

Engaging Energy, Creating Success

Through Core Energy Dynamics™ and the Core Energy Coaching™ Process

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Core Energy Dynamics

Introduction

Some people define success according to financial or career benchmarks. Others define it by the quality of their relationships, the mark they're leaving on the world, or a certain sense of peace they wish to achieve. Whatever the measure, success is more likely achieved when one performs at the top of their game. This occurs when a person has a high level of **Engaged Energy**.

Engaged Energy: the type and quantity of energy you are actually USING at a given point in time

Because of its vital role in success, it is extremely important to understand what creates one's level of Engaged Energy, and also, how to shift to and nurture high energy.

A person's level of Engaged Energy is derived from two components:

Energetic Profile: The overall amount and quality of energy that a person exudes

Stimulus Response: A person's response to a specific task, activity, or situation, specifically, one's engagement (willingness and enthusiasm), as well as stress (anxiety/tension) associated with the particular stimulus at hand

The interplay between these factors produces **Energetic Presentation** – one's energetic response to a situation. Energetic Presentation creates the commitment that drives outcomes of sustainable change, maximization of current abilities, and achievement of success. When one's Energetic Presentation is optimal, one's potential is at a premium, and the more energy is available to be engaged.

Overall Energetic Profile, Stimulus Response (engagement and stress), task-specific Energetic Presentation, as well as the Engaged Energy that results from those factors are **affected by spiritual, mental, emotional, physical, social, and environmental influences**.

The study of the above is called **Core Energy Dynamics** – the understanding of what makes up an individual's Energetic Profile and what determines, affects, and creates a person's response to a stimulus and thus Engaged Energy. These dynamics help us understand who we are, how and why we do what we do, and ultimately, the results (or lack thereof) we're achieving in our lives and careers.

Energetic Profile

While there are many scientists who have been credited with amazing energy-related discoveries, Einstein's formula, $E=MC^2$, expresses it most eloquently: Everything is energy. According to the Core Energy Construct (developed by Bruce D Schneider) there are, basically, two types of energy within each of us:

- Catabolic energy = destructive, contracting, resisting energy (*cat = down, against*)
- Anabolic energy = constructive, expanding, fueling energy (*ana = building, upward*)

These concepts build on the scientifically sound principle of catabolic and anabolic chemical processes and reactions:

- Catabolism –The breakdown of complex molecules in living organisms to form simpler ones, together with the release of energy; destructive metabolism. This is designed to be a short-term process to generate energy to counteract a stressor.
- Anabolism – The synthesis of complex molecules in living organisms from simpler ones together with the storage of energy; constructive metabolism. This is designed to be a long-term process by which the body builds itself up and grows.

Both types of energies are valuable and applicable in certain areas of life. Catabolic energy is necessary for immediate survival needs. If you were attacked by a lion, for instance, you'd want the burst of adrenaline and cortisol (catabolic hormones) to help you run as fast as you could. As a short term survival/coping mechanism, catabolic energy can work well.

Anabolic energy looks and feels different from catabolic energy. This energy is behind everything from creativity and intuition to compassion and caring. This type of energy fuels your body, your performance, your perceptions, and your interactions.

Within the broad categories of anabolic and catabolic energy, the Core Energy Construct postulates seven different levels of **core energy** – energy that is at the core of thoughts, emotions, and actions that relate to how people see themselves, those around them, and the world itself. It's about a person's attitude and life philosophy. A person's core energy is where his or her energy is focused at any given time.

The Core Energy Construct is an integrated energetic systems approach to understanding the totality of cognitions derived from perceptions, which predicts human behavior, as depicted by the Energetic Self Perception Chart developed by Bruce D Schneider.

The ***Energetic Self Perception*** chart shows these seven levels of energy – consisting of two levels of catabolic and five levels of anabolic energy – and illustrates the core thoughts, emotions, and actions associated with each of the levels.

At any given time, your energy is within one of these 7 levels. You bounce up and down through these levels all day long, just like a stock's value varies as shares of stock are being bought and sold. Your average resonating level of (overall) energy, also known as your E-Factor, is an average of all the energies you experience.

