



# CREATING A CULTURE OF GROWTH THROUGH COACHING

**KARFEI**

RESIDENT COACH & HEAD OF PEOPLE  
GROWTH, **MINDVALLEY.**

FOUNDER & LEAD COACH, **LIFE REDESIGNED.**

FORBES COACHES COUNCIL | TEDx SPEAKER



The image features a scenic landscape at sunset or sunrise. A paved road with white lane markings stretches from the bottom center towards the horizon. The sky is a mix of blue and orange, with the sun low on the horizon, creating a bright glow. In the background, there are rolling hills and mountains. The Mindvalley logo, consisting of a stylized white leaf icon and the text 'mindvalley' in a lowercase, sans-serif font, is overlaid on the center of the image.

 mindvalley

# Who is Mindvalley?

We are a lifestyle organisation who aims to create a global school of humanity.

We design learning experiences and publish teachings by the best authors in transformational education for 3 million community member worldwide.

We bring the best teachers in the world to empower the masses to make a dent in the world.

Our goal? **1 BILLION** members.



# Featured On:



One question ...



A man in a grey suit is sitting at a desk, looking down at a laptop. He has his hand to his forehead, suggesting stress or frustration. The background is a blurred office environment. The text "Why are people extremely disengaged at work?" is overlaid in white, bold font across the center of the image.

**Why are people extremely disengaged at work?**



**85%**

**actively  
disengaged or  
disengaged.\***



**\* Gallup Studies**

## Which of the following things do you believe make an organisation an attractive employer?






**We forgot ONE thing ...**





**We are all HUMAN.**



A man with short brown hair and glasses, wearing a dark blue or black coat, is shown in profile, looking out a window. The window has white, slightly translucent curtains. The lighting is soft and natural, coming from the window. The man's expression is thoughtful or contemplative. The overall mood is quiet and introspective.

Why Do People Really  
Want a Job?

## Which of the following things do you believe make an organisation an attractive employer?



# What We Really Want from a Job

- ① Growth
- ② Happiness
- ③ Meaning
- ④ Significance



# CULTURE QUADRANTS

growth

THE GROWTH OF OUR  
PEOPLE INTO THEIR MOST  
EXTRAORDINARY SELVES.

happiness

HELPING OUR PEOPLE LIVE IN  
BLISSIPLINE AND BE FULFILLED  
IN THEIR LIVES.

meaning

HELPING OUR PEOPLE MAKE  
MEANINGFUL CONTRIBUTIONS  
TO THE WORLD  
THROUGH THEIR WORK.

significance

HELPING PEOPLE ATTAIN  
THEIR DREAMS, ABUNDANCE  
OF EXPERIENCES, A GREAT  
LIFESTYLE AND KNOW  
THEIR IMPORTANCE TO THE  
WORLD.

**Growth.**



**What does it  
really mean?**





## Which of the following things do you believe make an organisation an attractive employer?



**The 3 myths we  
want to bust.**





**1. Trust MUST be earned.**

Leadership is recognizing that we are all ONE.  
That every person you lead is as brilliant as you,  
as talented as you, and has the same capacity  
for growth and accomplishment. They simply  
need to be reminded of this fact.

~ The Mindvalley Philosophy



**2. You MUST stay loyal  
to one company.**



**“What if we train them  
and they leave?”**

**“What if you don’t  
and they stay?”**

**3. You MUST only grow professionally.**



*“The time for people to invest in building a company's dream and vision is long gone. It is time now for companies to invest in their people's dreams.”*

~ Bill Jansen, Author of The Future of Work





Committed to invest in team members' personal goals.



A man and a woman are smiling and holding a black vase with pink flowers and a decorative stick. The man is on the right, wearing a dark blue long-sleeved shirt, and the woman is on the left, wearing a purple sleeveless top. The background is a workshop or office with various items on shelves and a computer monitor.

*"Happiness is the new productivity."*

~Vishen Lakhiani, Founder of Mindvalley



**What would happen if everyone shows up as the best version of themselves, every single day?**



**So, here is how we do it ...**





# 1. Human Advancement Lab





[@shafiu](#)

**BEFORE**



[@shafiu](#)

*After*



## 2. 80-20 Rule (Personal or Team)



## The Code of the Extraordinary Mind

What if everything we think we know



## My Isl@m: How Fundamentalism Stole My Mind---and Doubt Freed



## 15 Things You Should Give Up to Be Happy: An Inspiring Guide to



Lottie is nominated for Design Tool of the year! **Go vote**

**An online community  
to find, test, and share  
striking animations**

Test your animations without bugging your developer, for **UWP**



# 3. Lifebook Experience

# LIFE BOOK





LIFE BOOK



# 4. Coaching



# 4. Coaching



## Therapy

RTT, Hypnosis, NLP.



## Life Coaching

Lifebook, Dream Program, 3MIQ.



## Leadership Coaching

Marshall Goldsmith.



## Career Coaching

Career Growth Model.



# Why Coaching?



99%

are satisfied with  
their coaching  
experience.\*



\* International Coaching Federation



# Why Coaching Works

There are an estimated 47,500 professional coaches across the world bringing in an annual income close to **\$2 billion** each year.



*In fact, 96% indicated they would repeat the process given the same circumstances that prompted them seeking a coach in the first place.*



## Increased Productivity

Professional coaching explicitly targets maximizing potential and in doing this unlocks latent sources of productivity and effectiveness. At the heart of coaching is a creative and thought-provoking process that supports individuals to confidently pursue new ideas and alternative solutions with greater resilience in the face of growing complexity and uncertainty.



## Positive People

In the face of uncertainty caused by workforce reductions and other factors, expectations remain very high. Restoring self-confidence and self-trust to face the challenges is critical to meet organizational demands.



## Return on Investment

The coach-client relationship generates learning and clarity for forward action with a commitment to clear measurable outcomes. Coaching offers a good return in investment for individual clients and offers a significant return on investment for companies.





**1. 80% reported  
improved self-esteem.**



**2. 78% reported  
improved relationships.**



**3. 67% improved their  
work-life balance.**



**But what about  
Mindvalley?**



*"I used to think assertiveness makes me bitchy or mean **now I feel empowered.** I like how I use my Voice now, I like how I ask questions now. **I love that I was not passive anymore.** I see how it pushed me to set awesome goals and crazy I am excited as days go by because I know I can do anything I want!"*

~ Member of the WOW Team



***"I asked for a leadership role and competed for it actively because I now believe I am enough to do this job."***

~ Member of the Partnership Team



*"The biggest I can observe is that I've **stopped trying to prove myself**, on being an achiever through overworking myself. I feel more courageous to express my truth. I **stopped caring as much on what other people think of me**, and if I will be judged, if I say or do, or not do specific things. I started valuing more my personal happiness, paying attention more to my inner emotional life, being in more peace with myself ..."*

~ Member of the Program Development Team





*"RTT was for me an experience I never knew I needed. I was **honestly a skeptic and I thought it wouldn't work.** But Lu Xanne made the experience for me. She guided me gently, and helped me tap into my deepest memories. After my session, the ideas that came with the memory became in itself, something of a memory. My blocks as I see them now, **are stepping stones to something greater. And absolutely recommended experience.**"*

~ Member of the Content Marketing Team



Her Story

# Growing Minds

Leave your shoes and inhibitions at the door, because she's here to blow your mind. **Marie Lim** meets the effervescent CEO of Mindvalley Engage, Veena Sidhu.



