



## Action

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Welcome to the first issue of Shine for 2011! The new year brings with it the opportunity to reflect on the prior year and to establish SMART goals based on what we have learnt. We hope your goals for this year provide both a sense of excitement and challenge as you extend or improve upon your career and personal life.

This issue focuses on action or behavior and the influence it has on an individual's career or personal life experience.

Our Inspirational Quote this issue suggests that there is genius, power and magic in seizing the moment and taking bold action.

Career Zone explores how we can

use behavioral techniques to motivate productivity in the workforce.

Life Zone looks at behavior that results from dealing with change and suggests techniques in managing transition.

Finally, Parent Zone examines how we teach young children that every choice of action has its consequences.

The Book Review for this issue looks at James Redfield's international bestseller 'The Celestine Prophecy'. An action parable, this story takes you on an insightful journey to find meaning.

Finally, we review a movie specifically chosen from the action genre — 'Transformers: Protect' to reveal the genius, power and magic of Director Michael Bay in bringing this children's serial to the big screen. Perhaps this film has more than meets the eye?

We hope you enjoy reading this issue, perhaps learning to look at your actions or behavior from a different perspective!



## Professional Series: Development Underway

### Inspirational Quote:

**"Are you in earnest? Then seize this very minute. What you can do, or dream you can, begin it; boldness has genius, power and magic in it; only engage and then the mind grows heated; begin, and then the work will be completed."**

**- Goethe**

The Trust has kick-started 2011 with the creation of a series of personal development workshops for professionals.

The purpose of this series is to focus on the personal developmental needs of a professional, the objective is to improve their skill-set in order to enhance productivity, work relationships and management of self/others.

Unlike similar development workshops on offer in the market, these workshops will require personal commitment, goal-setting, accountability and follow-up.

The proposed modules within the

scope of this series will include:

- Professionalism
- Work/Life Balance
- Communication
- Assertiveness
- Organisation Skills
- Time Management
- Career Management
- Negotiation Skills
- Teamwork
- Conflict Management
- Team Management
- Strategic Planning

The Trust expects the full series to become available in the later half of 2011.

Initially the series will be made available via the Trust but also through Industry Associations.

If you have any queries or would like to offer a constructive suggestion concerning the development of this series, please contact the Trust at [proseries@smartcareerlife.com](mailto:proseries@smartcareerlife.com).

Watch this space for news of further program developments.



### Action

(Image Source: [www.sxc.hu](http://www.sxc.hu) | [asifthebes](http://asifthebes))

## “Lights, Camera, Action”

This issue examines the last (but not least) element in cognitive processing, our actions or behavior.

Action is defined as ‘n the fact or process of doing something, typically to achieve an aim’ (Source: Oxford Dictionaries Online).

The Cognitive Model was introduced in the September 2010 issue. It describes action as the reaction to an automatic thought or its related emotions that we have cognitively processed.

The title of this article seems unrelated to the Cognitive Model and yet think again! The “lights” represent our ability to reflect on

what’s important, our values and beliefs. The “camera” is our cognitive processing of such values/beliefs through our thoughts and emotions. The “action” is the behavior that we have captured as a result of the lights and camera settings.

When we look at the origins of the Cognitive Model, we find that it has evolved from Behavioural Psychology where Behaviourists believed in establishing a scientific discipline that was concerned in studying actual, overt behavior rather than invisible thoughts and images. Behaviour could be controlled and measured in laboratory settings.

Behavioral Psychology brought

about Behavioural Modification, an approach that reinforces and rewards appropriate or desired behavior while ignoring inappropriate behavior. It also introduced the Systematic Desensitization method that addresses a person’s fears by teaching relaxation techniques and then exposing them to a hierarchy of fear-inducing situations ranging from minimally to highly fearful. The objective is to replace their fear response with a relaxation response.

For more information or techniques to manage behaviour, the SMART Career and Life Coaching Trust can assist you.

“ Behavioural modification is applied within a controlled work environment where the desired behavior of an employee is positively reinforced or rewarded..... The focus is on positive reinforcement and reward to encourage the repetition of desirable behaviour and to establish a new habit that replaces less desired behaviour.”