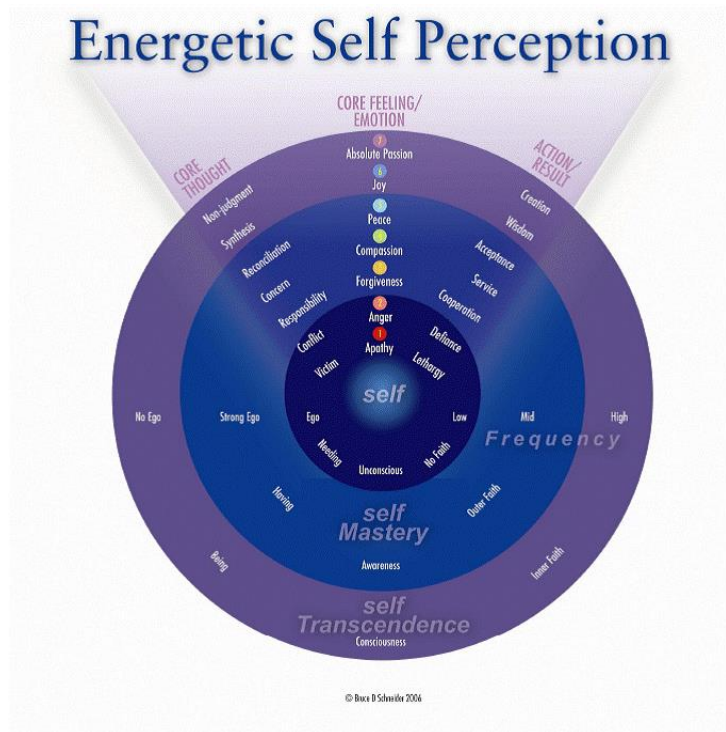
Your most common, and usually most intense, energy levels form your default tendencies. Default tendencies can simply be thought of as the most typical way that you think, perceive, feel, and act in response to your circumstances at any given moment.

Your default tendencies and overall energetic makeup (how your energy is distributed amongst the 7 levels) form your *Energetic Profile*. This profile is either predominantly catabolic or predominantly anabolic.

iPEC's research has revealed that one's energetic profile is directly correlated to satisfaction with overall level of life and work success (Buck & Galer, [New Study Reveals Key Indicator](#), 2011; Zajonc, Inc. [Replication Study](#), 2013).

Your Energetic Profile is a reflection of your consciousness, which involves both self-perception (*how you observe and perceive the world*) as well as self-awareness (*how able you are to observe and perceive yourself in the world*). Put another way – it's the process of awareness *AND* the awareness of the process.

Your consciousness is affected by the sum of all of your life's experiences. Your learning, beliefs, values, principles, emotional scars, and even your mother's favorite sayings all aggregate together and help form the filters through which you view and live life. Your overall Energetic Profile is a reflection of WHO you believe you are, currently. It determines your overall attitude, which affects the way in which you usually perceive and approach work and life and react to different circumstances and experiences.



For example, if your life's experiences taught you to be overly cautious and fearful, then, when presented with a challenge, you will see that challenge through cautious and fearful eyes, and act accordingly. Your experiences thus create your Energetic Profile.

The more anabolic, powerful energy you have, the more capacity, or potential, you have to achieve whatever it is you wish to do, and also, the more satisfaction you will experience in your life.

Energetic Presentation and Engaged Energy

Your Energetic Profile determines your overall potential in life. How much of your potential you actually have available to use at any particular time varies, though, in different situations that you find yourself in. When you are faced with any stimulus (a particular task, activity, or situation), you have a response to it. This response is primarily caused by two factors – the amount of stress (anxiety/tension) and the degree of engagement (motivation/desire/buy-in) you have in relation to the particular stimulus.

Your response to the stimulus affects how you “show up” – or present, energetically, toward the situation at hand. Your “Energetic Presentation” is a snapshot of your energy at this moment in time.

Energetic Presentation: Energetic Profile in action, or more accurately, in RESPONSE to a stimulus. It's the type and quantity of energy you have available to use at a given time. It's how much potential energy you have available in relation to the task at hand.

Because of the specific factors that motivate YOU, you may respond by being engaged in the stimulus, or not. Because of the specific factors that cause stress in YOU, you may respond by being tense and anxious, or not. The more you choose to do something (because you know what's in it for you), and the more you are motivated to do it (for example, because it helps you live according to your values, principles, beliefs, etc.), and the less tension and anxiety it causes you, the more anabolic your Energetic Presentation will be toward it so the more potential energy you have to use. And, thus, it's more likely that you actually WILL engage your energy to put in the effort it takes to be successful at it. **Engaged Energy**, the type and quantity of your available energy that you are actually USING at a given point in time, determines whether your energy works either for or against you in any specific situation.

Most people don't reach their potential because they lack energetic commitment and don't have enough of the right energy to use when they need it. Let's look now at the factors influencing Energetic Presentation.

Influences on Energetic Presentation

We are holistic beings, and there are many different influences on our Energetic Presentation. These influences fall into 6 basic areas: spiritual, mental, emotional, physical, social, and environmental.

In these next sections, we'll look at these areas to see how they affect energy and the stress and engagement associated with any given task, activity, or situation. Optimization of these influences can enhance Energetic Presentation and consequently increase Engaged Energy (by increasing engagement and decreasing stress). Conversely, factors within these areas of influence can lead to decreased Engaged Energy because they cause stress and reduce engagement.

