



HOW TO

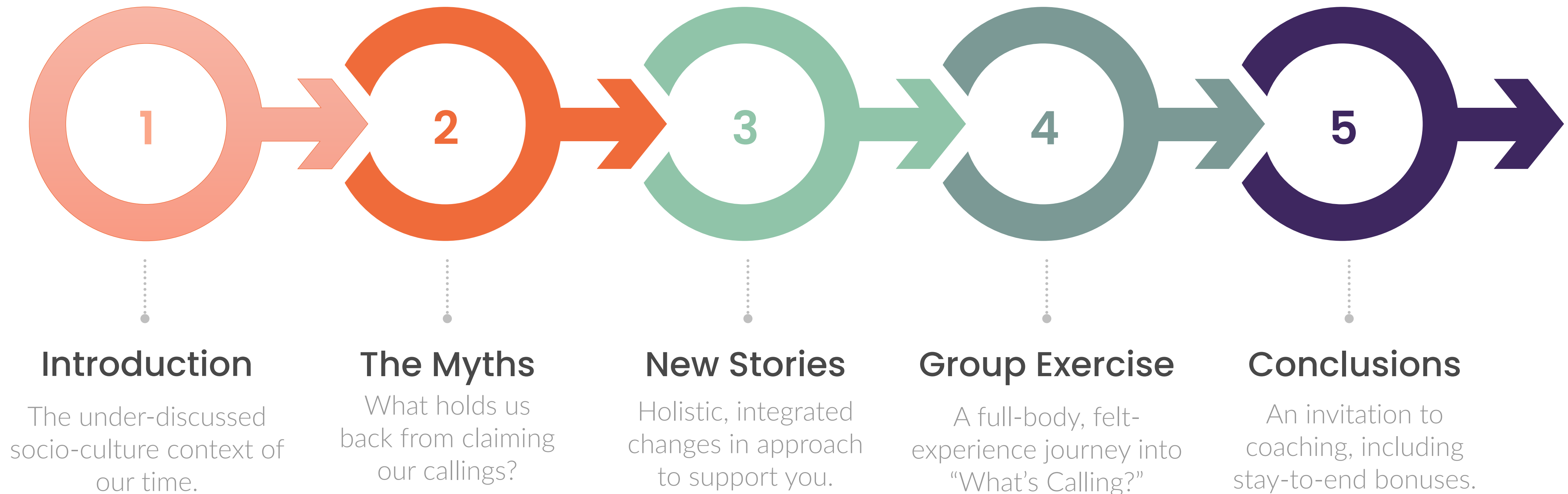
CLAIM YOUR CALLING

A WEBINAR WITH DAVE URSILLO

DAVEURSILLO.COM



OUR JOURNEY





WEBINAR GUIDELINES

1. **Sit Back**, Relax & Enjoy
2. **Use** the Chat!
3. **Stay** Curious
4. **Ask** Questions as They Arise
5. **Be** Kind, Have Fun, Get Inspired!

Use Your Voice! In the Chat...



1. Share your name + location



2. Take a breath and tell us:
“How are you feeling today?”



3. How would you answer the question of, “What’s calling to you, right now”?



WELCOME TO THE WEBINAR

Hello! I'm Dave Ursillo

I'm a **thought leadership coach** who specializes in helping clients with writing, book-authoring, creativity, storytelling, speaking, and holistic self-expression through **integrated self-knowledge work**.

I have 12 years of experience as a creative entrepreneur and **9 years of experience in coaching over 300 clients**. I am a founding member of the Forbes Coaches Council and I am a Holistic Clinical Mental Health Counseling graduate student.





WHY WE'RE HERE

We have unwittingly fallen into the trap of assuming that **our inner needs** can be met in the same way as **our physical needs**.

— Peter Russell, *Waking Up In Time* (2009)



A SHIFT IS HAPPENING

"The Great Resignation": A record 4 million people quit their jobs in April 2021 alone (US Labor Dept)

41% of American workers are considering quitting or changing professions this year (Microsoft) while **38% of workers** in the UK and Ireland "plan to quit their jobs in the next six months to a year" (Personio)

94% of retailers are still having trouble filling empty worker roles (Korn Kerry)

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WHY THE SHIFT, NOW?

Circumstances surrounding the pandemic sparked a sudden a shift in workers' priorities (BBC)

Some parents were forced into stay-at-home parenting and child care (BBC)

Many workers left employers due to **mistreatment, neglect, or toxic workplaces** during the pandemic (NPR)

Lots of workers want to **pursue “a dream job”** (BBC)



DAVE'S TAKE...

We are witnessing a **massive socio-cultural migration**.