PHOTO COURTESY: CHERRY WANG FOR GETTY IMAGES  
HAIR BY MOJIB, MAKEUP BY MOJIB, STYLING BY MOJIB FOR GETTY IMAGES





# PERFORMANCE

Issue 1  
December

## MAGAZINE

**INTERVIEWS**

**CONSULTANTS. PRACTITIONERS.**  
Insights from practice

**AROUND THE WORLD**

The new Kuwait:  
A diversified, sustainable economy

Oman's foundations for  
a sustainable future

How KPIs changed a government.  
A Malaysian approach

**ARTICLES**

**WHY IS IT IMPORTANT TO IMPROVE YOUR BUSINESS STRATEGY?**

**THE IMPORTANCE OF AN HR BALANCED SCORECARD**

**IS YOUR ORGANIZATIONAL CULTURE PERFORMANCE-ORIENTED?**

**WHAT IS THE DIFFERENCE**



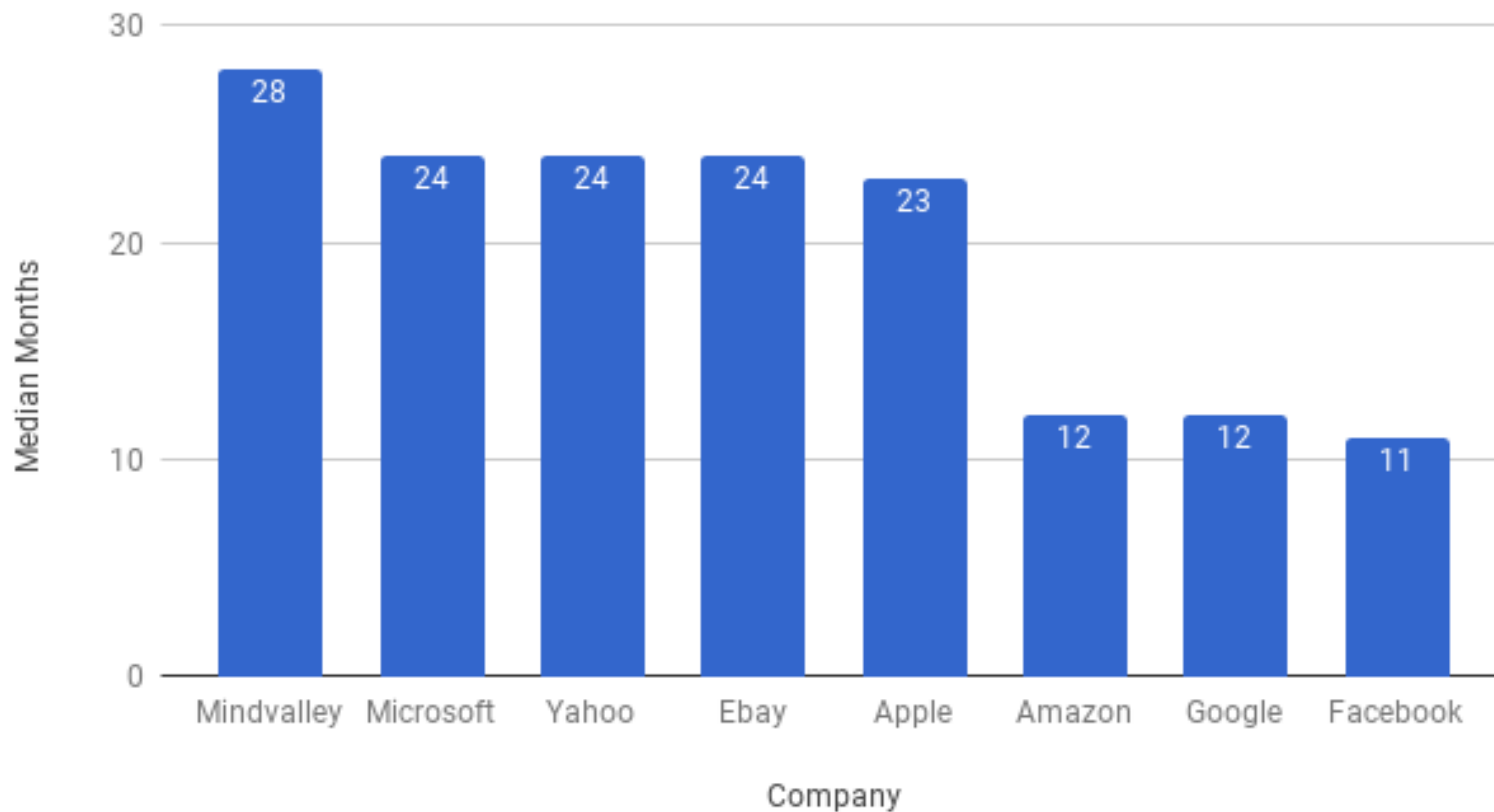
**But what are  
your ROIs?**



1. **3X revenue** per person
2. Reduced turnover by **50%**
3. **Employer Net Promoter Score (eNPS):**  
24 (2015) → 32 (2016) → **53**  
**(2017)**



## Median Tenure vs Company





4. Coaching

3. Lifebook Experience

2. 80-20 Rule (Personal or Team)

1. Human Advancement Lab

An aerial photograph of a large group of people standing on a sandy beach, forming a large, stylized letter 'W'. The people are densely packed along the lines of the 'W'. The background shows the vast expanse of the beach with some tire tracks and a few scattered objects.

Creating  
World's  
Greatest  
Workplace

by 2020

In a Developing Nation



**Key takeaways:**



1. Coaching is not a  
want, it is a **NEED**.



1. How are you **feeling** today?
2. What can I do **for you**?
3. What is your **biggest challenge (in life)** right now?



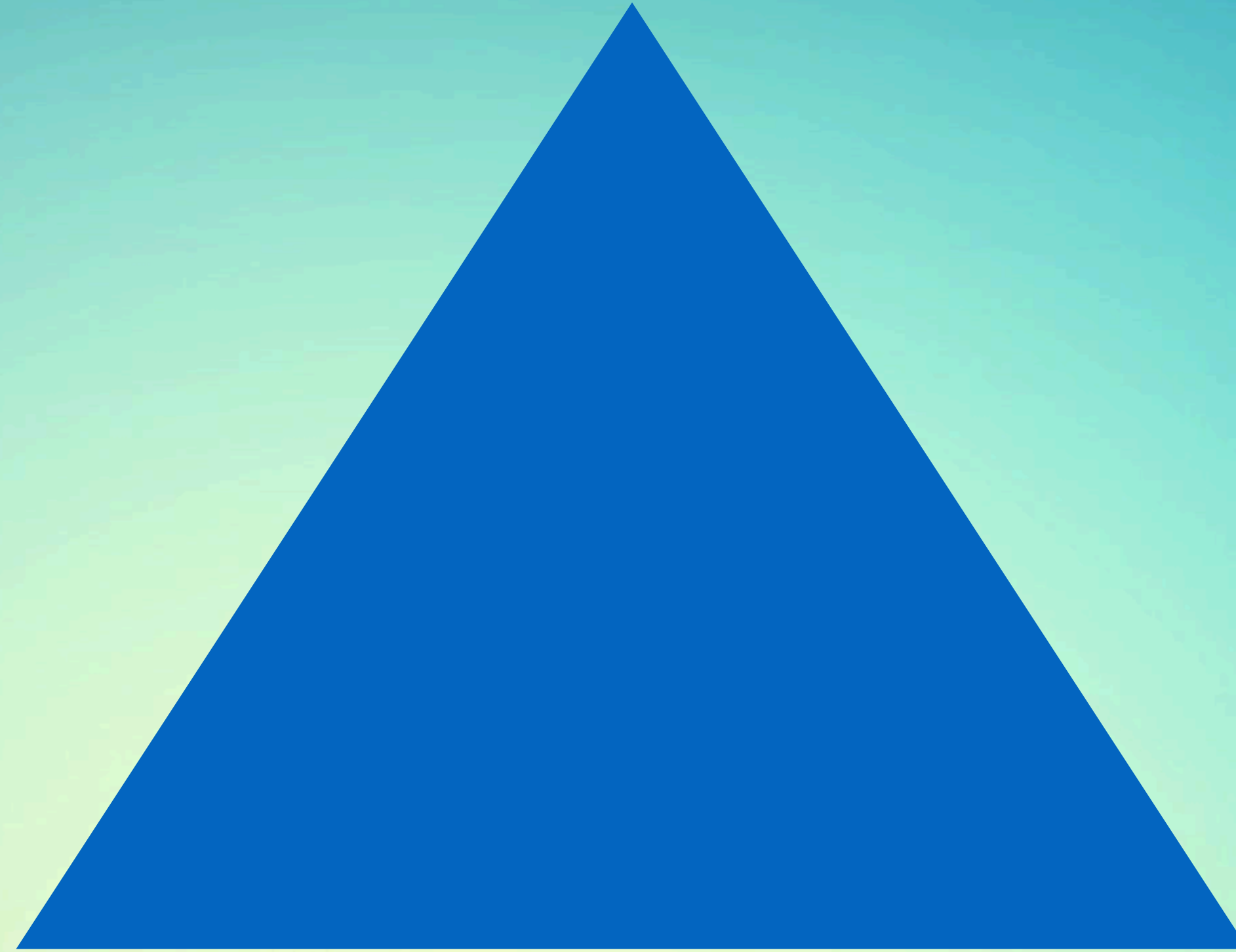
# 2. What is your core?



**Envisioning**

**Unity**

**Transformation**



A person is sitting at a wooden desk, writing in a spiral notebook with a white marker. The desk is cluttered with various items: a white keyboard, a black mouse, a smartphone, a car keychain, a pair of white markers, and a small potted plant. The background shows a computer monitor and a mouse. The overall scene is dimly lit, with a soft glow from the desk.

