

THE VIP MINDSET

COACHING INFO SHEET



What is the VIP Mindset?

VIP Mindset stands for Values, Identity, and Priorities. It has been the work of many years of my life as I have moved from a place of discomfort and misalignment, to living an aligned, more easeful life. The VIP mindset is a tool for reflecting on life, thinking about what matters to you, leaning into your identity, and choosing your priorities.

It is not a one off or a 'set and forget'. Rather, I think of it as a 'set it and get it', meaning you spend some time working out the VIPs of your life, and then you work towards it, checking in regularly. It is an ongoing tool you can use throughout your life to continue adjusting, ensuring that you are living with intention and clarity. Just reading this page shows me that you care about getting off autopilot and back into the driver's seat of your life. Well done you!

VIP is not about perfection. I am far from perfect, but I still get a lot of value out of the framework. All it needs is that we check in, assess, and make adjustments. Think of it like a boat out at sea; you set a course, but as the winds change or the currents get stronger, it's important to check in regularly and tweak your bearing as needed, so that you don't get blown off course and continue on towards your goal.

You can use the VIP mindset at any stage in your life. I find it especially useful when I'm feeling like my life is overwhelming or I feel a sense of disconnect, and when I'm going through a big life change. I hope you find it as helpful as I have. Remember, be kind to yourself as you navigate this; we are all learning how to live this life we have, and self-compassion is a big part of being able to move forward boldly.

Values

Values are what matters most to us. They are the undercurrent, the things that resonate with us deeply on a heart level. Most people have between 3-5 core values. Once you know what your values are, you can use them as guideposts for what you want to go after in life. Values help you to determine not only your goals and priorities, but also how you will go after them. The values are often the *why*, our driving force. Our values can change over time, but usually you will find that many (if not all) of them stay the same.

Identity

Identity in the VIP mindset is about asking two key questions:

1. Who am I? and
2. Who do I want to be?

Identity is not about wishing you were someone else. The first part of Identity is about working out our natural strengths, natural ways of being. This will help as you look at your resources and the *how* of going after your goals. This will include things like thinking about how you work best, your natural rhythms, ways of learning and interacting with people. It is also about leaning into and maximising your strengths.

The second part of identity is about getting clear on who you want to be. We are all always a work in progress. What kind of person do you want to be? Do you want to be someone who does what they say? Do you want to be someone who always looks put together when they arrive somewhere? Do you want to be someone who is patient even when they're frustrated? There are no right or wrong answers to any parts of VIP. Knowing and reminding ourselves of who we want to be is a key way to keep us on track for getting to where we want to be in a way that feels authentic and values aligned. Once we know who we are and who we want to be, we can build habits that help us to become more like the ideal version of ourself. The goal is never perfection, it is always alignment.

Priorities

Priorities operate at different levels, from macro (your priorities across your life) to micro (your priority in a specific moment).

Life-level priorities

Your values can help you determine what your top priorities at a stage of life are: for example if you have a young family then you may decide for that stage of your life spending time with your family is one of your top priorities. If you are early in your career you might decide that getting your career started is one of your biggest priorities. If you are an empty nester then perhaps travel is a priority. You will therefore make sure your time and resources are driving towards these priorities. Life priorities might lead you to develop cornerstone habits or a hierarchy of priorities.

Goal-level priorities and cornerstones

Within these overarching life-stage priorities, we also have smaller priorities. These are influenced by our values and who we want to be (our chosen identity), and we can use our knowledge of self as well. For example, when I am writing a book and have a deadline, that becomes a priority for me. I can choose to prioritise that in my every day life, perhaps saying no to dinner with a friend, or going away for a weekend event. Even within these goal-level priorities though, I will still make room for my cornerstone habits. For me, this means I stop what I'm doing to be part of bedtime for the kids, because I've decided that that is one of my immovable priorities; one of the cornerstones of my life. We all know some of this instinctively; few of us would go to a meeting, no matter how important, if our family member was in hospital. Getting clear on this in advance can take the stress out of decision-making in the moment.

Another part of cornerstone habits is habits which set us up for success. Even when I'm in the height of writing pressure, I will make time for a walk or a run, because I know that that helps to jog my creative brain, and helps me to show up as my best self for the kids. Understanding layers of priorities helps us to make individual decisions as well.

Micro priorities

Starting each day with our top couple of priorities is a power move in terms of actually achieving the stuff that shifts the needle. It's easy to get caught up in emails or sidetracked by a thread on social media. However, if we take two minutes to check in with ourselves in the morning (or the night before for the night owls!), we can more easily focus on the things that matter.

Knowing our priorities in advance can also help us not to be resentful of things that are important but not fun in the moment. If I'm training for a marathon and I know that's a priority for me, I can more easily motivate myself to get out on that training run, even if I don't feel like it at the time. Similarly, if our connection with our kids is important, and being a patient and caring parent or caregiver is part of who we want to be, then we can choose to live in line with that identity and priority by staying calm and patient even if they are running late, are loud, or are doing any number of the wonderful but sometimes challenging things kids do. Micro-priorities are massive enablers of us staying intentional and present.

If you're ready to learn more, jump over to my website www.thevipmindset.com and fill in the contact form.