Tens or hundreds of millions of working adults are **actively reassessing** their roles, expectations, and relationships to work and earning — and life, itself.

Mental wellbeing, emotional health, psychological needs **and** financial wellbeing are all being **simultaneously reassessed** amid global turmoil and upheaval.

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WHAT WAS ONCE...

We have unwittingly fallen into the trap of assuming that **our inner needs** can be met in the same way as **our physical needs**.

— Peter Russell, *Waking Up In Time* (2009)



...IS NOW BECOMING:

We *are no longer* assuming that **our inner needs** can be met in the same way as **our physical needs**.

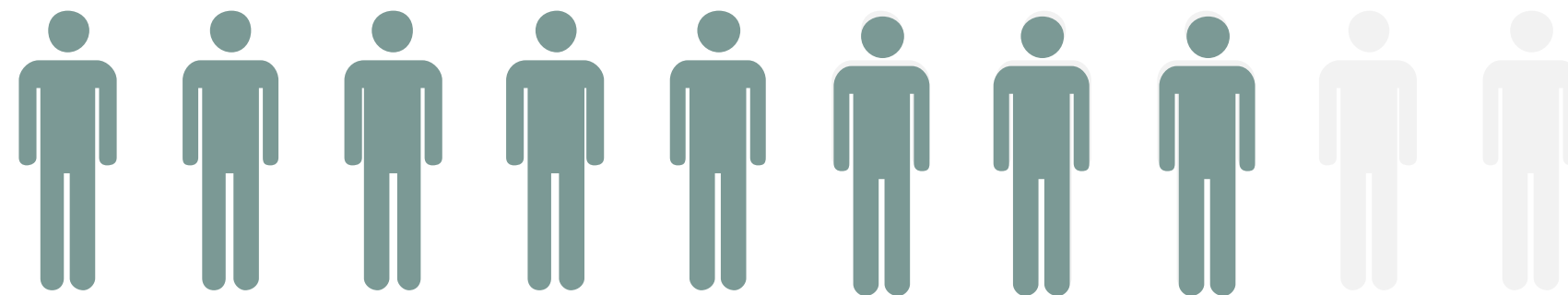


AND YET...

The tools, techniques, How To strategies, “expert advice” and “conventional wisdom” to which we dream-pursuers turn for **self-guided, values-aligned, purpose-driven solutions** to our callings *consistently* let us down.