**3. CARE for  
your people.**



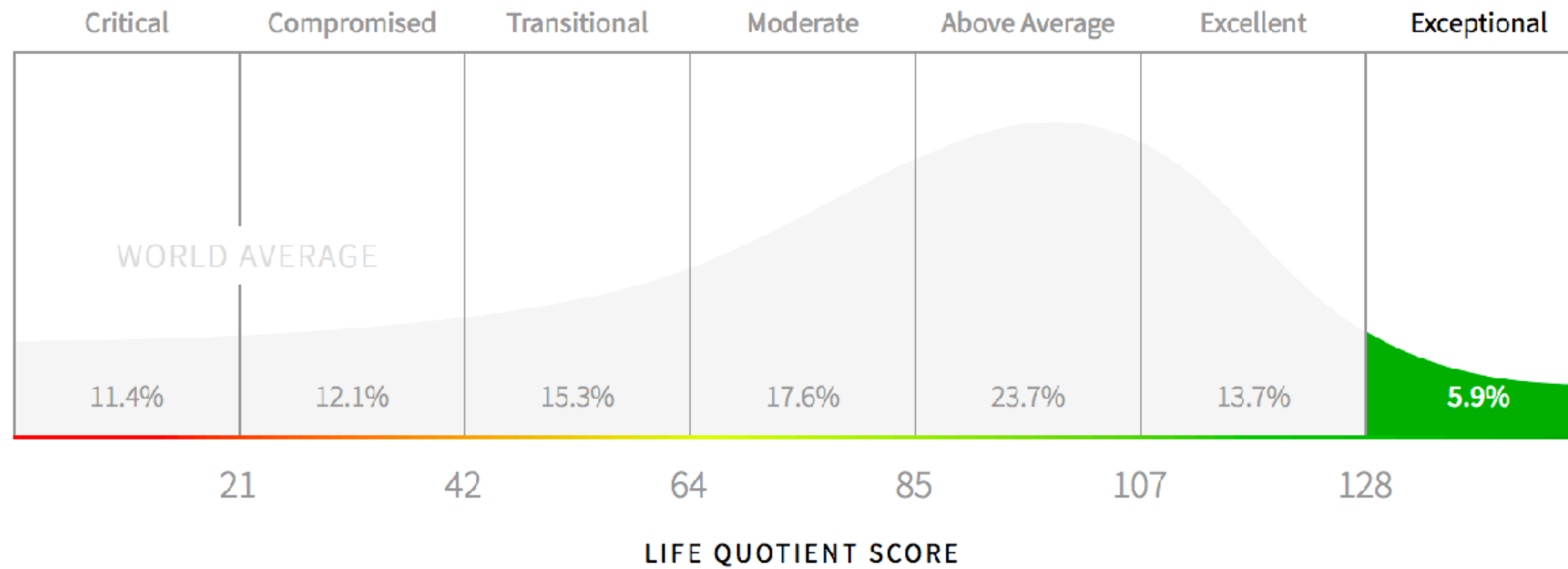
**All these are made  
possible by using:**



# IntraSpec Assessment







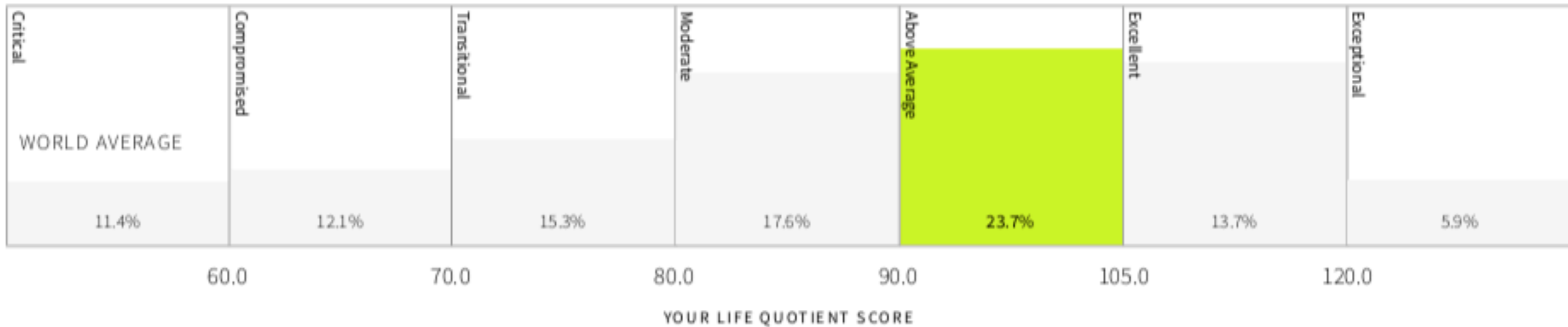
### YOUR 12 CATEGORY GRAPH

The graph below illustrates your scores in each individual Life Category. You can use this graph to quickly identify where you need more focus and balance, so you can take action to achieve an even greater quality of life in the future.

## LEVEL 5: ABOVE AVERAGE

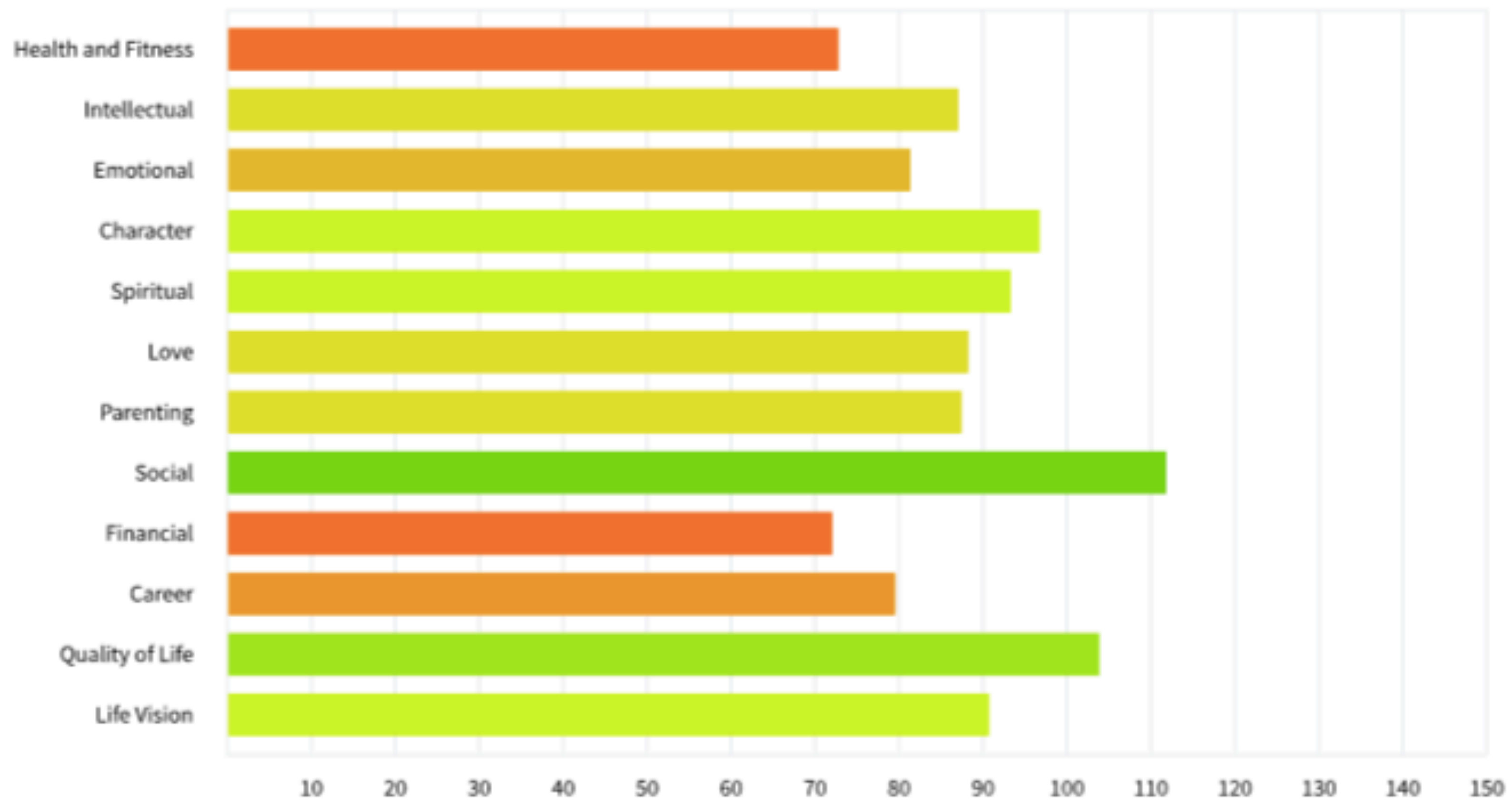
Characterized by success across most categories of life. Overall levels of personal development and happiness are relatively high. Typically, people at this level have focused a good deal of energy on their own personal development. They are usually above average in every category, OR high-scoring in most categories, with one or two lower category scores that decrease their overall Life Quotient. Thus, feelings of happiness, balance, success and fulfillment are common, but often accompanied by a strong desire to improve and achieve even more success in one or more areas of life.