Spiritual Area

spir·it·u·al

Of, relating to, or affecting the human spirit or soul (anything non-tangible and most likely, non-measurable) as opposed to material or physical things

Spiritual influences on energy, engagement, and stress regarding any particular task, activity, or situation include an individual's:

- ✓ Connection to purpose
- ✓ Alignment with vision
- ✓ Alignment with overall goals
- ✓ Alignment with values
- ✓ Connection to something bigger
- ✓ Confidence
- ✓ Faith / trust
- ✓ Resiliency
- ✓ Commitment
- ✓ Determination
- ✓ Fulfillment of desires
- ✓ Conscious awareness / perspective
- ✓ Ability to create life balance /perspective
- ✓ Having something to look forward to
 - Short term
 - Long term

Spiritual factors influencing Energetic Presentation involve your sense of purpose for, and meaning in, all aspects of your life. It's what is behind your sense of fulfillment or contribution.

If people don't see a connection between what they are doing and their personal vision/goals, or, if they don't have faith or trust in themselves or others involved in the task, activity, or situation, or if any of the other spiritual factors are off, then their Energetic Presentation, and resulting Engaged Energy, will be adversely affected.

Spiritual Influences on Engagement

Engagement in the spiritual sense is about connecting what people are “doing” with who they believe they are by exploring how they choose to have their purpose, vision, goals, values, or desires affect any task, activity, or situation. Spiritual factors have a major impact on a person’s level of engagement. If people don’t feel a purpose in what they are doing, or if the purpose of what they’re doing is not in some way connected to their values (or worse, if it’s disconnected from or in conflict with their values), they won’t feel a true sense of choice and therefore, will resist taking positive action. They may even take counter-action to sabotage themselves or others.

Consider the example of leadership. What values might you want to express or honor in your leadership role? How do your beliefs and values about relationships affect how you interact with others at work? How does your desire to make a contribution drive you? Exploring some of these areas can reveal strong connections and disconnections between who you are and what you do.

Engagement from a spiritual perspective is about connecting people’s grander purpose, beliefs, values, gifts, etc., to what they specifically want to do and how they want to do it. The more people understand about how they want their purpose, values, goals, vision, beliefs, etc., to specifically show up in their roles, projects, tasks, etc., the more engagement they will have. This integrates inner beliefs and purpose to outer goals and tasks. This helps to engage spiritual energy and, specifically, to engage the capacity to produce the best possible output – those actions, behaviors, and attitudes that will enable them to achieve the results they are after.

The Effect of Spiritual Stress

When stress occurs in the spiritual area, people often feel as if they are operating without a compass and map. They feel as if they have no direction or sense of purpose. This can occur when life-changing events (such as death of a loved one, loss of a job, moving to a new community) or even seemingly “minor” events (such as not being invited out to lunch with a group of co-workers or friends) cause someone to question his or her values, purpose, goals, purpose, connection, and beliefs.

The recent economic downturn caused spiritual stress for many people, who saw their careers and businesses up-ended (careers in which they played roles that helped them accomplish their goals and vision, or perhaps even live out their purpose).

Mental Area

men·tal

1. Of or relating to the mind
2. Carried out by or taking place in the mind

Mental influences on energy, engagement, and stress regarding any particular task, activity, or situation include an individual's:

- ✓ Presence in the moment
- ✓ Alertness
- ✓ Ability to concentrate
- ✓ Ability to focus
- ✓ Clarity
 - Short term action plan
 - Long term action plan
- ✓ Ability to access brainpower
- ✓ Ability to access creativity
- ✓ Ability to access intuition
- ✓ Decision-making ability
- ✓ Degree of mental stimulation

Energy from a mental perspective manifests in how much brainpower you have available at any given moment. It is built on your ability to be present in the moment – to be alert, focused, and clear – in order to harness your mental faculties for decision making, idea generation, performance, and the like. This can be quickly assessed by your alertness and presence at any given moment. Consider:

- How distracted are you?
- How much is your mind wandering?
- How present are you in a conversation?
- How present are you in a task?
- How clear are you on what you are trying to accomplish at that moment?
- How effectively are you processing all available information in order to make decisions?

These are a few of the checkpoints that enable you to begin to assess the influence of mental factors on your own or an individual's energy.

Mental Influences on Engagement

Engagement from a mental perspective involves focusing your brainpower, or brain capacity, on a specific task, activity, or situation at hand.

Mihaly Csikszentmihalyi, one of the leading researchers and experts in the field of Positive Psychology and author of *Flow: The Psychology of Optimal Experience*, describes fully engaged mental energy as the state of flow – a state of concentration or complete absorption within the activity or situation at hand.

Here's a list of several mental aspects that can enhance energy:

- ✓ Balancing challenge with current skills capacity (*stretching, but not over-reaching*)
- ✓ Having clear action plans
- ✓ Receiving unambiguous feedback (with no room for interpretation)
- ✓ Concentrating (focusing) on the task at hand (removing anything that detracts from concentration)
- ✓ Merging actions with awareness (or mindfulness, or presence)
- ✓ Minimizing distractions

Clearing the way for the brain to optimally function in relation to a task, activity, or situation enhances engagement. The clearer you are about what you need to do to accomplish the activity at hand or to achieve success in your role, the more you eliminate any uncertainty or ambiguity, the more present you will be, and the more you can engage your mental faculties.