E-Learning was a \$250 Billion Industry in 2020

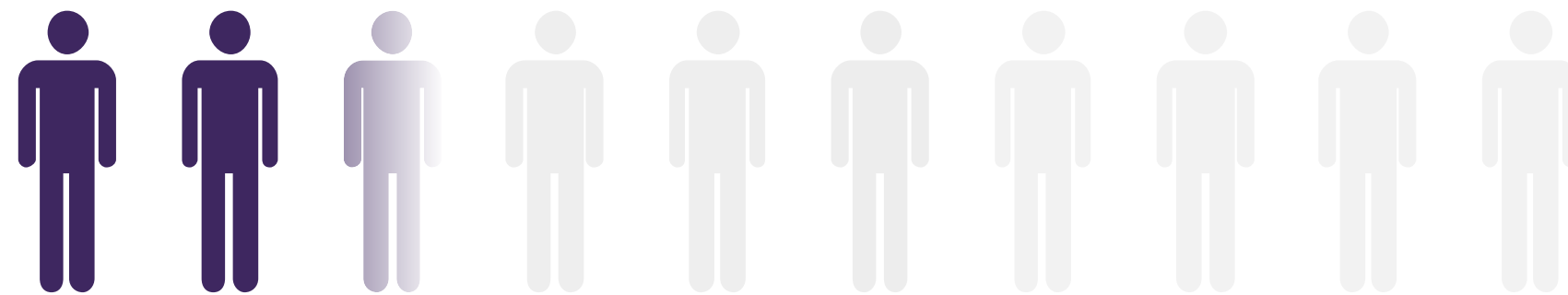
40-80%



High E-Course Attrition Rates

Between up to 8 in 10 purchasers of private e-courses do not complete the course

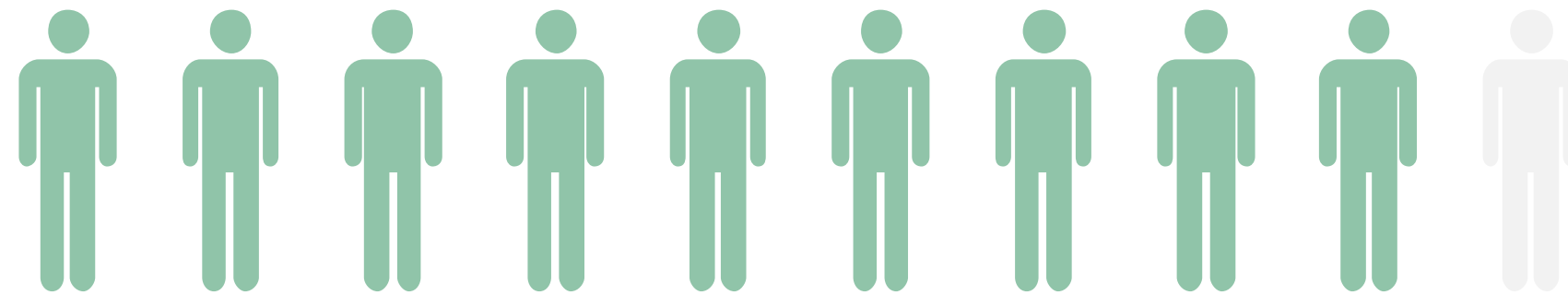
25%



Problems for E-Learning Platforms

Even huge e-learning platforms like Coursera, Udemy, Udacity, and edX see **less than 3 in 10** of their sign-ups start a course

90%



Low Attendance & Fall Off-Rates

Of the 25% who *do* start a large online learning course, they see 90% failure rates

Varied Investments, Risky Pay Offs

\$18.6 MILLION

- Self-Help and Personal Development genre book sales revenues in 2019

\$2k - \$7k

- Avg. investment range for a coaching or teaching credentialing certification (life, business, wellness, etc.)

<\$20,000/YEAR

- Up to 80% of certified coaches make \$20,000 a year or less (*The Prosperous Coach*)

FROM MY POINT OF VIEW...

Why the Old Ways No Longer Work

Market Saturation

Competition is wildly fierce and the “opportunity” is misleading.



Old, Outdated Ideas

Highly sellable trends are no longer relevant to the market.

Rising Expectations

It's getting harder to sell/earn as consumers get smarter/savvier.



Envy-Based Sales Pitches

“Live like me, be like me” is implied, if not baked into marketing.



DAVE'S TAKE...

The future is **highly personalized, bespoke, and small-tribe.**

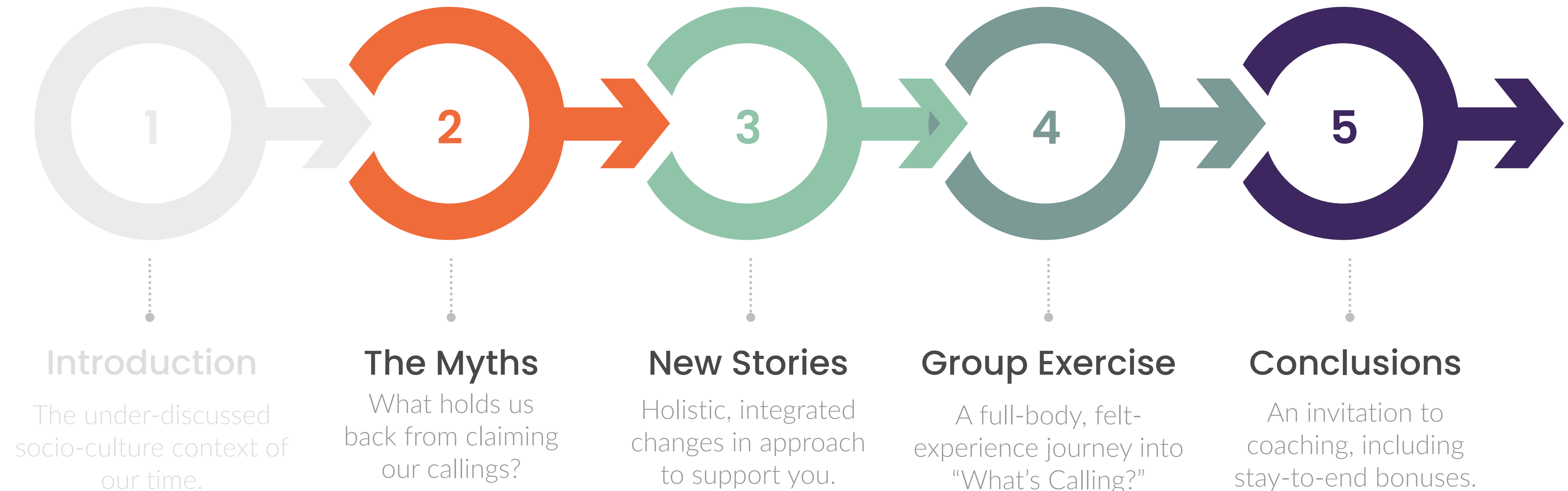
People are desperate for **experiential learning and growth** that is **directly relevant** to their long-term quality of life.