This is your Life Quotient Comparison Graph. This graph shows how your Life Quotient score compares with others who have taken this Assessment. It describes the 7 different Levels of Personal Development and shows the percentage of Intra-Spect users that fall into each scoring range. Your current level is described below.

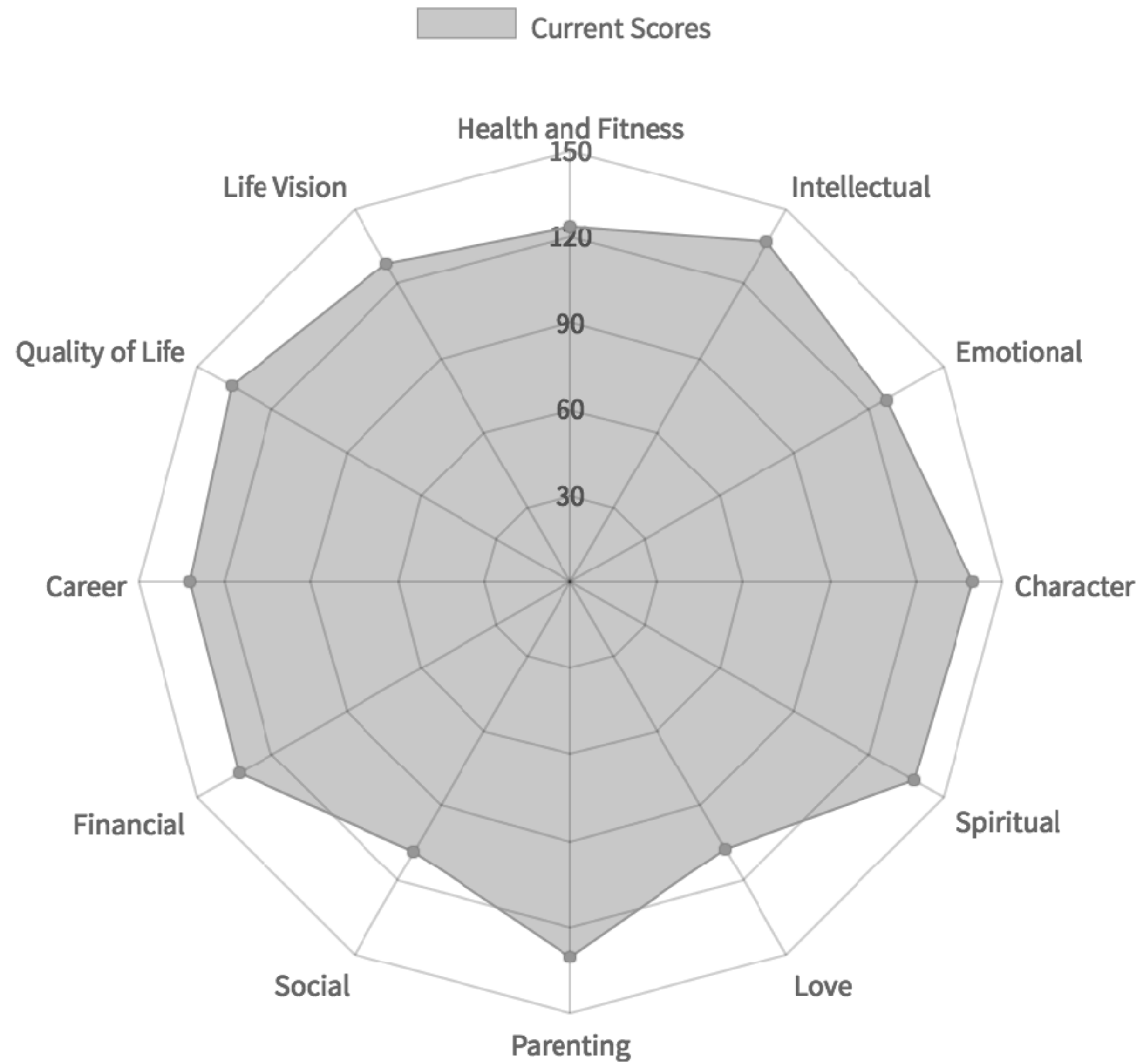


### YOUR 12 CATEGORY GRAPH

The graph below illustrates your scores in each individual Life Category. You can use this graph to quickly identify where you need more focus and balance, so you can take action to achieve an even greater quality of life in the future.