## Career Zone: Behavioral Techniques at Work

Behavioral techniques are applied in work environments for many purposes but they are primarily used for skills training and behavioural modification.

Examples of techniques include self-observation, scheduling activities, behavioral rehearsal, and role-playing.

Self-observation involves the analysis of current behaviour or due process, identifying negative event triggers and areas for improvement.

Scheduling activities assist with task commitment, planning and encouraging behavioural change on a regular basis.

Behavioural rehearsal and role-playing are often used to practice in a ‘safe’ environment, those skills required on-the-job. This is also useful when adopting a more desirable behaviour that is unfamiliar for the employee(s).

Behavioural modification is applied within a controlled work environment where the desired behavior of an employee is

positively reinforced or rewarded. This is only possible where Management provide non-contradictory messages in response to positive change. The focus is on positive reinforcement and reward to encourage the repetition of desirable behaviour and to establish a new habit that replaces less desired behaviour.

For more information or techniques to manage work behaviour, the SMART Career and Life Coaching Trust can assist you.

## Life Zone: Change Management



### What’s Next?

(Image Source: [www.sxc.hu](http://www.sxc.hu) | [svilen001](http://svilen001))

Action is often what one fails to achieve when faced with a change in their lives. We almost freeze, refusing to believe that the change has occurred to us at all. Typically we feel frustrated, angry and perhaps look to blame our situation on others. We are more interested in analyzing why the change occurred than in working out what to do going forward.

Until we are ready to accept the change (or its meaning) and move

forward from there, no action can be taken.

A simple and yet insightful book on change management, “Who Moved My Cheese?” explains the way in which people typically respond to change and provides a new perspective in dealing with it.

Dr. Spencer Johnson illustrates through story our reality that change occurs for everyone, that we should learn to anticipate it,

look for it, adapt to it quickly and enjoy the change, savoring this new adventure with an optimistic expectation of finding new ‘Cheese’.

This new perspective requires us to address our fears of uncertainty or failure that we associate with change as it takes us deeper into uncharted territories.

If you require more information, the SMART Career and Life Coaching Trust can assist you.

## Parent Zone: Actions and Consequence

Since the dawn of time, behavioral techniques have been applied in parenting to teach children social values, accepted behavior and the relationship between actions and consequence.

Until recent times, behavior was 'corrected' with negative reinforcement. Punishment taught children that some actions invoke anger from adults, which in turn results in physical pain (a 'smack') or the loss of a favorite toy/activity. This negative reinforcement was in theory, a deterrent that stopped children from recommitting undesirable acts that incurred such punishment.

In practice, negative reinforcement works well as a deterrent in the short term where the disincentive is meaningful to the child. However, over the long term a child is likely to reoffend when they are alone or when they feel they are not being observed by an adult. Children perceive punishment as a form of control and for children who are curious, physical controls and boundaries exist to be tested or stretched!

Positive reinforcement encourages a child to repetitively re-enact a desired behavior, their incentive is to receive praise and acknowledgment or rewards such as treats, toys or favorite activities. This positive reinforcement has more

permanence as the reward is directly linked to the child's behavior. This differs to negative reinforcement where the punishment is directly linked to the parent!

The key is not in the size of the incentive or disincentive but rather in explaining to the child, the impact that their action has had and its consequences. When the child understands why their behavior is undesirable and the hurt that they can cause themselves or others, their focus falls on their behavior rather than on the angry parent or on their new treat. We need to give our children more credit for doing what's right when there is clear understanding of behavior.



(Photo Source: [www.sxc.hu](http://www.sxc.hu) | ugal dew)

## Book Review: The Celestine Prophecy— An Adventure

In this edition, we focus on the international bestseller written by James Redfield, 'The Celestine Prophecy'.

This book seemed most appropriate in relation to our action theme throughout the edition.

It is the story of one man's journey through Peru, his quest to find an ancient Peruvian manuscript and to discover for himself the spiritual insights that guide his search for meaning.

An adventure parable, the insights foretell of mankind's awakening

from a preoccupation that has lasted half-a-millennium. Instead of focusing on improving security and comfort in the existing world, mass numbers of people begin to tune-in on life's coincidences that guide them throughout life.