Consider what aspects of a role create distraction and do not allow someone to be fully present and focused. What helps someone create clarity when making a decision? What best practices enable someone to concentrate on a specific task at hand?

The Effect of Mental Stress

Stress to the mental component arises when people multi-task, stretch themselves too thin or have conflicting demands. Mental stress can occur when someone is too mentally stimulated, or is not mentally stimulated enough. It can occur from stretching mental faculties beyond their current capacity without "building up" to the work at hand. Mental stress may also arise from situational depression, mental illness, and a myriad of other factors.

When the mind is stressed, concentration, clarity, focus, creativity, and decision-making suffer. It can literally feel as if the mind is not able produce what you're asking it to.

Emotional Area

e·mo·tion·al

1. Of or relating to a person's emotions
2. Arousing or characterized by intense feeling

Emotional influences on energy, engagement, and stress regarding any particular task, activity, or situation include an individual's:

- ✓ Ability to manage stress response
- ✓ Desired degree of emotional stimulation (e.g. excitement)
- ✓ Hormonal activity (creating the right chemical formulation for the task at hand)
- ✓ Emotional awareness
- ✓ Emotional understanding
- ✓ Emotional expression
- ✓ Emotional control
- ✓ Being in a "success-enhancing" mood

The way you think about and manage emotions – in yourself and others – influences your Energetic Presentation. The best way to assess that is by simply asking: What do you feel? And then, to consider: What can you learn and then do about what you feel?

Emotions provide critical data by looking at how reactive someone is to their circumstances. Think of emotions as a barometer – simply put, they can track whether stress is rising or falling.

Whichever direction the emotional barometer is going in, remember, emotions are a reflection of, and are influenced by, thoughts. Your emotions will sway based on the way you perceive your circumstances. Consider what frustration, aggravation, overwhelm, excitement, enthusiasm, or inspiration you may be feeling; then, consider the core thoughts behind that. This will help to understand and manage emotional responses.

Emotional Influences on Engagement

Emotionally, engagement results when people feel that their needs are being met by what they're doing, when they're excited and enthusiastic about doing something, and when they have the emotional control to be able to choose how to respond, instead of react, to any given situation. The greater the degree to which these factors are present, the more people will want to do something, and the more action they will ultimately take.

From an emotional point of view, engagement with respect to a task, activity, or situation, is about minimizing elements that bring about emotional stress, while maximizing aspects that bring about feelings of calm, control, and confidence. The right spiritual state, mental state, AND feeling/physical state can create the "right" emotional state.

What emotional states do you believe are the best for the task at hand? Sometimes, feeling that little bit of pressure around a deadline can be good to produce focus and concentration, and block out distractions. At other times, while giving feedback or having a challenging conversation, feelings of calm and compassion might produce the best results.

To create engagement from an emotional perspective, consider what aspects of a role may create the most stress, versus those that bring a feeling of calm or confidence; what emotional strengths someone might possess; or how someone can use his/her emotions as a barometer to monitor stress as opposed to reacting to it.

In addition to awareness and management of emotions, identifying and removing blocks that disrupt anabolic energy is an important part of maximizing engagement.

Emotional influences on engagement have a significant impact on an individual's contribution and performance. Instead of being at the effect of our emotions, being aware of, understanding, and using emotions in a manner that is engaging, empowering, and proactive, will help create success.

The Effect of Emotional Stress

When people feel as if their needs are not being met, or when they encounter a situation that they don't understand or don't know how to navigate, emotional stress can ensue. In many cases, "buttons" are pushed, invoking emotions that are "out of control." Often, emotional stress results when people do not know how to express emotions effectively. Perhaps they bottle up their emotions, believing that's "what they're supposed to do," until they reach a breaking point when the "dam bursts" and they are no longer in control of their emotions.

Physical Area

phys·i·cal

Of or relating to the body as opposed to the mind

Physical influences on energy, engagement, and stress regarding any particular task, activity, or situation include an individual's:

- ✓ Adequate sleep
- ✓ Adequate nutrition and proper eating habits
- ✓ Ability to properly execute mechanics (movement needed for desired activity)
- ✓ Adequate exercise
 - Strength
 - Endurance
- ✓ Overall excellent health
 - Biomarkers
 - Management of pain

Energetic Presentation is affected by your physical ability to move and take action to complete the task or deal with the situation at hand. Energy's physical manifestation is typically easier to detect than the other types of energy because it's usually visible. You can see how vibrant or drained someone is. You can hear it in people's voices, see it in their postures, and read it on their faces. You can measure it with medical devices.

You may be highly driven by your sense of purpose, laser-focused, and excited about what you're about to do, but if you're operating on one hour of sleep after eating plates of fried food and snacks, and you haven't had any exercise in months (or years!), then you're not likely to have a lot of energy to take action. If you "power through," then you'll find yourself spent, with nothing left in the tank, and you will, in fact, lower your immune system, which can lead to many challenges.