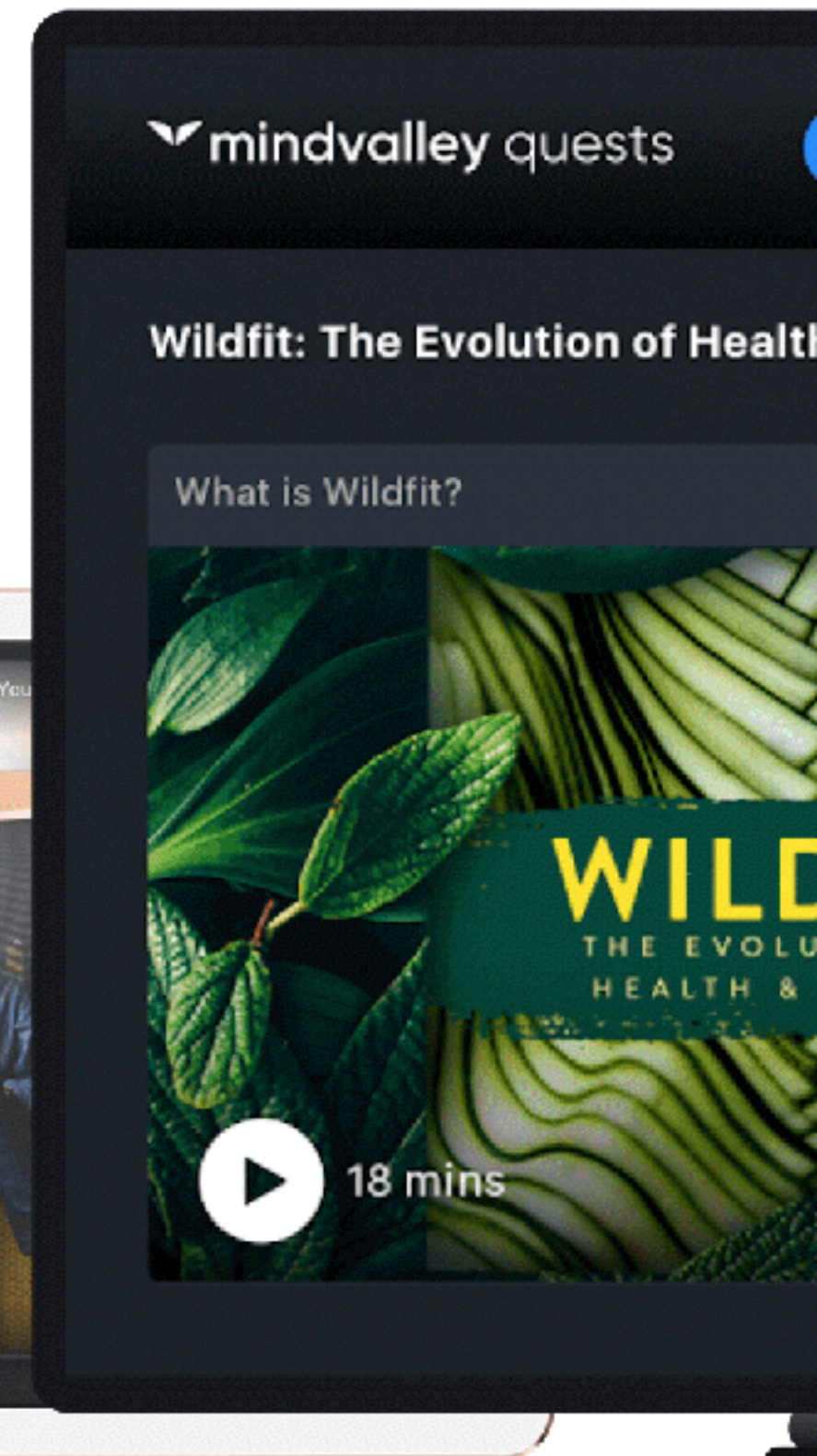
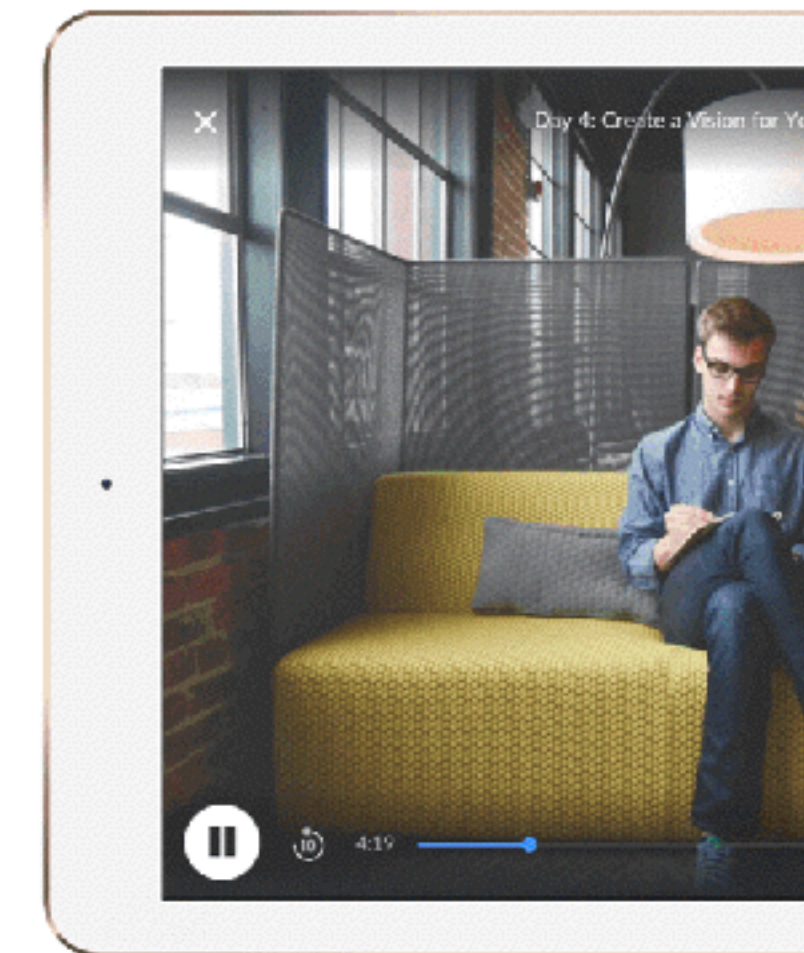
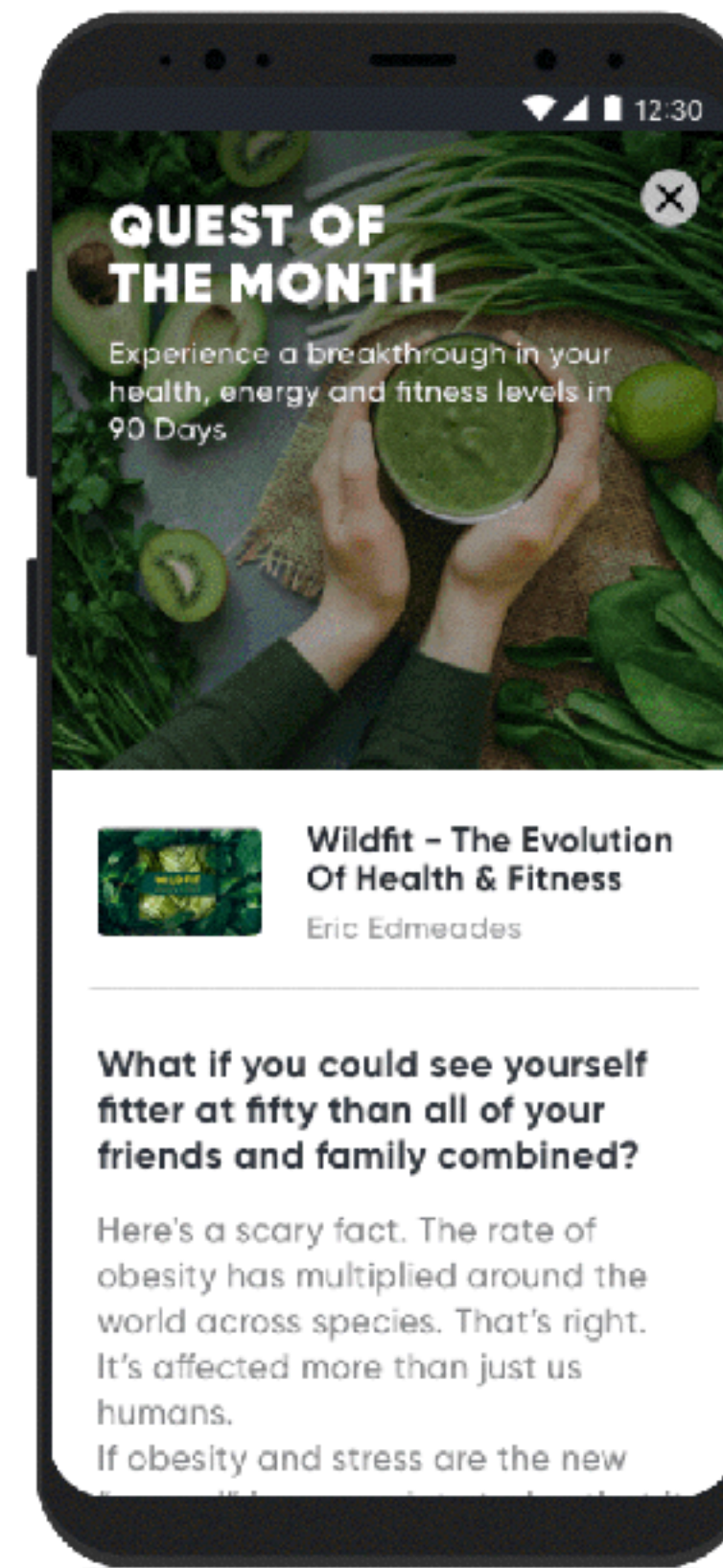
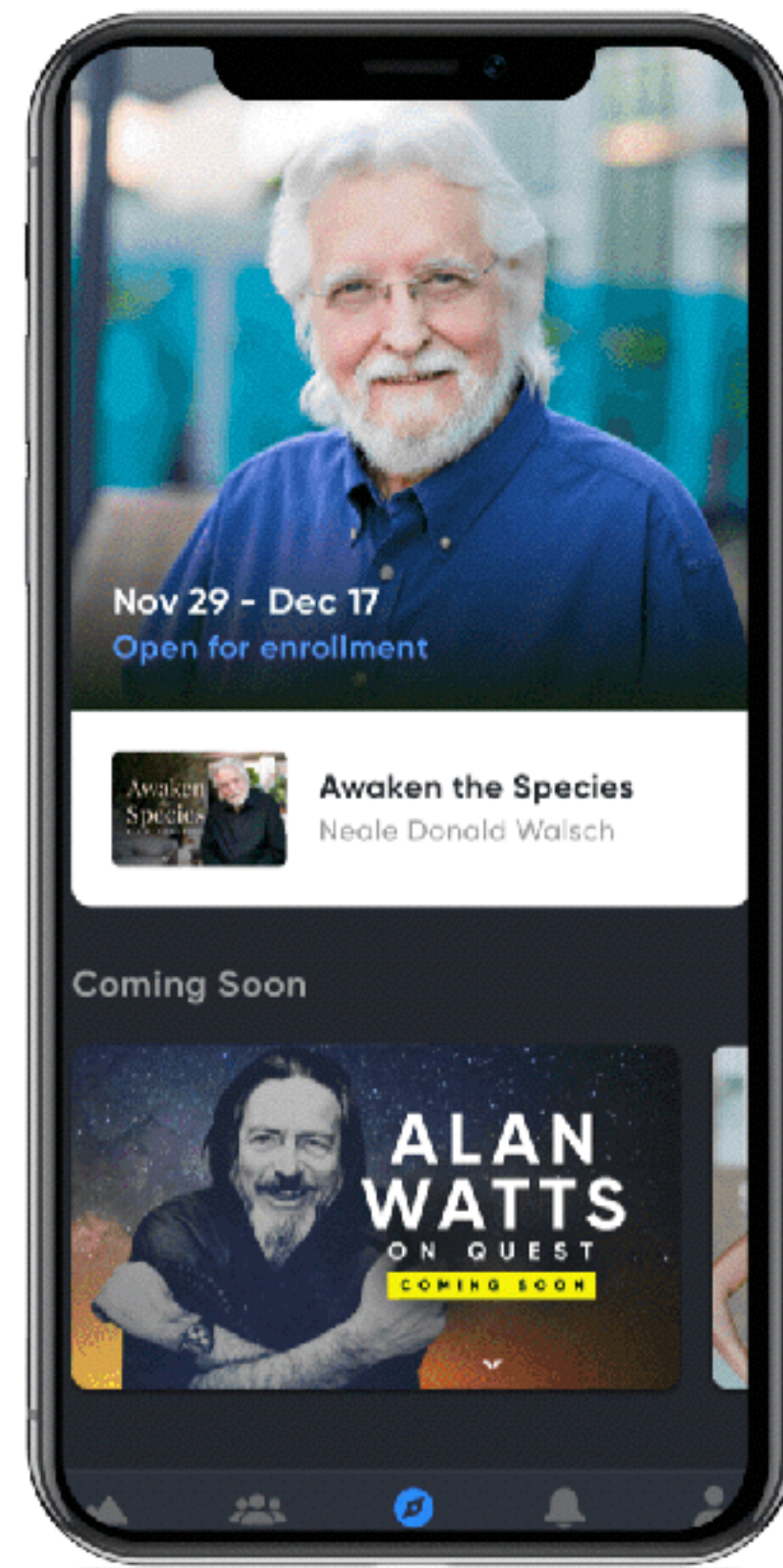
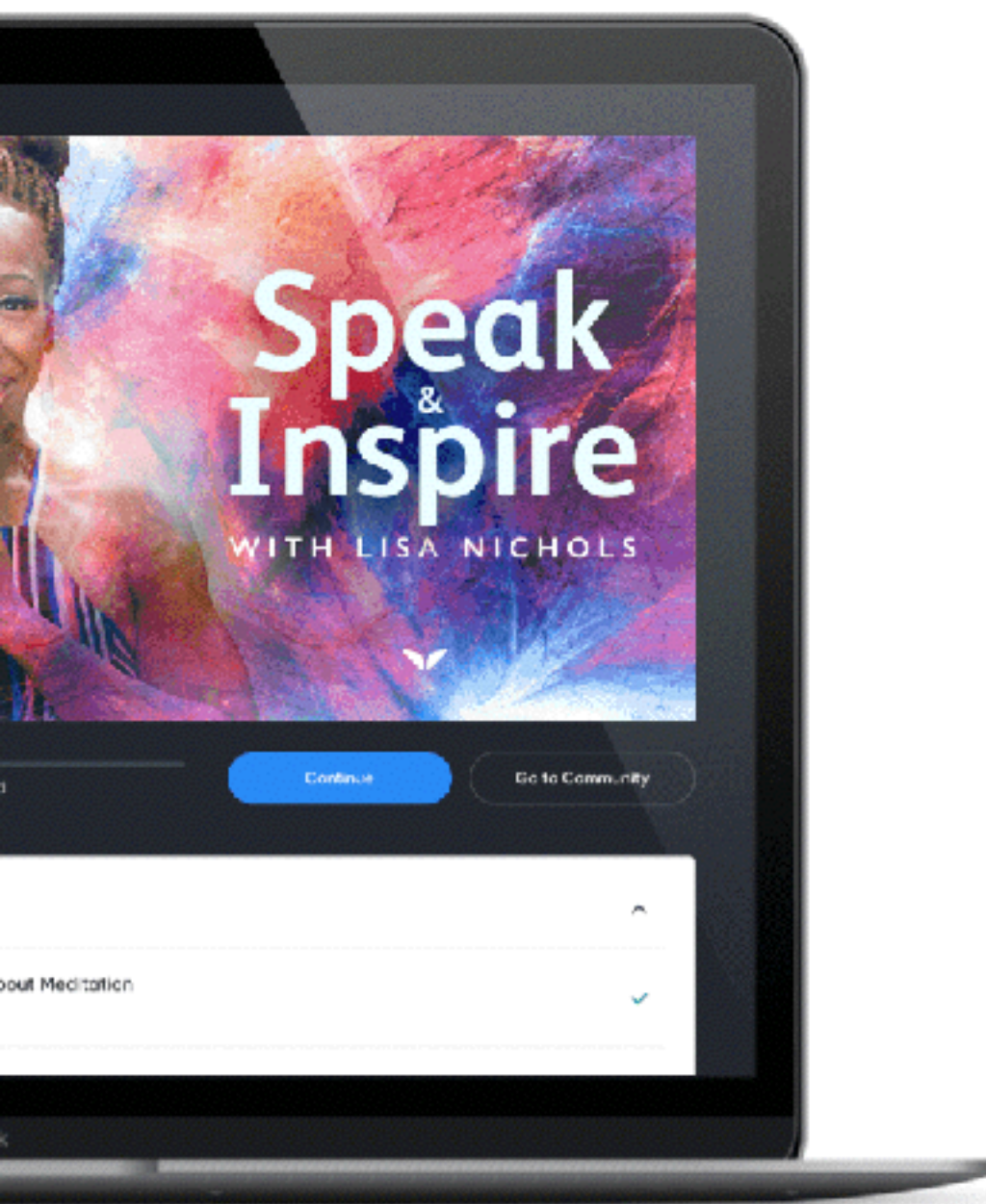
# HOW WELL ROUNDED ARE YOU?