They recognize an energy source that naturally occurs in all living entities, a source that is currently competed for and taken from others. It is not until they learn to individually connect to the universal energy source that these power struggles end. Mankind will evolve from this insight, focused more on giving energy to others and receiving in return energy

from the universe.

The insights foretell of mankind's evolution and the emerging culture that will care for this planet and life on it.

Set in Peru, the political instability and power struggles create life-threatening dangers for those in search of spiritual insight, adding to the story's adventure tale. But more compelling are the coincidences that seemingly call us to take action.

James Redfield's Celestine Prophecy receives four stars.

★★★★☆

**" I thought for a moment. Does it make sense? Is everyone as restless as me, and if so, does our restlessness result from the simple insight—the simple awareness built up for thirty years that there is really more to life than we know, more that we can experience?"**

## Movie Review: Transformers

In recent years, Hollywood has recreated for the big screen some of our childhood heroes and TV series, perhaps for a new generation or perhaps for nostalgia?

Amongst this category of films, director Michael Bay and executive producer Steven Spielberg have recreated 'Transformers' into a series of action adventure films based on the Hasbro toys.

The Autobots and Decepticons are

an alien race of biological machines whose battle is for supremacy. When their battle brings them to Earth, it is up to a group of young adults, with the support of specialist military personnel to prevent the battle from destroying Earth.

Like these alien machines in their true form, there is more than meets the eye to young Sam Witwicky ( Shia LaBeouf ) who puts aside his teenage hormones/life to save the world and in the process

learns more about himself, his purpose and his life. At one point in the film, Sam says "In 50 years from now when you're looking back at your life, don't you want to be able to say that you had the guts to get into the car." A split-second decision to act changes his life forever.

Looking beyond the comical portrayal of American teenage life, "Transformers" is an action-packed, special effects film for adults (Rated: M) that you might find mildly enjoyable.

★★★★☆



**Transformers: Protect**

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**We're On The Web:**  
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**Work SMART, Play SMART, Live SMART**



## Vision Statement

To help people manage career and life transitions, to improve their self-awareness and relationships with others, to find meaning and balance in their lives and to help them succeed in their pursuit of happiness.

## Mission Statement

To deliver professional Career and Life Coaching services that provide measurable (SMART) results.

To promote Career and Life Coaching services to the general public and to increase social awareness of the benefits, through our provision of accessible and affordable coaching.

## Programs

Ongoing research and development will be invested into the establishment of programs for working professionals and for parents (both for those planning to become and those newly engaged in parenthood) that will assist these groups in managing their career/life transitions, help them in their relationship with self as well as with others and to assist in finding meaning, balance and happiness.

## Questions?

If you have any queries concerning the Trust, our work or the programs currently under development, please don't hesitate to contact us at [info@smartcareerlife.com](mailto:info@smartcareerlife.com) or visit us via our website [www.smartcareerlife.com](http://www.smartcareerlife.com).



**Diana Lim**  
**Director & Professional Coach**

## Editorial

Happy Chinese New Year! May the Year of the Rabbit bring you good health, prosperity and happiness through fulfillment.

2011 will be a significant year for the Trust as it strives to develop new program initiatives and to roll-out product developments.

Action is the main topic of this edition and as we have seen, it is our ability to take action that impacts on our ability to succeed in the important realms of life.

Action or behavior is the last element of The Cognitive Model. At the model's origin, behavioral psychology provided a scientific discipline to study actual or overt

behavior. From this discipline we have inherited techniques that are applied both in working environments (Career Zone) and in personal parenting situations (Parent Zone).

Life Zone examines Change Management and how it can assist us in dealing with change, enabling decisions to be made and actions to be taken.

The Book Review for this edition looks at an action adventure set in politically-volatile Peru. 'The Celestine Prophecy' is a parable containing nine spiritual insights that transcend modern world understanding.

In this edition, we also review an action genre film entitled 'Transformers: Protect' where there's more than meets the eye to vehicle-disguised robots and high school-disguised heroes.

Our Professional Series of personal development workshops is an exciting initiative we're looking forward to developing over the course of this year.

Also, we continue to build momentum on the Parent Life Transition Program with our second module on Natural Birthing drafted.

Meanwhile, we're changing the world through individual coaching!