Energy can usually be observed physically in an individual's presence at any given moment. Here are a few points to quickly spot-check to assess energy:

- Physiology – posture such as crossed arms, leaning forward or pushed back, sitting slouched over or standing tall, and facial expressions
- Voice – tone, volume, energy, tempo, emphasis

There are many more physical clues but it's also important to remember all are relative – what's normal for one person is not normal for another person, and what's normal for someone may change over time or in different situations.

Physical Influences on Engagement

From a physical perspective, engagement is about being proactive to prepare for and then create the physical power that will best serve you to accomplish any given activity. Engagement in the physical sense prepares the body for what it's going to be asked to do. This can involve eating in a healthy way, exercising regularly, and practicing preventive medicine.

Physically, engagement also means being aware of what your body is telling you and adjusting appropriately to take care of yourself. Similar to the other areas, you want to maximize those factors that bring about vitality, while reducing those that take away from your physical wellbeing. The more proactive an individual is in taking care of his or her physical self, the more that energy will be present where and when it needs to be used.

Considering how your physical wellbeing contributes to your role or performance and how physical factors impact your mental or emotional stress are different ways to build awareness of the influence of the physical area on energy. You're seeking to align what you want to accomplish with the ideal physical state that'll support achieving it. Becoming aware of this alignment and working toward it will also make you that much more aware of when it's missing as well, so that you can consciously adjust what you need to in order to re-engage your energy.

The Effect of Physical Stress

Physical stress can occur when the body encounters situations or environments that do not allow the body to function in an optimal manner, or in the manner to which a person is accustomed. Lack of sleep, poor eating habits, being over- or underweight, illness, and injury can lead to physical stress (which can, in turn, lead to emotional and other types of stress). Physical stress can occur when the body is asked to perform well past the limitations of its physical capacity (for example, running a marathon, when you've never run a mile, means taking a quantum leap past what the body can physically handle).

Social Area

so·cial

Of or relating to society or its organization

Social influences on energy, engagement, and stress regarding any particular task, activity, or situation include:

- ✓ Ability to influence others
- ✓ Ability to communicate and interact with others
- ✓ Enhancing attitude toward working with or competing with others
- ✓ Presence of desired culture
- ✓ Presence of desired support network
- ✓ Existence of accountability
- ✓ Access to nurturing relationships
 - Partners
 - Friends
 - Families
 - Work
 - Teachers/Coaches
 - Like-minded people

While the previous four areas were more internally focused, the social area is more externally focused. You don't exist in a vacuum, and **how you react to and feel about the people around you can have a strong influence on your energy toward any particular situation.** People's social needs and desires vary greatly, depending, for example, on whether they are introverts or extroverts, or what their attitudes toward competition are. Your energy is affected by your perception of how the people around you (or lack of people around you) create favorable or unfavorable conditions for you. An introvert, for example, would likely be more comfortable working alone or with a few friends, while an extrovert may prefer being part of a large group or taking frequent breaks to socialize with others.

One social factor that enhances performance in most people is having someone or something who will hold them accountable for doing what they say they'll do. Knowing that someone "has your back" and will follow up on your progress is very powerful, whether that "someone" is a coach, an exercise buddy, an online community, or a supportive partner.

Social Influences on Engagement

From a social perspective, engagement is created when you have the amount and type of interaction and support that is right for you. Many people find that their engagement is enhanced when they are surrounded by like-minded people who are involved and excited about the same things they are. Others thrive in a culture that emphasizes individual, versus team, work. Even if you're excited about doing something, when others around you are "naysayers," their reactions can affect your own energy and enthusiasm.

It's important to recognize what types of social interactions increase your enthusiasm and willingness and which don't, and to be proactive in creating the types of social situations that work for you.

The Effect of Social Stress

Stress in the social area occurs when social conditions aren't optimal for you. People who care deeply about the approval of others would likely experience tension and anxiety if coworkers or family members criticized (or ignored) something they did. If you enjoy a casual game of golf with friends, but find yourself in a competitive tournament with strangers, you'll likely experience stress. Being constantly surrounded by people with catabolic energy can drain your own energy.

Environmental Area

en·vi·ron·men·tal

Of or relating to the setting or conditions in which a particular activity is carried on

Environmental influences on energy, engagement, and stress regarding any particular task, activity, or situation include:

- ✓ Adequate setting for performance
 - Climate, temperature
 - Environment
 - Lighting
- ✓ Comfort of clothing
- ✓ Adequacy of equipment
- ✓ Access to technology to get feedback and improve

Your environment is another external area that affects your Energetic Presentation toward a task.

Providing the best environment to achieve the desired result is important to successful performance.

Environmental factors aren't always under our control (we can't stop the rain from falling, no matter how hard we try), but we can control our reactions to those factors. We can also take steps to optimize those environmental factors that we are able to modify.

