

# Unlearn Old Rules. Rewrite Your Future.



## Old Rules and Old Roles Subconsciously Guide Our Lives

The rules we learn and the roles we accept guide our thoughts, feelings and emotions.

- It's normal
- It's **limiting**
- It's invisible

Our brains love efficiency. Running the same patterns over and over again allows us to take a conference call while walking the dog or driving home without really paying attention.

**And while needed...**

**... robs us of opportunity**

**Understand, See and Explore** our invisible forces that shape how we see and move through the world.



John is the founder of FromAshes where he coaches people, teams, and organizations so they learn to thrive in any environment.

Subscribe to his newsletter, Rules Unlearned, [here](#)



[FromAshes.com](https://FromAshes.com)

# Understand.



Your mind thrives on efficiency. Early on, we learn what works and what doesn't. Over time, those lessons become beliefs that shape our habits.

Of course we can learn new things, but the underpinning assumptions, interpretations, and limiting beliefs we tell ourselves stand between our dreams and reality.

This limits us ***and those around us.***

## 3 Questions to Begin

Where are you now? Where would you like to be?

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Every day feels  
the same.

I'm working on something  
that excites me.

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I'm glad I just made it  
through the day.

I start and end my  
days energized.

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I'm too busy to get to the  
important stuff.

I spend my time on what's  
most important.

# See Yourself with Self-Awareness



Photo by Ana Itonishvili on Unsplash

See yourself, in the moment, with **self-awareness**. Understanding your thoughts and feelings in the moment is key.

By noticing what you're thinking and feeling in any moment, we can then choose (or not) to entertain a new thought.

It's choosing that matters. Doing so creates the path towards reclaiming your power.

## 3 Steps for Awareness

1

**Watch this short video.**

The **Conscious Leadership Group** illustrates self-awareness beautifully.



[Link](#)

2

**Build a habit of checking in - Where am I?**

(3 ways to start —pick one)

- Wear a rubber band on your wrist and every time you notice it, do a check-in.
- Use your phone for reminders throughout the day.
- Place post-it notes throughout your space.

3

**Breathe. Choose.**

If you're below the line (and many of us are) try some **Box Breathing** to slow things down. **Choose** if you wish to stay below the line or if you are willing to **shift**.

# Awareness to Acceptance

Having awareness of our thoughts and feelings allows us to contemplate **acceptance**.

Not to be confused with acquiescence (or giving in), **acceptance** allows us to **release** what “should have” happened so our mind is not in the past, but concentrated on our current choices.

“Enduring means accepting. Accepting things as they are and not as you would wish them to be, and then looking ahead, not behind.”

RAFAEL NADAL,  
TENNIS OLYMPIAN

## Accept the facts. See your stories.



Facts are unequivocally true - everyone would agree.

Stories are everything else **but often we accept them as facts.**

Identifying your stories allows you to evaluate: How true is this really?

- What else could be going on?
- What facts do I have that support the story?
- What facts do I have that show the contrary?
- What could be the opposite of this story?

Being critical of our stories paves the way for **Conscious Choice**.



# Acceptance to Conscious Choice

Our choices can often be **unconscious** - we make them with little thought. This is when we're on "auto-pilot."

Auto-pilot isn't bad—it helps us catch a ball or drive while talking, but often it's on without us realizing.

While **awareness** brings attention to our present mindset and **acceptance** allows us to identify and challenge our stories, **conscious choice** simply asks - "**What are my available choices?**" allowing us to respond from fear, anger, love, joy, or wisdom.

## Unlock Conscious Choice with Reframing

I **have** to  
**need** to  
**must** → **choose** to

**Words have power.** "Have," "need," "must" **rob** us of our ability to think about alternatives.

Next time you catch yourself saying "have to," try out "I choose to." Then do a check-in and notice your emotions.



# Rewrite Your Life with Journaling

Journaling helps you focus, process experiences, and see patterns you might otherwise miss. Writing engages the brain in a way that deepens learning—***turning scattered thoughts into insights.***

## How to Get Started

- Keep it simple – Any notebook (or notes app) will do.
- Forget perfection – No one else is reading this.
- Set a small goal – A few sentences or even one word is enough.
- Follow your curiosity – If something sparks a reaction, explore it.

Most importantly: ***just start.*** The clarity comes in the doing.

## Awareness

- How self-aware was I today? What made it easier or harder?
- What emotions did I experience?
- What patterns am I noticing?

## Acceptance

- What situations today offered me an opportunity to practice acceptance?
- What is preventing me from being more accepting?

## Conscious Choice

- What choices did I make from fear or anger today? What about from love or purpose?
- What would my choices look like if I used logic/emotion/intuition more?



### When to Journal - morning or night?

Pick a time where you're least likely to be distracted. Mornings are great for setting intentions, evenings are wonderful for reflecting on the day.

# Case Study: The Rudderless Leader

Amanda is a seasoned executive with a small team. Profits are down, expenses are up, and there have already been some layoffs. Late in her career, Amanda is 'toughing it out' and trying to protect her team.

Coming out of another unproductive meeting, Amanda is beyond frustrated. "This place is a circus - the leadership team is clueless."

1

**Seeing a reminder on her phone**, Amanda **checks in** and notices she is definitely *below the line*. She's angry about the lack of direction and afraid of having to find another job.

2

Feeling her heart racing, she takes several **deep breaths**. She is tired of feeling tired, and she chooses to **shift**.

3

She jots down the facts and her stories about her manager, Tom.

#### Observable Facts

- Over 3 meetings, Tom hasn't provided feedback on Amanda's proposals.
- The budget has not been approved.
- Tom does not respond to emails.

#### Her Stories: Tom...

- doesn't know what he's doing.
- doesn't like her proposals.
- does not value her or her team.

4

Amanda stretches and **chooses to explore** the story that Tom doesn't value her. What evidence is there to the contrary? She's received nothing but praise and bonuses over the years. What else could be going on?

5

**"What are my available choices?"** She could have a heart-to-heart with Tom. She could meet with the CEO. She could quietly quit or leave. She's known Tom for years and decides to meet with him over lunch to explore what's really happening.



## Take the Next Step.

**Coaching isn't about fixing you. It's about freeing you.**

**“Everyone needs a coach”**

ERIC SCHMIDT, FORMER CEO OF GOOGLE

## Coaching, Defined

Coaching is a thought-provoking, creative partnership that inspires you to unlock your personal and professional potential.

## Benefits of Coaching

- **Get more done**—with less stress and fewer wasted hours.
- **Think bigger** and unlock new revenue opportunities.
- **Improve your focus** so you do your best work, more often.
- **Lead with clarity** and strengthen relationships at every level.
- **Keep your best people**—by becoming the leader they need.

If this guide stirred something in you—an idea, a question, a spark—Don't ignore it—capitalize on your momentum!

Scan the code to schedule a free conversation.

Let's talk about where you want to go—and what's getting in the way.

**Unlearn your limits. Choose boldly. Lead consciously.**