# World's Number 1 Employee Engagement Program



## Productivity & Meta Skills

Master meta-skills that turn you into a highly evolved human being.

Upgrade your learning, memory, productivity, and linguistic & cognitive intelligence through specialized training designed to help you learn everything else better and faster.

Jim Kwik with Vishen Lakhiani  
World Expert In Speed-Reading, Brain Performance, and Accelerated Learning





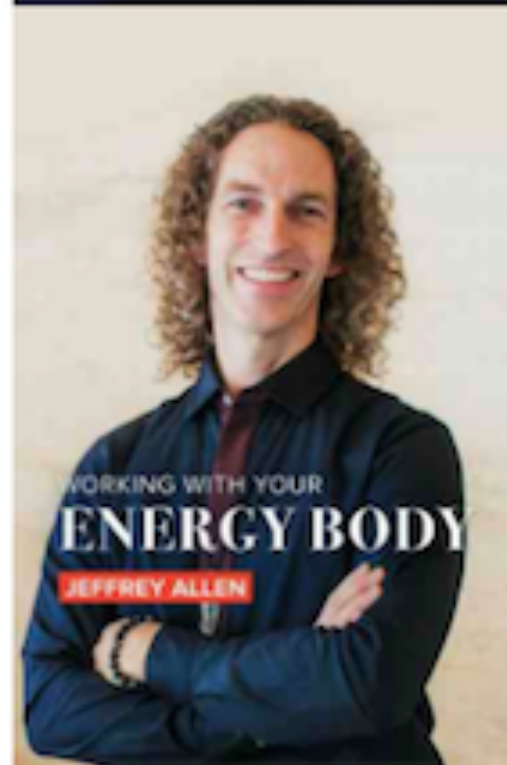
## Mind & Spirit

Traditional schools focus on the physical aspect of life, but Mindvalley takes you deeper.

Discover how to transcend your physical reality, and achieve higher states of self-awareness through practices like meditation, mindfulness, accessing transcendent states and modern spirituality.

Emily Fletcher

Founder of Ziva Meditation and the creator of zivaMIND, the world's first online meditation training



