

## Want to Ensure Your New Year's Resolutions Actually Come True This Year?



Ah yes....it's that time of year again.

Gym memberships, diet plans and health products...oh my!

Did you know that over 60% of gym members abandon their memberships shortly after signing up?

Harvard's Robert Keegan and Lisa Lahey, "Immunity to Change" identify this familiar scenario as the "New Year's Change Model," a pattern where resolutions falter after six weeks.

But this cycle is not exclusive to New Year's resolutions.

It also mirrors our struggles to act on new goals due to our hidden competing commitments; our deep-rooted beliefs and subconscious values that conflict with our desired changes.

From this, you might conclude that change is impossible. If we have "one foot on the gas" and "one foot on the pedal", we are doomed and change is not possible, right?

Wrong!

A coaching client said of her recent work with us: *"I felt so paralyzed when trying to make a particular change in my life. Working with you has been so much deeper than the typical coaching and change process. I have been able to root out the core problem by understanding my roadblocks and learn how to successfully navigate through them".*

Understanding the deep-seated reasons behind our counterproductive behaviors leads to freedom from long-held patterns.

This is how we **"Release Real Change"** in our coaching work!

We are at the beginning of a New Year! Why not make it a new beginning for yourself also!

How many more times do you want to go around the same mountain?

If you would like to find freedom and "release" for yourself in 2024, let's have a chat about coaching!

Connect with us at [info@transformstrat.com](mailto:info@transformstrat.com)

## UPCOMING EVENTS


### ANNOUNCING A 2024 EXPERT PANEL WEBINAR SERIES!!!

### "CULTIVATING THE EMOTIONALLY INTELLIGENT WORKPLACE"

Join us as human resource experts, published authors and trauma informed therapists discuss important attributes of the EI organization. Leave with practical tips, tricks and tools that can be immediately applied to help build the emotional intelligence in your leaders and organizations.

Register here to stay updated:  
<https://bit.ly/3iR7HpE>

**ON SHAME**  
THURSDAY, JAN 25th, 2024  
12:00 Noon-1:30 PM (EST)



**Stephanie Lemek**  
*Founder, The Wounded Workforce  
HR Consultant*



**Katie Kurtz**  
*Integrative Trauma Expert  
Speaker | Coach*

**Expected Learning Objectives**

- Shame vs. guilt
- The neurobiology of shame
- How shame blocks trust, psychological safety, change success
- Tools to combat shame



### COMPLIMENTARY VIRTUAL FACILITATED NETWORKING EVENTS

**Third Thursday  
Every Month  
12:00 Noon (Eastern)**

Connect with other business leaders and experts from around the globe!

No agenda....just pure networking.

Really look forward to seeing you!

**Thursday, January 18th, 2024**

Click [here to register!](#)

## Are You Ready to Create Your Wonderful Legacy?

Whether you are looking to successfully move through a significant transition, implement a large scale change, build your leadership skills, strengthen team

relationships or become a great change leader,  
our coaching and consulting services can help!



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Tricia Steege, CEO and Founder



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