# —Recalibrate—
# Fall 2021

An Illuminated Marketing Workbook

# “Ah, September! You are the doorway to the season that awakens my soul.”

—Peggy Toney Horton

Fall is here—and with that, a renewed desire to begin again, to re-engage with the goals we had so earnestly set out to accomplish at the beginning of the year.

January is typically seen as the ideal time to start fresh with our goals and ambitions. And I’m all about that intentional reflection at the transition between one year and the next. In fact, I have a much-loved ritual around that liminal week between Christmas and New Years.

But here’s the thing—September offers that same promise of newness, just without the gloom of winter or the post-exhaustion of the holidays. Many behavior psychologists and self-help gurus have identified the same clean-slate momentum of September. Some even argue it’s a better New Year than the early January season.

So what about you? Are you feeling that blank-slate energy this year too? Or—maybe you’re simply longing for it even more than usual, with e-v-e-r-y-t-h-i-n-g going on in the world right now. If the signals of autumn have you wanting to recalibrate, this reflective guide will help you reconnect with what you already know to be true, and clear the way towards the path you're meant to be on.

First, let's look back. What big moments stick out from the past year? Write a quick description, as if it were a snapshot—what was happening? How were you feeling? How did it impact where you are right now?

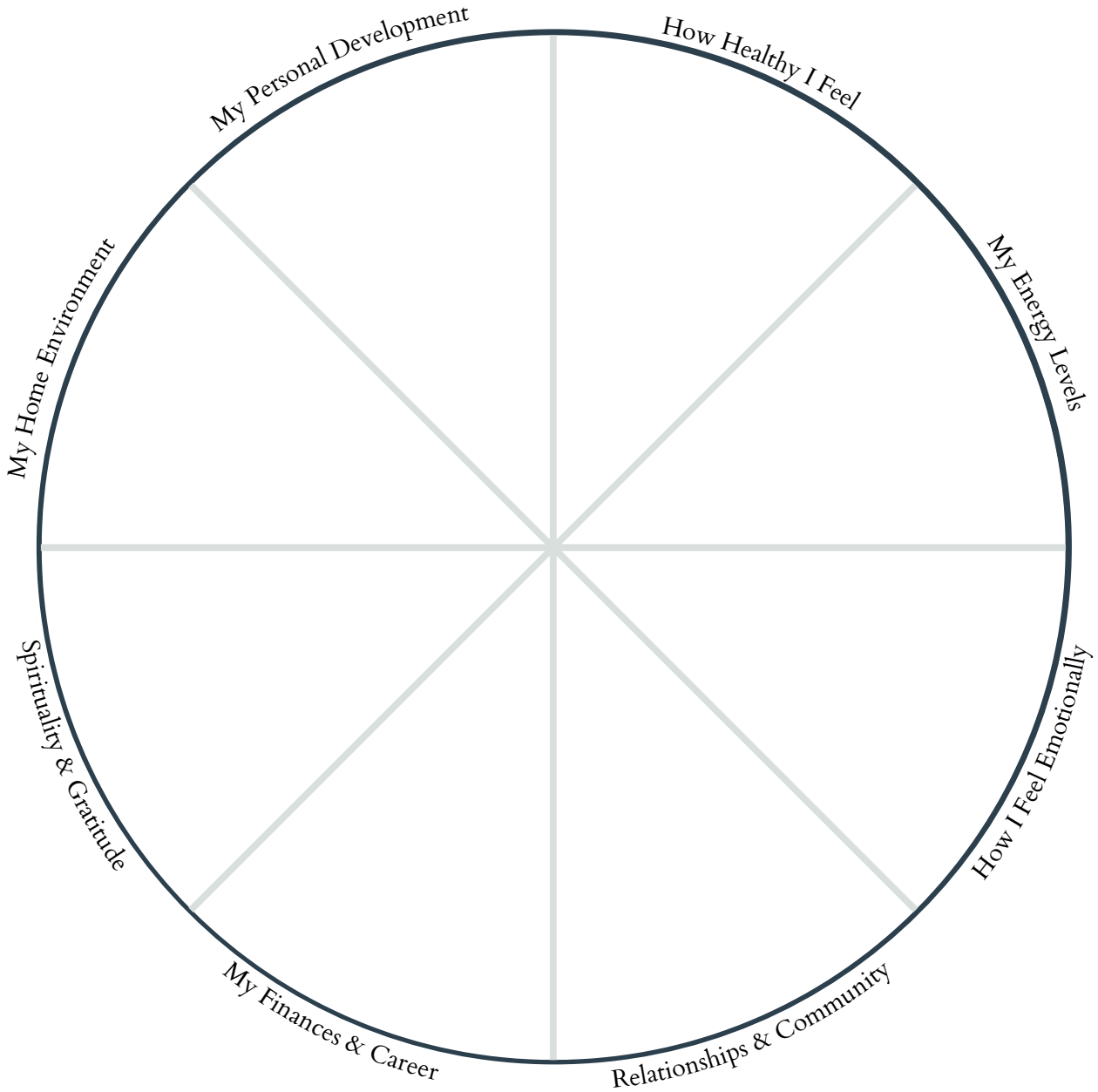
## LAST FALL: WHERE WERE YOU AT A YEAR AGO?