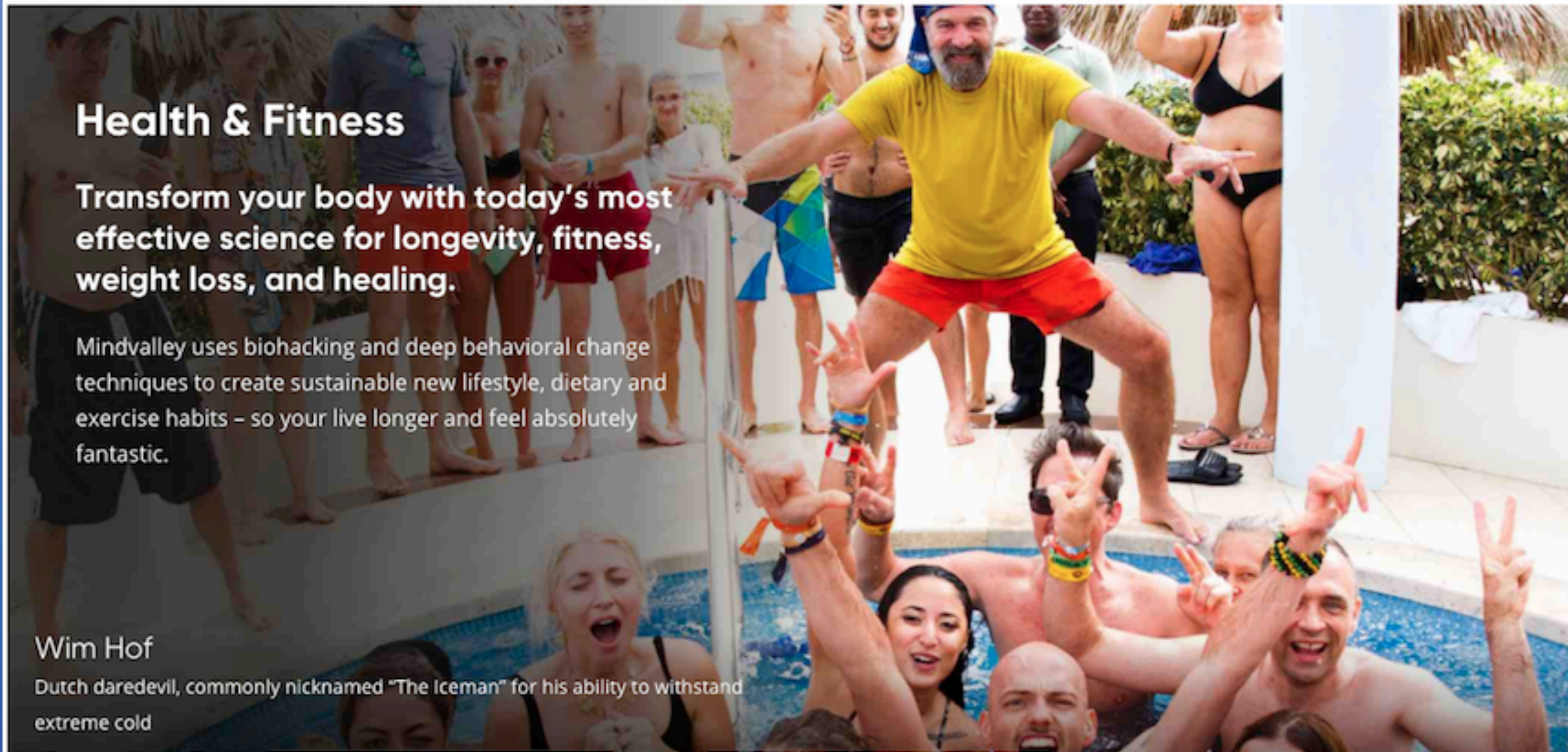
## Health & Fitness

Transform your body with today's most effective science for longevity, fitness, weight loss, and healing.

Mindvalley uses biohacking and deep behavioral change techniques to create sustainable new lifestyle, dietary and exercise habits – so you live longer and feel absolutely fantastic.

Wim Hof

Dutch daredevil, commonly nicknamed "The Iceman" for his ability to withstand extreme cold



## Love & Relationships

Show up as a better friend, lover, family member, manager or entrepreneur, and global citizen.

Through human consciousness frameworks like Integral Theory and Culture Hacking, Mindvalley conditions you for deeper compassion, empathy and emotional intelligence with all individuals and groups of people.

Marisa Peer, Dan Savage and Esther Perel with Vishen Lakhiani  
Renowned Therapists, Speakers, and Bestselling Authors



## Career & Influence

You don't just crush it at work – but you leave a positive imprint and legacy for future generations.

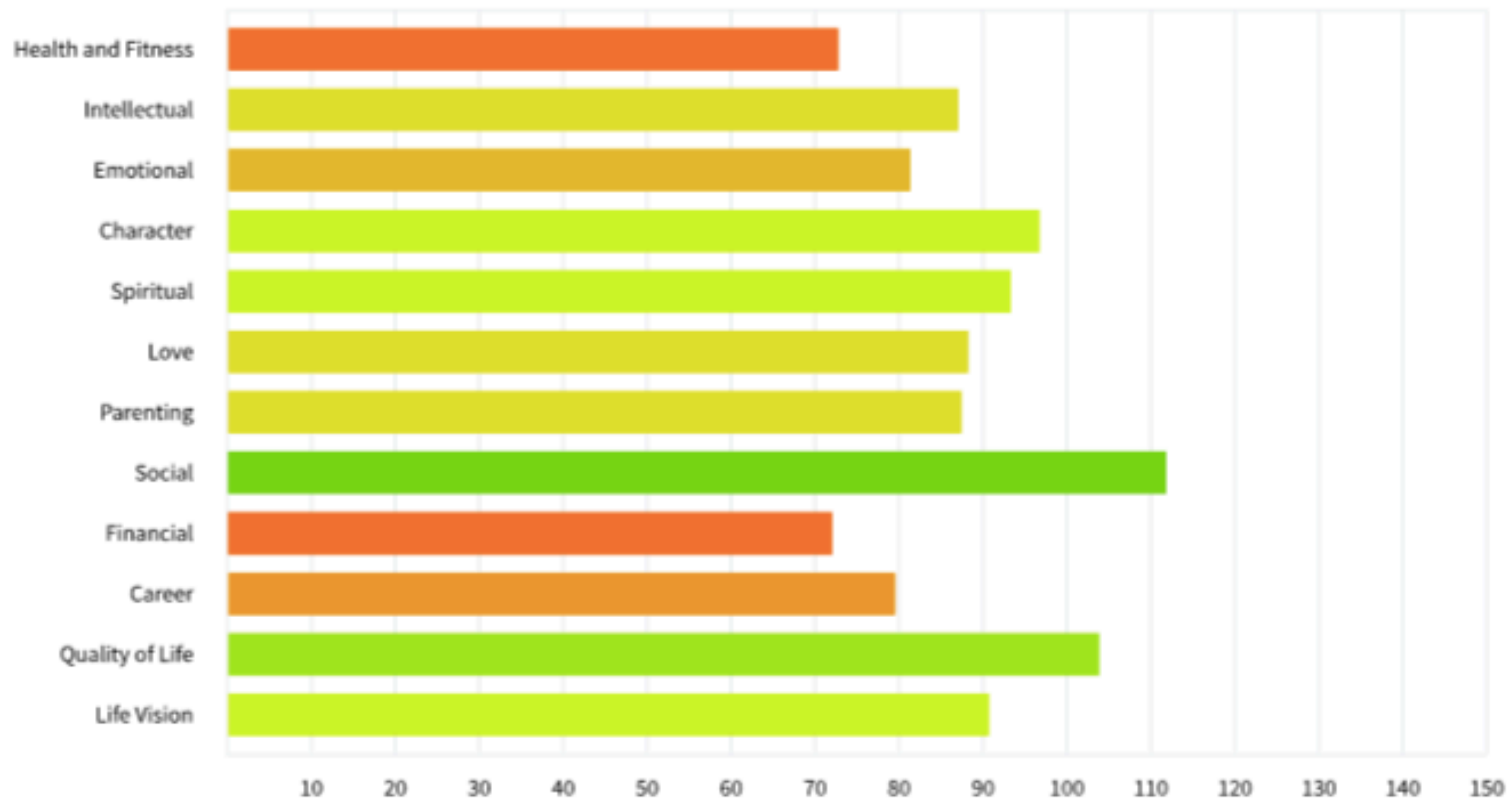
We don't just train our students to be the most successful entrepreneurs, employees and professionals – but to also influence culture, business, and the environment in a positive direction for the generations to come.

Robin Sharma  
Writer and Leadership Speaker



### YOUR 12 CATEGORY GRAPH

The graph below illustrates your scores in each individual Life Category. You can use this graph to quickly identify where you need more focus and balance, so you can take action to achieve an even greater quality of life in the future.



# Vishen Lakhiani

**Vishen Lakhiani is the founder and CEO of Mindvalley, one of the fastest-growing personal growth companies on the planet.**

Vishen was able to take \$700 of his own money and turn it into a \$100 million dollar company – with no loans or VC funding. In doing so, Mindvalley has revolutionized the personal growth industry and has won over a family of over three million customers, subscribers and raving fans. Leading an international team of 200 people from over 30 countries at Mindvalley HQ (voted by Inc. Magazine as one of the World’s Coolest Workplaces), his goal is to revolutionize the global education system by bringing to the forefront transformational and personal growth education, and making these practices more mainstream. He is also a member of the Transformational Leadership Council and sits on the Innovation Board for XPRIZE Foundation.

Through Mindvalley, he has won numerous awards for company culture and workspace design. His book, *The Code of The Extraordinary Mind* published by Rodale, blends evolutionary biology and computational thinking. It also provides a new framework for identifying, questioning and redefining beliefs to understand and enhance the human self.

Vishen is also an active philanthropist through Awesomeness Fest, the non-profit, wildly popular personal growth festival he created. He applies Consciousness Engineering to all aspects of his life and business – from Mindvalley to Awesomeness Fest to his career and daily habits.



# Eric Edmeades

**Eric Edmeades is an international speaker, author and the architect of several highly effective and transformational seminars, workshops and retreats around the world.**

Prior to this, he was a serial entrepreneur involving in several big businesses including the Lucasfilm spin-off, Kerner Optical and his first successful venture, The ITR Group, a supplier, integrator and maintainer of IT equipment. In the world of evolutionary biology and nutritional anthropology, however, Eric was an accidental hero.