Small, momentary supports (ie. books, webinars, worksheets, etc.) are good for **supplemental boosts** of enthusiasm/motivation, but not for creating paradigm shifts.

Safe, supportive, holistic shifts **over longer windows of practice and experience** are essential for sustained change.



THE ROAD FROM HERE





'MYTH'

/miTH/ (noun)

- A widely held but false belief or idea.
- A misrepresentation of the truth.
- An exaggerated or idealized conception of a person or thing.
- **A story once held to be true that has since outlived its need or its relevance.**



MYTH #1

“There is one right way to do what I want to do.”

- “The **missing link** to my dreams”: A highly simplified, highly sellable approach to convince you to invest in one more program, product, service, or offering
- Result: **Chasing the idea** of the thing, rather than the experience of the lifestyle or journey that we desire



NEW STORY #1

“There are many paths to the same destination.”

- Remember: Social shifts from “**do**” oriented **expectations of outcomes** toward a “be” oriented embrace of integrated, holistic, rewarding existence in life/work
- As Rumi says: *“There are hundreds of ways to kneel and kiss the ground.”*



MYTH #2

“Tasks performed repeatedly over time yield predictable results.”

- The “industrialization of work”: Expectation that repetitious actions produce certain fruits of labor, like a factory line
- “If I did it, you can too”: Attempt to **replicate the image** what success looks like based on who’s “done it already”



NEW STORY #2

“My calling is sacred, and its expression will be unique to me.”

- Creativity, service, creating change or following your dreams cannot come from factory-line production.
- Relish the opportunity to create an entirely new way of being, creating, leading, serving — that suits **your** life



MYTH #3

“The struggles that I experience are unique to me.”

- Rationale: “Because I am a unique individual, the problems/issues that I face must also be unique to me.”
- Reality: There is **predictability** to the struggles we will encounter at various stages of our journeys



NEW STORY #3

“My struggle shows me my precise way forward.”

- Our struggles become stories: Our unique stories (unique **experience** of struggle) reveal pathways to learning, growing, and transcending them — in our own way/time.
- How? See my **Predicting Roadblocks Webinar** from 2020 (included in your ‘Stay-To-End’ Bonuses!)

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MYTH #4

“If I believe in it enough, I can manifest it into reality.”

- Literal or dogmatic interpretations of manifestation create isolating, hollow relationships to our callings; risk of **self-blame, self-defeatism**, “woe-is-me”
- Attachment to outcomes/results can reinforce a **scarcity outlook**; tunnel vision or singular expectation of a result



NEW STORY #4

“My self-belief, self-confidence, and self-esteem exist independent of results or outcomes.”

- The inner work of developing deep and lasting self-knowledge **can be inspired by the world** and relationships to events...
- ...but a relationship of lasting, sustained self-knowledge must exist **independent of** outside conditions or results



MYTH #5

“Before I begin, I need as much information and as many resources as possible.”

- The Information Age has created a false-equivalency between access to content, data, information and **greater emotional preparedness in the face of uncertainty**
- “More” is a safety blanket: It does not create or reinforce the *internal feeling state* of preparedness.



NEW STORY #5

“I am as prepared as I need to be to begin a new cycle of learning and growth.”

- As with “unique struggles,” where you feel unprepared or under-prepared **reveals exact mental-emotional locations** of what you may try, learn, grow through, or experience *first!*
- How? A good coach can play the role of a peer who will track, support, and create context as you journey onward



LET'S CHECK IN...

Myth #1: "There is one right way to do what I want to do."

Solution: "There are many paths to the same destination."

Myth #2: "Tasks performed repeatedly over time yield predictable results."

Solution: "My calling is sacred, and its expression will be unique to me."

Myth #3: "The struggles that I experience are unique to me."

Solution: "My struggle shows me my precise way forward."

Myth #4: "If I believe in it enough, I can manifest it into reality."

Solution: "My self-belief, -confidence, -esteem exist independent of results or outcomes."

Myth #5: "Before I begin, I need as much info and as many resources as possible."

Solution: "I am as prepared as I need to be to begin a new cycle of learning and growth."



MYTH #6

“Mindset is everything.”

- **A falsified expectation** born privilege, entitlement, ego/arrogance, and self-aggrandizing ideas
- Reflects **a transparent, emotional/psychological need** for control; an illusion of complete freedom; denies circumstantial/systemic impacts and influence
- Also: Implies that **you** are to blame; enables others in positions of power/authority to waive responsibility



NEW STORY #6

“Mindset matters,
but is not everything.”