It's important to know what works best for you for any particular task. If your desk is clear and uncluttered, how does it affect your performance? Some people work best in a well-lit room, while others prefer soft lighting. Dressing in a business suit may affect your energy in a different way than dressing in a sweatsuit does. Each of us responds to environmental influences differently, and thus will come up with different strategies to ensure that our surroundings support us.

Environmental Influences on Engagement

What you believe about how well your environment will allow you to complete or enjoy the task you're about to do affects how willing and enthusiastic you are to do it. If you're planning to take a walk outside in the beautiful weather, and it begins raining, your enthusiasm may be dampened. On the other hand, if you like walking in the rain, you'll grab your umbrella and go merrily on your way. If playing music makes it more enjoyable for you to file papers but would distract you as you attempt to write a research paper, you've uncovered a clue as to how your environment affects your engagement.

The Effect of Environmental Stress

Stress occurs when you encounter an environment that you believe prevents you from functioning in an optimal manner, or in the manner to which you are accustomed. If you're about to type an important email and the power goes out, or if the skies open up as you're about to get up to bat in the ninth inning with bases loaded, your Energetic Presentation can be negatively affected.

As explained in the social area, it's important to be self-aware about what factors in your environment influence you, and to take steps to ensure that your surroundings either support what you're attempting to do, or that you have the coping skills to deal with less-than-optimal conditions that are out of your control.

Each Area Affects the Others

Spiritual factors have a very strong influence on the factors in the other areas that influence energy. Without a sense of purpose, for example, how much focus or clarity could someone have? How emotionally balanced or reactive might someone be? How physically invigorated or drained might someone feel? How much desire would someone have to be with others, or to create an environment that fed his or her senses?

Similarly, you can see the ripple effect that mental factors can have on the other elements. You may know how what you're doing is related to your purpose or even your goals, but without true clarity and the ability to concentrate, you may end up quite frustrated and feeling like you're not making progress. This additionally begins to throw your emotions off balance, which flows through to your physical vitality, which will likely also feel off balance, potentially a bit frenetic, or just simply drained. Likewise, your social relationships and your environment would begin to suffer.

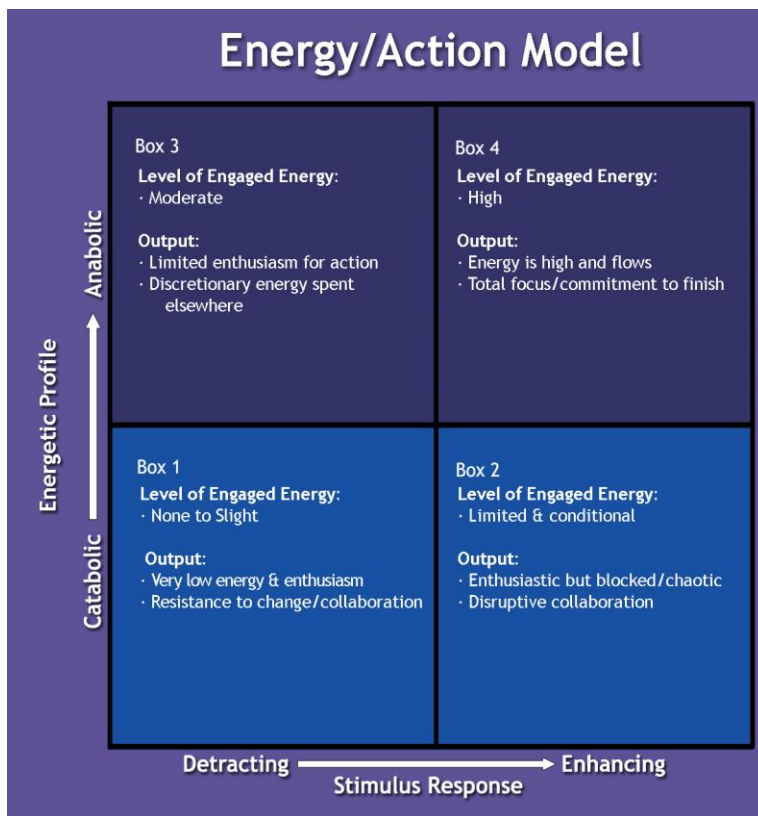
Anyone who has experienced grief can attest to the effect that being emotionally "out of whack" can have on the other areas of life. Similarly, those who have gone through major physical illnesses know that spiritual, mental, and emotional factors were affected along with their body. Those who have experienced the loss of a support network, or a major household move also can verify that those events can have wide-reaching effects.

Turning Energy into Action

The Energy/Action Model demonstrates that the highest potential for success and performance is achieved when a person's Energetic Profile is anabolic and his or her response to a stimulus is one of high engagement and lack of anxiety/tension.

The key is energy – the missing link. No matter how aligned, bought in, willing, able, and motivated you are, if your energy isn't predominantly anabolic, your potential, and in turn success, is limited.

Even if you have great engagement for a task, situation, or activity, if your Energetic Profile isn't predominantly anabolic, it's unlikely that you'll have the energy and commitment to complete the task – and if you do complete it, the force you exert in performing it will eventually take a toll on you and/or those around you.



