally thought...***“What if I could get healthy and figure out how to date with confidence and create quality relationships? What if an amazing career and meaningful love life was within my power?”***

At that moment, I was committed to taking full responsibility and doing whatever it took to see if these changes were possible. I had nothing left to lose. So I began reading, listening, watching and consuming anything I could get my hands on about relationship, sex, attraction, dating, weight loss, emotional intelligence, mind-body connection and mindset.

I went to therapy, worked with coaches, did workshops, joined men's groups, committed to a powerful morning routine including daily exercise, gratitude practice and meditation. More importantly I learned to challenge my own beliefs and I embraced the idea of being a man who was going to own that he wanted an amazing love life, body and career. **I decided that I would lean into challenge, face my fears and take risks.**

I decided that living a courageous life would feel far better than what I'd felt and experienced by hiding out, playing small, disowning my desires and being the nice guy who had no boundaries or willingness to take risk.

From that moment on, I've chosen to live from the belief that I deserve what I want in this short life and I am infinitely capable of changing any part of me or my situation that is in the way. Every day since that moment, **I wake up and choose courage over comfort.**

Today, I've built a business that allows me freedom and purpose, I've lost 160 lbs and have confidence in my body and I've consistently created amazing connections and relationships with women.

MY MISSION!

That is why I'm on a mission to create the world that I see possible. The world that I crave for *all* of us to co-create. A world wherein all people go after the relationships, health and careers that LIGHT them the FUCK UP too!

I want to live in a world where men and women are willing to take risks to become conscious, loving, emotionally liberated, nurturing, disciplined, vulnerable, resilient, sensual, powerful, heart centered, healthy, soulful and **consistent action takers.**

I want a world full of passionate and bold creators and less numb and scared consumers! I know that the skillsets and mindsets that help people step into the creator seat of their own life aren't taught to us. **Courageous conversation is just one of those skills.**

I'm tired of a world where we aren't taught these super powers. So I decided I'd open shop and teach them myself. I'm proud of my work and want to share what a few clients have to say!

HERE ARE A FEW EXCERPTS FROM MY CLIENT'S TESTIMONIALS...IS IT YOUR TURN?

"Joe helped me see my value, speak my truth and stand up for myself, I now make \$55,000 more a year in the same exact position! If there is anything in your life that you want but don't have in wealth, career, health or mindset, Joe will help you reach the next level of success."

Dave Standish - Senior Technology Consultant

"Now I am more of the man I want to be. I get up early and get shit done consistently before work. I'm not negotiating with myself; I commit to a goal and take action. I exercise daily, step right into difficult conversations, and I'm disciplined. I no longer procrastinate!"

Work with Joe if you want to be in integrity with yourself, create new habits that will empower you and improve your relationships."

Damian Popkin - Community Sports Director

"Working with Joe is not for the faint of heart. It will challenge you to look at life differently and take action. If you are 100% committed to challenge yourself and grow...hire Joe for both your personal and business life."

Josh Perelman, Owner of Trophy Mart

IS IT YOUR TURN?

If it's time for you to step into growth, challenge, courageous conversations, career change, relationship change or expand your business, don't do it alone.

Those that go at it alone rarely create the level of success that they truly desire.

If it is your turn to create some powerful shifts in your life and you are serious about CREATING the **clarity, resilience, emotional competence and consistency of action** that will get you where you want to go, reach out to me and let me know what in your life you have a vision to create.

You can do that either by emailing me at joe@dropthearmor.com or applying to work with me on [JoeBernsteinCoaching.com](https://www.JoeBernsteinCoaching.com)

If you aren't ready to step into coaching (it's a big leap) then join a community of bold creators in **[Drop the Armor Dojo on Facebook.](#)**

A black and white photograph of Joe Bernstein, a man with a beard and short hair, wearing a light-colored button-down shirt. He is standing and gesturing with his right hand towards an audience. The audience is blurred in the background. The image is split vertically, with the left half being dark and the right half being light.

COURAGE OVER **COMFORT**
LOVE OVER **FEAR**
CREATION OVER **CONSUMPTION**

JOIN JOE IN DROP
THE ARMOR DOJO

JOE **BERNSTEIN**
COACHING