- Mindset is **just one component** of a larger ecosystem of considerations, supports, and challenges that can help or hinder the journey of claiming your calling.
- We all **require** a holistic, complementary system, approach, and understanding of what supports the whole of us, our growth, and our development over time, including...

INTRODUCING: A NEW APPROACH

The '*Claim Your Calling*' Philosophy

1 Self-Knowledge

Includes mindset, self-limiting beliefs, myths and stories, behavior change, personal choice, expectations, motivators, wants and needs

3 Creativity & Self-Expression

Developing sustainable, rewarding practices; making art, creating content, capturing, observing, practicing "being seen"

2 Whole Life Integration

Lifestyle, obligations and responsibilities, family duties, social roles, needs for self-care, self-regulation, inner wellness, rest, reflection

4 Thought Leadership

Communication skills, sharing, speaking, "becoming the seer," self-confidence/esteem, persuasion, storytelling, social observation, change-making.





MYTH #7

“Doing it all on my own is not only the expectation, but the ideal.”

- Our **individualistic society** (democratic, capitalist) implies greater value, merit, worth to solo acts
- Based in the “**self-made man**” **myth**: a patriarchal expression of self-grandiosity that neglects interconnectedness, interdependence



NEW STORY #7

“I claim my calling through others, as through myself; for others, as for myself.”

- Humans are social creatures whose survival — and self-realization — **depend upon** social connection, supports, sharing (see and be seen), and reciprocity (give and receive)
- How? Being a participant in — and perhaps a facilitator of! — **bespoke, experiential, small-tribe approaches** to growth

A Hybrid, 1:1 *Plus* Small-Tribe Approach

Monthly 1-on-1 Coaching

Build a bespoke, personalized road map to claim your calling through 1-on-1 coaching, every month.



The Roundtable (Feat. Spotlight Coaching)

An invigorating, goal-calibrating small-tribe call, every second Tuesday of the month, featuring hot-seat coaching.

The Leadership Lab

Practice standing in the light of your leadership with project sharing and idea workshopping, every fourth Thursday of the month.

Private Members Portal

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MYTH #8

“I do not have the time that I need to claim my calling.”

- Our **individualistic society** (democratic, capitalist) implies greater value, merit, worth to solo acts
- Based in the “**self-made man**” **myth**: a patriarchal expression of self-grandiosity that neglects interconnectedness, interdependence of everyone



NEW STORY #8

“My choices reflect my priorities — and what I am, or am not, willing to do.”

- Yes, you are too busy. Yes, you do need time. But the busier you are, **the more precious** your choices become.
- The average American spends **2 hrs and 24 mins** per day on social media — that is **36 days** per year! Take your time back.

HOW 'CLAIM YOUR CALLING' IS DIFFERENT

Sustainable Shifts & Lasting Change in <5 Hours/Month





MYTH #9

“I need to invest in ‘sure things’ with clear business outcomes.”

- In a capitalist consumer culture, we **justify investments** based on expected financial gain/return
- Knowing this, marketers rely on **carrot-and-stick approach** and fear-tactics to create “need” and over-promise results



NEW STORY #9

“I invest in what takes me *past* my starting line, not up to it.”

- Beware indebting yourself **now** for an expected, hopeful, or “moonshot” return; *“This will all be worth it when...”*
- Invest in long-term supports that **co-exist** alongside your earning potential (“past the starting line”), not those that ***lead you up to*** the starting line



MYTH #10

“If my calling doesn’t do, mean, or give me everything, then it was all for nothing.”

- In a capitalist consumer culture, we **justify investments** based on expected financial gain/return
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NEW STORY #10

“One calling begets another.”

- Claiming your calling is **both an inward and outward journey**: honoring that which calls to you, and embodying/expressing it in your life or the world around you
- Trust what is calling to you, now. Expect that your ***callings will change*** as you claim them, grow, evolve, and change.



CHECK IN...

Myth #6: “Mindset is everything.”

Solution: “Mindset matters, but is not everything.”

Myth #7: “Doing it all on my own is not only the expectation, but the ideal.”

Solution: “I claim my calling through others, as through myself; for others, as for myself.”

Myth #8: “I do not have the time that I need to claim my calling.”

Solution: “My choices reflect my priorities — and what I am, or am not, willing to do.”

Myth #9: “I need to invest in ‘sure things’ with clear business outcomes.”