In this chart, Box 1 reflects someone who has a catabolic Energetic Profile – as well as a stimulus response that detracts from the energy associated with task, activity, or situation at hand. Not surprisingly, this person has a catabolic Energetic Presentation, and he or she is apathetic or actively disengaged, thus resulting in a level of Engaged Energy that is either non-existent or very low. The likelihood of this person successfully performing – or taking action at all – is low.

Box 2 describes an individual who has high engagement/low stress for a task, activity, or situation, but has a catabolic Energetic Profile. If she really wants to do something, and/or there is very little stress associated with the activity, her Energetic Presentation will either be slightly anabolic or slightly catabolic, depending on the degree to which her response to the stimulus enhances her energy. Either way, her Energetic Presentation creates a limited level of Engaged Energy, so effort is expended and results are unlikely to be sustained, even if they are successful in the short term.

In Box 3, we shift to a person who has an anabolic Energetic Profile – but low engagement (or high tension). This person also has either a low catabolic or a low anabolic Energetic Presentation (depending on how much his response to the stimulus detracts from his energy). However, because of his overall anabolic Energetic Profile, he will have a moderate level of Engaged Energy, so even though the person doesn't really want to do something, chances are he will do it and do it pretty well.

Box 4 reflects both an anabolic Energetic Profile and high engagement/low tension, with a resulting high anabolic Energetic Presentation leading to a great deal of Engaged Energy. The chances of success for this person are extremely favorable.

Most people find it advantageous to be in Box 4. If you're fully engaged, energized, and stress-free in all six areas of influence, you will be completely anabolic and enthusiastic about the task at hand, you will have the greatest chance of performing that task to the best of your current abilities. Nothing can guarantee actual results, of course, since the unexpected can always happen – however, maximizing your level of Engaged Energy gives you the best chance of success – and will also allow you to be more adaptable and flexible and keep your engagement high as those unexpected events occur.

Maximizing one's level of Engaged Energy by increasing overall Energetic Profile (on a long term basis), increasing task-specific Energetic Presentation by ensuring the optimization of factors in all six areas of influence (on long-term and short-term bases), and creating and implementing an actionable plan yield the best chances for success and performance. Helping clients explore these issues is exactly what iPEC coaches do.

So let's look a little closer and deeper at iPEC's Core Energy Coaching process.

Sidebar: Engagement Matters – as PART of the Solution

Many companies have invested a great deal of time and money in studying and attempting to increase engagement. But engagement alone, without factoring in energy and consideration of all areas, is a poor indicator of engaged energy and the results thereof. For example, if team members are very catabolic, in general or toward a specific task or project, no matter what they try to do or what improvements they make, sooner or later, either failure will occur, or success will be very limited.

iPEC's Corporate Engagement Services teaches leaders within corporations how to shift energy and engagement, and reduce stress in all areas, within themselves and their teams to create maximum success.

The Intervention: The Core Energy Coaching Process

By simultaneously working on all factors affecting Engaged Energy, the **Core Energy Coaching™ process** exponentially increases **performance potential** and, ultimately, produces action that leads to extraordinary and sustainable results.

The Core Energy Coaching Process is a uniquely constructed breakthrough intervention process that is primarily employed by trained professional coaches for the purpose of assisting others to achieve extraordinary results in their businesses and in their lives by addressing the very core of change.

Specifically, Core Energy Coaching is the process that connects one's inner purpose and passion (Energy and Engagement) with their outer goals and strategies to achieve extraordinary and sustainable success.

A goal of the Core Energy Coaching process is to increase one's Energetic Profile and Energetic Presentation, in order to maximize the potential for success. The process employs techniques to help clients create realistic plans to achieve their visions, optimize the ability and knowledge they need to reach their goals, and design a supportive network or system so that they achieve and sustain the results they desire.

Discovered and developed by Bruce D Schneider, after thousands of hours of research and application over the course of thirty years, the process consists of two equal parts:

Part one is the theory and application of Core Energy Dynamics, described earlier.

Part two draws from the most effective core competencies and applied theory from psychotherapy, positive psychology, Neuro-Linguistic Programming (NLP), mentoring, quantum physics, philosophical/ontological studies, adult and accelerated learning research, emotional intelligence, leadership development, martial arts, and more.

Primarily developed for professional coaches as a way to help clients experience positive transformation and sustainable change in the least possible amount of time, the process, once learned, can be and is successfully used by parents, teachers, therapists, CEOs, and leaders within all aspects of life and business.