## LAST WINTER: WHAT WERE YOUR HOPES FOR THE NEW YEAR?

## LAST SPRING: WHAT STICKS OUT FROM 6 MONTHS AGO?

## THIS SUMMER: HOW WAS THIS LAST SEASON?

As you are heading into fall, how are you feeling? Take some deep breaths to ground into the moment. Then, consider each section of the wheel. If you're thriving in this area, color in that section of the wheel full to the edge. If this area feels more depleted, color in more towards the center of that slice.




*Take it further: Journal about which areas of your life are flourishing, and where you're feeling empty. What caused the areas of depletion? What areas do you want to focus on in the coming months?*

These questions help me recalibrate in moments of transition. Take stock and find gratitude for what's already working well in your personal and professional life. Be honest with yourself in regards to the things you know aren't serving you right now. Allow yourself to dream about what the rest of this year could look like. Finally, identify the limiting beliefs and realistic barriers that are keeping you from moving forward.

## What's working well right now?

## Where am I feeling drained or exhausted?

## What do I still want to accomplish this year?

## What am I waiting for?

Based on your answers on the last page, what are the essential elements, opportunities, patterns, etc. that you want to affirm in your life? What things are no longer serving you?

| I want to say "Yes" to... | I need to say "No" to... |
| --- | --- |
| | |

These two categories can act as guide rails as you consider how you want the rest of the year to look. Next, get more specific about the goals you want to accomplish. Which areas of your wheel on page 3 need to be replenished? What will you focus on to make that happen?

| personal & lifestyle goals | career & education goals |
| --- | --- |
| social & relational goals | financial goals |

# ALL RIGHT. NOW, LET'S GET REALISTIC.

We set ourselves up for failure when we treat our goals like a magic wand—a fix-all leading to some idealistic version of ourselves. That ends in disillusioned self-doubt every time. Now more than ever, we need goal-setting to be a gentle process of becoming more fully myself. Think about the pitfalls that lead to lack of follow-through:

## GO BACK TO THE PREVIOUS PAGE & CROSS OFF:

- Anything that you don't have the time, energy, or emotional capacity to take on in this season.
- Any items that are other people's expectations of you, not your own goal.
- Any statements that are vague and/or unclear of how you would accomplish them.
- Any goal that feels like a heavy obligation or "should" rather than a life-giving pursuit.

What is one specific goal that aligns with your intentions and would bring the biggest results in your life?

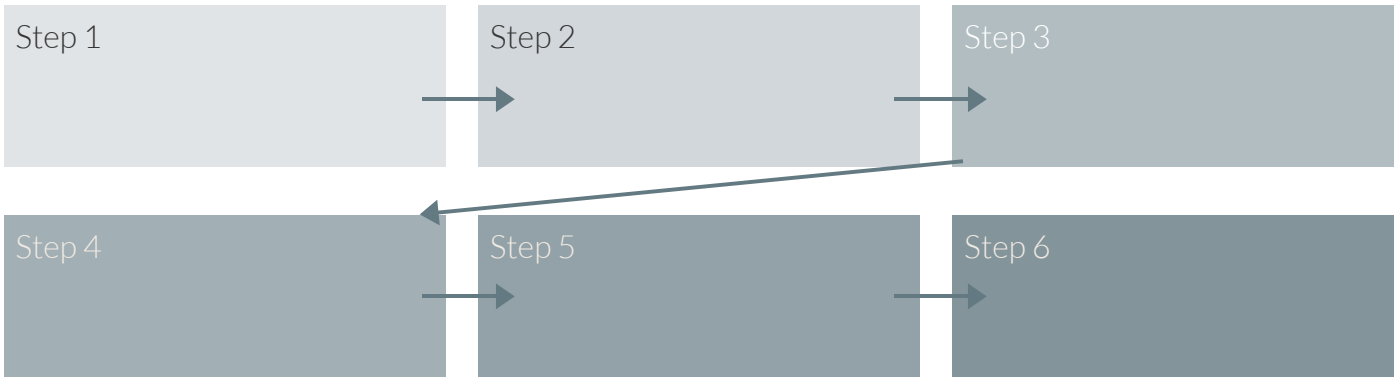
"Trusting yourself means living out what you already know to be true."