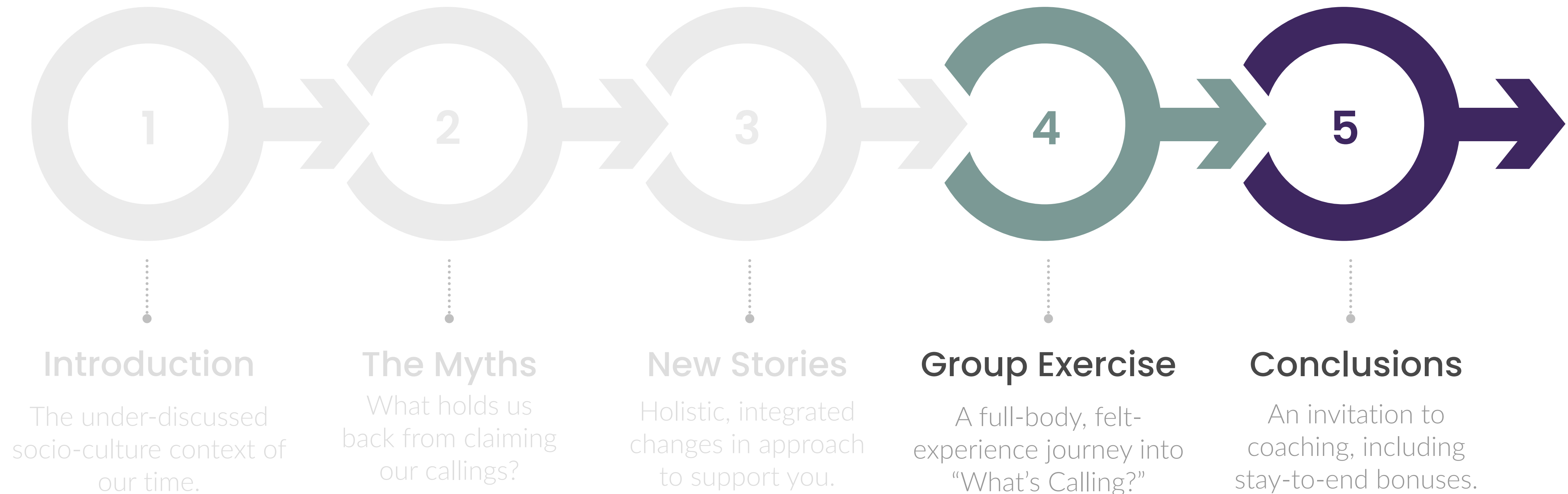
Solution: “I invest in what takes me past my starting line, not up to it.”

Myth #10: “If my calling doesn’t do, mean, or give everything, then it was all for nothing.”

Solution: “One calling begets another.”



WEBINAR MAP





GUIDED EXERCISE EXPECTATIONS

1. **Close your eyes** to focus inwardly (if you can/safely)
2. **Activate your felt-sense**, not so much mind/thought
3. **Keep expectations low!** This is a starting point.
4. **Listen** to the guidance/questions
5. **Focus on breathing** (steady inhales and exhales)
6. **Return** and explore again at a later point :)



“What’s Calling?”

Slow your breath. Tune in. Close your eyes or make your gaze distant.

“What wants my awareness now?”

“What do I feel or sense in my body?”

“What is my body telling me is ‘calling’ to me, right now?”



YOUR TURN

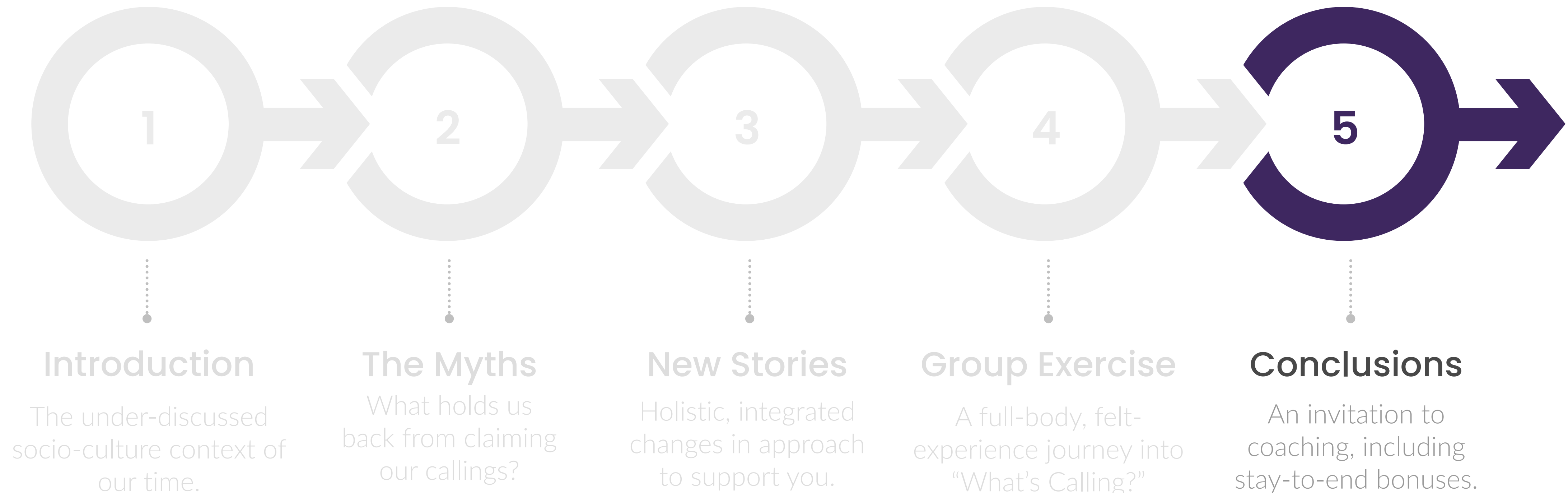
What did you feel? Where did you sense?

