

## **Hero's Journey to Find Flow – Private Coaching Summary**

I help people and teams reduce stress, build resilience and create life flow in a way that is bio-relevant and measurable. We leverage evidence-based techniques, tailored strategies, cutting-edge technology and, yes, ancient wisdom to help people build resilience and create flow for optimal personal and professional effectiveness. Our foundational coaching package is designed to improve health, happiness and performance by 25% in eight weeks.

Here is a paper on the subject: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4179616/>

### **Framework**

- Embark on the Hero's Journey to balance the body, open the heart, rewire the mind and elevate the spirit

### **Who**

- Jeff Armstrong
  - Certified Resilience Coach & Trainer by The HeartMath Institute

### **Process**

- Coaching format – is an eight-session format
  - Education, coaching, accountability partner and custom action planning for an optimized future
- Small steps every day will add up to big changes over time
- based on processes and methodology of the HeartMath Institute
- Evidence based
- Increasing personal resilience and flow is achieved, in part, by improving physiological coherence
  - Coherence: an anabolic state of inner balance that can be strengthened, measured and clinically validated

### **Outcomes / Results**

- 25% reduction in stress symptoms
- 25% improvement in quality of life (flow)
- move baselines in health, happiness, and performance
- diminish the toxicity of stress and build nervous system strength that you can measure
- Open a path to self-actualization, transformation and higher states of consciousness
- Areas
  - Increased Stress Resiliency
  - Increased Flow
  - Emotional Improvements:
    - Awareness
    - Agility
    - Self-regulation

### **Ways that it helps**

- Systematically relaxing the nervous system strengthens parasympathetic activation and improves personal bioenergetics (your signature frequency)
- Moves your brain waves from beta to healing states of alpha and theta
- Builds new and improved mental and emotional patterns & baselines
- Turns on positive epigenetics (DNA activation)
- Engages self-directed neuroplasticity to optimize brain structure
- Coaching tailored to personal needs, situations and opportunities

### **Client Participation / Engagement**

Client will do the following to participate fully and achieve the maximum benefits

- Stress and Wellbeing Assessment (questionnaire)
  - Pre
  - Post
- Breathwork/Meditation Daily
  - Conscious resonant breathing
  - Gratitude practice
- Measure biomarkers via an ear clip and app
- Attend 8 Coaching Sessions and agreement to create simple pro habits

### **Mindset**

- Choose a growth over a fixed mindset – an agreement to embark on the Hero's Journey
- Openness to integrate tools and strategies into everyday life
- Anchor a strong intent and will to practice

### **Format, Timing, and Investment**

- Total
  - Duration: (8) 1.5-hour virtual sessions with Jeff and any needed in-between session support – 12 hours
  - Client will practice specific behaviors/habits over the course of the program – 14 hours total
  - Cumulative investment hours: 26 hours (3.5 hours/week)
- Cost = \$2,997 (includes Inner Balance biofeedback wearable and phone app)