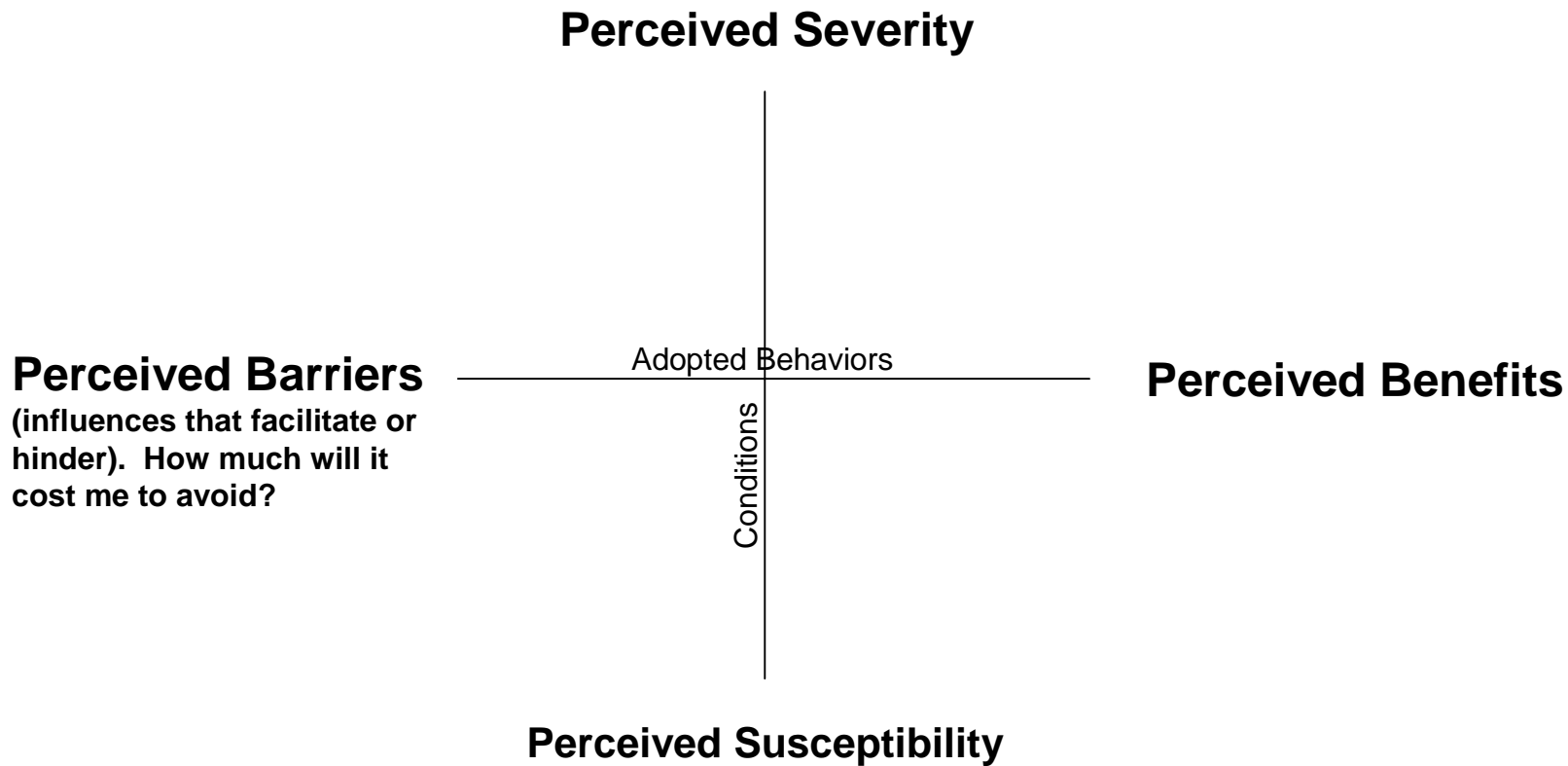




Thriving in Uncertain Times Selling "You, Inc."

Health Belief Model

Rosenstock, 1966



MyLifeTree™

What I account for in life; the value my life added to those around me.

Results Generated

Personal Headwind

Personal Pursuits/Goals/Vision

Capacity to achieve

Enriching and expanding pursuits, goals and long-term visions.

* Capabilities & Personal Preparation

* Existing Knowledge/Insight

* Will

* Effective State

* Personal Energy

* Enablers

(depreciates with time)

* Dis-empowering beliefs

* Attachments / destructive behaviors

* Assumptions

Chris Argyris' Ladder of Inference



1923 – Present
Cambridge, MA
Harvard