—Cheryl Strayed

Now, let's do some more specific vision casting for the rest of this year. What would living out this vision statement look like within your daily routine? What rhythms and habits do you need to cultivate to help foster a life that is in line with your core beliefs? How can you break down this goal into smaller steps or realistic components to set yourself up for success?

How will achieving this goal impact me?

What are the baby steps I need to take to achieve this goal?




What milestones do I need to meet to accomplish this?

By the end of September,

By Halloween,

By Thanksgiving,

By New Years Eve,

As James Clear points out in his book, Atomic Habits, "You do not rise to the level of your goals. You fall to the level of your systems." Use this page to clarify what systems of support will help you live into your goal every day, no matter what. Maintain daily routines and habits to set you on the right trajectory. Surround yourself with the mentors, cheerleaders, and partners to keep you accountable. And consider what books, courses, tools, and other resources will also keep you on the right track.

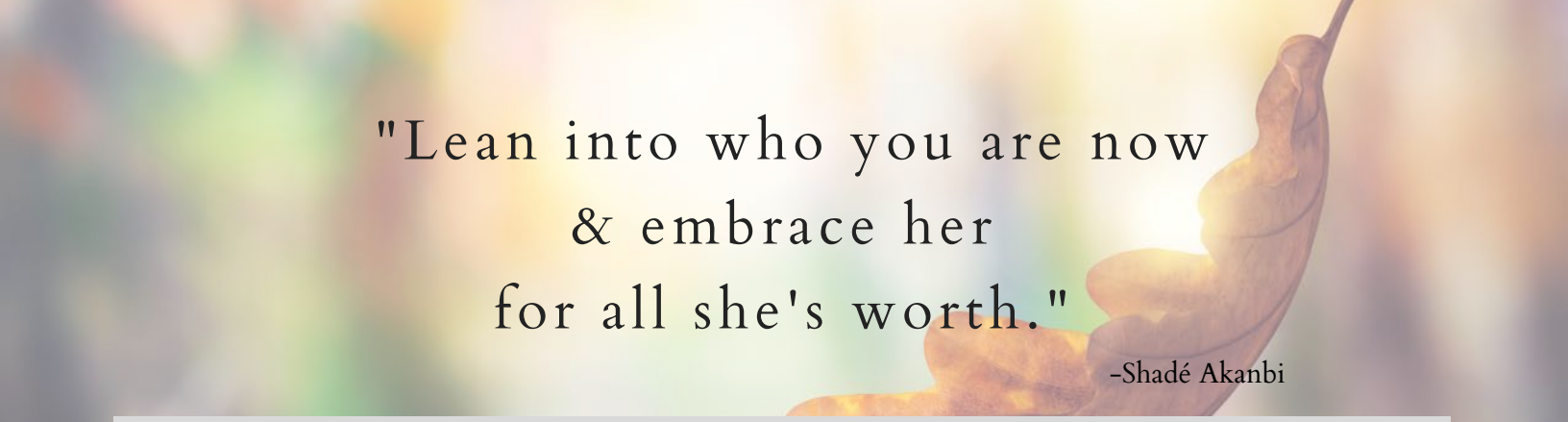
1 What daily habits will help?

2 Who can help me with this goal?

3 What resources do I need?

What are the biggest obstacles I'll face in achieving this goal?

How will I avoid and overcome these obstacles so I can succeed?




Getting through this whole workbook is no small feat. It takes intentionality and a lot of thought to process through all of these pages. I have come to love this practice, and I hope it's been helpful for you as well.

You've been wading through the past and thinking about the future, but I want to end with a reminder to come right back to the present. The gloriously messy, not-all-figured-out here and now.

If there's one thing I know for sure, it's that rest of this year will NOT go exactly as planned. There will be surprises and setbacks. Just like this past year, there will be moments where we'll have to pick ourselves back up after we've failed. And there will be moments that go better than we could've even imagined. If you're anything like me, throughout the next year, you'll need to be reminded again and again of a few things:

That it will all be more than ok.
That our lives are not problems to be solved,
or tasks to be managed,
but stories to be celebrated.
That the best is yet to come,
and yet it is good to be you, right here and now,
in the messy middle parts.
That joy is the engine of the whole thing.

And now, with gratitude for the past year, and a vibrant hope for what's to come,
I wish you well. You've got this, darling!

xoxo,
allie jones

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