What words, descriptions, or ways of honoring the feeling
might you share with us?

Did you sense a new way of *feeling*, “What’s calling?”



WEBINAR MAP





CONCLUSIONS...

We are a part of a **massive socio-cultural migration** that has been galvanized by global turmoil and upheaval.

We need a new **paradigm**, new **systems**, new **expectations** and new **stories** to guide a more integrated, aligned journey.

The **old myths** that once supported us — and are still used to **sell** to us — are no longer working.



REMEMBER...

“We can't solve problems by using the same kind of thinking we used when we created them.”

— Albert Einstein

NOW ACCEPTING NEW CLIENTS

Claim Your Calling: A Small-Tribe Coaching Collective



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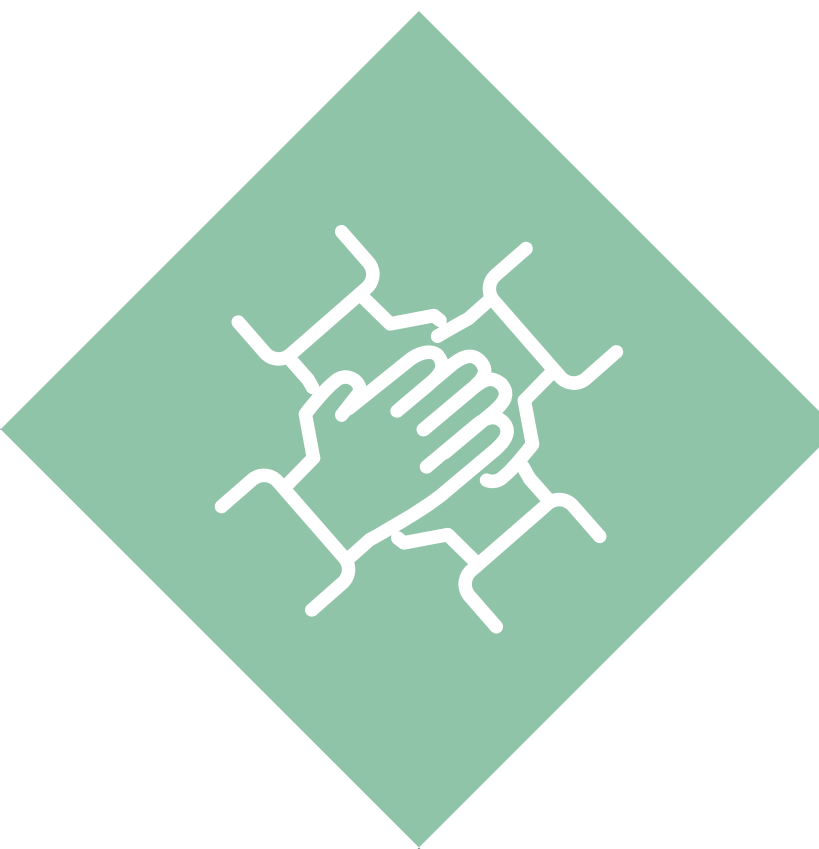
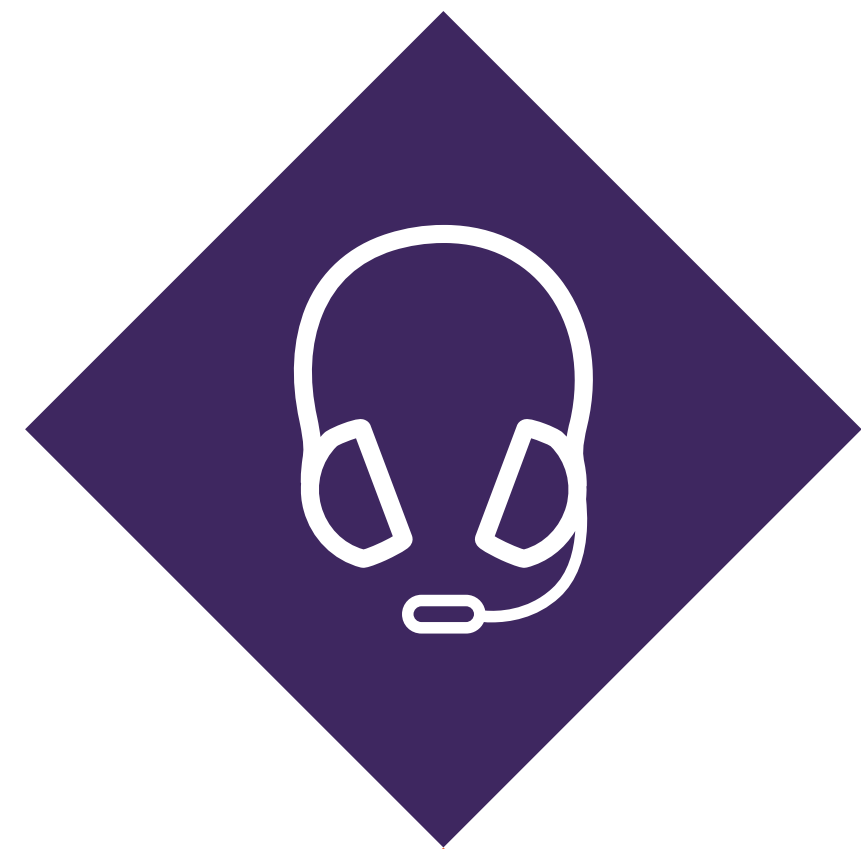
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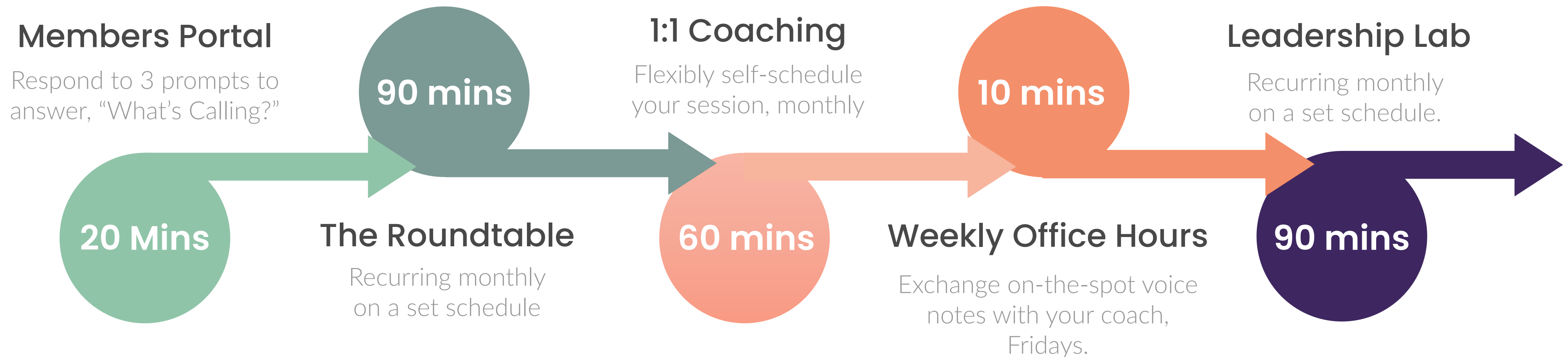


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Claim Your Calling: Coaching Collective

Now accepting new applicants!

Join me and your new, small tribe of co-conspirator change-makers
for a 6- or 12-month sojourn into your calling.

HOW TO CLAIM YOUR CALLING: WEBINAR



SPECIAL BONUSES

- **Full slide deck from our webinar** for you to download and reference any time in the future!
- **A cheatsheet of all 10 myths** that we covered for you to keep an eye on
- **Summaries of the 10 new "replacement" stories** to help you redefine your approach to claiming your calling
- **PLUS 10 BONUS JOURNALING PROMPTS** to reflect upon, clarify, and set a new course for claiming your calling!
- **Direct links to apply for a 6-month or 12-month coaching journey** in Claim Your Calling... alongside yours truly!

HOW TO CLAIM YOUR CALLING: WEBINAR

A FINAL MESSAGE

Thank You

Thank you for your time,
attention, attendance.

Most of all, **thank you for
caring** as much as you do.

Contrary to what a cynical,
jaded world wants us to
believe... **we need your caring.**

Let's move forward in caring
together.





QUESTIONS?

I'm here for you — helping is what I love to do.

If you have questions or comments, please, fire away! :)



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