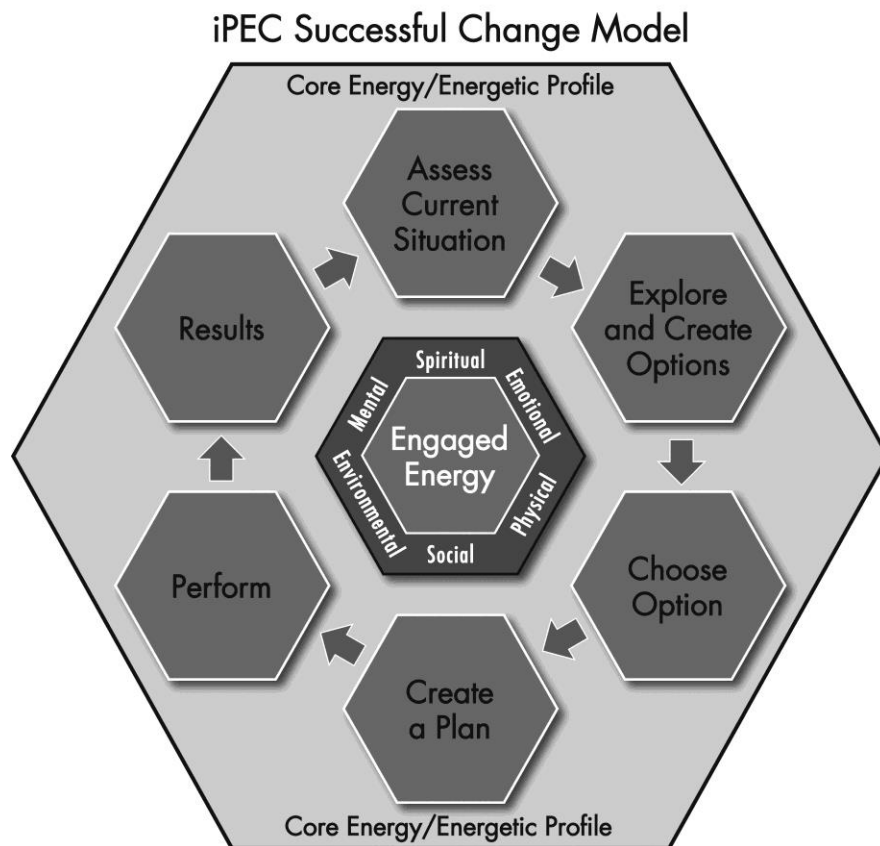
The Core Energy Coaching Process interweaves a diverse set of skills and approaches that regularly address one or more of the dynamics – spiritual, mental, emotional, physical, social, and environmental – in such a manner as to help a client become more aware of their own personal conditioning process so that they can re-condition themselves to achieve whatever they are really after. The Core Energy

Coaching process does this as it helps clients to clarify and set their goals, understand their motivation for the goals that they have, make more conscious decisions while removing any internal blocks, focus and organize around well-defined plans, and set up measurements for progress and accountability.

Using the Core Energy Coaching process, coaches trained by the Institute for Professional Excellence in Coaching (iPEC) help clients break through both internal and external obstacles that, left unaddressed, block any chance or potential for success. This process simultaneously works on current Energetic Presentation, overall Energetic Profile, and factors in all areas of influence. It also includes creating the plan and support necessary to achieve and sustain the desired results.

The Core Energy Coaching Difference: Why It Produces Exponential Results

iPEC's model of change recognizes that every step and stage of the coaching process is affected by a person's Core Energy. The model below is a simplistic depiction of a complex and holistic process. All of the factors and steps are addressed within the coaching process, though not necessarily (or likely) in a linear fashion such as depicted below.



Compared to the traditional model of coaching, Core Energy Coaching is like a race car leaving a Model T behind in the dust. This is because the traditional coaching model focuses only on helping a person make a specific desired change (portions of the outside circle above), and, only occasionally, on a person's engagement as well.

This can be thought of as working on the “**doing**.” Though traditional coaching based solely on “doing” works, it doesn't deal with the cause – a person's consciousness, reflected in his or her Energetic Profile – and, thus, its effectiveness is limited.

One of the most amazing aspects of Core Energy Coaching, and one that separates it from every other helping modality, is that the process not only helps engage a client to create the most engagement to reach a stated goal or task, the process also, and simultaneously, helps to raise the Energetic Presentation of the client. This increase in a client's Energetic Presentation eventually translates into a shift in their overall consciousness and Energetic Profile, thereby creating a state where being engaged and being successful becomes more and more the norm. Thus, one part of the process works on what a client is “doing,” and the other on who he or she is “being.”

In any given situation, based on the client's agenda, goals, and timeframe, iPEC Certified Professional Coaches utilize either the inside-out or the outside-in approach to increase the level of Engaged Energy.

The outcome of the process is better results, more success, and greater satisfaction for whatever a client does, and for life, in general.

Simply, and perhaps most importantly, the Core Energy Coaching process helps clients accomplish something spectacular, that is, the ability to work on the effect (what they are doing) and the cause (who they are being), simultaneously. The result is the development of both, and the results of doing so are extraordinary.

For more information on Core Energy Dynamics and the Institute for Professional Excellence in Coaching, please contact info@iPECcoaching.com or call 1-866-72COACH.