Suffering for most of his teens and early 20's with severe allergies, sinus troubles, throat infections and acne, he was only weeks away from a surgery to take out his tonsils when a friend of his urged him to attend a personal transformation seminar.

That seminar ended up not only clearing up 10 years of chronic symptoms but it changed everything he believed about health and food. Since then it has been his life's passion to help people wake up to the reality that, in terms of health, they are off course.

That the human and financial cost of our current way of life is far too great. And he founded the WildFit as an easy, structured and step-by-step system which anyone can use to attain basic physical fitness that will lead to a long, healthy and enjoyable life.



# Jon Butcher

**First of all, Jon Butcher is not a personal growth author.**

He is a rockstar entrepreneur and founder of 20 companies plus the chairman of the board of the Precious Moments Family of Companies, which has done over \$10 Billion in sales in the past 30 years.

But what makes this man incredible is that he's created a living masterpiece of a life that involves radically different (and incredible) ways of experiencing life. From aging to money to love to happiness, Jon decided to discard and burn all the traditional rules of society and set his own laws.

These include defying aging, redefining love, building unique futuristic homes... and even pulling his kids out of school.

Over the years, people asked Jon how he'd been able to craft such an extraordinary life. You see, most billionaire entrepreneurs and other leaders have no idea what exactly had made them successful. But Jon is consciously competent.

Hence he can pinpoint exactly what made the difference and has developed his methodology into a replicable success system that he calls Lifebook, which has been studied by thousands of people from all over the world.





# Robin Sharma

**Robin Sharma is considered to be one of the top 5 leadership experts in the world. His work is embraced by rock stars, royalty, billionaires and many celebrity CEOs.**

But for Robin – This wasn't an easy journey. As a young and successful lawyer, Robin would wake up in the morning, and look at the person in the mirror who was successful on the outside but not fulfilled on the inside.

This "pain," as he calls it, drove him to study the lives well-lived and extract a robust framework for greatness that when applied can turn anyone into a genius and unleash their capacity to live like a legend. Based on this framework and his own life's transformation, he then wrote the #1 International best-selling book, *The Monk Who Sold His Ferrari* which instantly became a global phenomenon.

For 20 years Robin has refined and perfected his framework by coaching the leaders of some of the most impactful organizations on the planet such as NASA, Microsoft, Nike, GE, and Yale University. Today, Robin is on a mission to share his masterpiece framework to millions more people.



# Jim Kwik

**Foremost expert in speed-reading, memory improvement, brain performance, and accelerated learning – Highly sought-out trainer for top organizations like Virgin, Nike, Zappos, NYU, GE, Fox Studios, Harvard, and Singularity University.**

As Jim began to unravel how the human brain really works, he developed strategies to dramatically enhance his mental performance. And as he saw more success, he began teaching his newfound techniques to his fellow students, which would later become his life mission. For the the last 25+ years, Jim has dedicated his life to helping others unleash their true genius and brainpower to learn anything faster and live a life of greater power, productivity, and purpose.



# Marisa Peer

**Known as a coach to an extensive client list over the past 25 years including royalty, rock stars, Hollywood actors, Olympic athletes, CEOs of multibillion dollar companies and political leaders.**

Through her work, Marisa has discovered that there are eight unique Mental Thought Models that the top 1% of super-achievers in the world possess. But 99% of the population lack at least one of them. Her product with Mindvalley, *Uncompromised Life*, has been a best seller at Mindvalley with students raving about the impact it has had on their lives.



# Srikumar Rao

**As you know, it is a massive honor to speak at TED – where only the global elite including Bill Clinton, Stephen Hawking and Richard Branson are invited to talk.**

While there are countless TEDx conferences around the world, few speeches ever make the TED.com website. Srikumar Rao was a notable exception. Rao's message resonated so powerfully with his audience that as soon as TED organizers found out, they made him one of the seven people in the world whose non-TED speech made it on TED.com. Since it was posted, Rao's speech on finding happiness has had well over 1 million views. But Srikumar Rao is more than just a dazzling public speaker.

He also happens to be one of the most popular MBA lecturers in America. His course remains among the highest rated courses at many of the world's top business schools, including Columbia University and The London Business School. In fact, Srikumar's breakthrough lectures have become so popular, attendees need to join a year long waiting list of thousands just to get in and his courses are the first of their kind to have its own alumni association. Now, for the first time ever, Srikumar Rao is calling on you to join him personally on this unique program for 45 transformational days



# T. Harv Eker

**T. Harv Eker, the author of the #1 New York Times bestseller *Secrets of the Millionaire Mind* (with over a million copies sold) and creator of the globally successful Millionaire Mind Intensive seminars, is one of the greatest millionaire makers the world has ever seen.**

Harv has taught over 1.5 million people how to create financial freedom through his Millionaire Mind Intensive seminars, with attendees investing up to \$20,000 for his coaching. Using the exact principles he shares, Harv went from zero to millionaire in only 2.5 years. Prior to that, during his 12 years of struggle, he vowed that should he ever get rich, he would help others do the same. He kept his promise and has now helped over 1.5 million people to move closer to their goal of complete financial freedom. Featured as the world's foremost prosperity expert on CNN, NBC and Fox News and in Forbes, USA Today, The New York Times and Men's Health, Harv is the only teacher who effectively blends financial and spiritual abundance. It's no wonder that Tony Robbins – the world's top peak performance strategist – says, "Study Harv's work as if your life depended on it – financially it may!"



# Emily Fletcher

**Emily Fletcher is one of the world's leading experts in meditation. She's been invited to teach at Google, Harvard Business School, Summit Series, Viacom, A-Fest & The Omega Center.**

But that is a stark contrast to the busy, stressed Broadway performer that she was years earlier. During her 10-year career on Broadway, which included roles in Chicago, The Producers & A Chorus Line, she began going gray at 27, suffered from insomnia and was getting sick 4-5 times a year. Thankfully, she discovered a powerful meditation practice that cured her insomnia and improved her health on the first day. Her transformation was so dramatic that she felt inspired to share it with others.

After years of studying ancient practices in India and teaching thousands of high performers, Emily created Ziva Meditation, a mental technique that combines the stress-relieving benefits of meditation with the mental clarity of mindfulness. She takes the woo-woo out of meditation and makes it attractive and easy to implement. Emily's style of meditation attracts many top performers. Graduates include Oscar, Grammy and Tony award winners, as well as NBA athletes, CEO's, busy parents and everyone in between.



# Lisa Nichols

**Lisa Nichols is considered to be one of the top speaking coaches in the world today, and her ability to command a stage and inspire audiences globally has placed her among the very best orators in history – alongside legends like Martin Luther King Jr., John F. Kennedy, Nelson Mandela and more.**

Lisa is only one of two African American women to take her company, Motivating the Masses Inc., public. She is also an author of six best-selling books, including New York Times bestseller, No Matter What. Lisa became the #1 most-requested teachers on the hit movie, The Secret. In addition to her numerous media appearances on prime time TV – shows like Oprah, The Today Show, the Steve Harvey Show, and Extra just to name a few – Lisa's outreach program for teens has touched the lives of 211,650 young men and women, prevented over 3,800 teen suicides, supported 2,500 dropouts in returning to school, and has helped thousands reunite with families.



[corporate@mindvalley.com](mailto:corporate@mindvalley.com)





THANK YOU

[karfei@mindvalley.com](mailto:karfei@mindvalley.com)

**KARFEI**

RESIDENT COACH & HEAD OF PEOPLE  
GROWTH, **MINDVALLEY.**

FOUNDER & LEAD COACH, **LIFE REDESIGNED.**

FORBES COACHES COUNCIL | TEDx SPEAKER



# Mindvalley's Events

## Mindvalley A-fest:

Every 6-months Mindvalley brings together leading teachers to explore an important topic in personal transformation. "A-Fest is unique event that lies directly in-between conferences and festivals -- yet it does content better than most conferences and parties better than most festivals."

Learn more at [afest.com](http://afest.com)



# Mindvalley's Events

## Mindvalley U:

Why do hundreds of families move to a city together for 1 month to create a futuristic community built around learning, collaboration and deep meaningful connections? Explore Mindvalley U - an alternative to 4 year college degrees for people who want to lead extraordinary lives.

Learn more at [mindvalley.com/u](https://mindvalley.com/u)



# Mindvalley's Events

## Mindvalley Reunion:

A weekend of learning, celebration and transformation as we bring to you Mindvalley Reunion. We're bringing together amazing teachers you might have encountered online on Mindvalley plus a few special celebrity guests. Be one of 1,000s to join Mindvalley's largest event yet. Expect to meet like-minded souls and have tons of fun, Mindvalley-style.

Learn more at [mindvalley.com/reunion](https://mindvalley.com/reunion)

