

7 STEPS TO UNSHAKEABLE COURAGE

Live YOUR Life on YOUR Terms.

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HIGH-PERFORMANCE & MENTAL SKILLS COACH

YOU'RE HERE!

Hi there!

I'm Lauren — beach lover, proud dog mom, and a seasoned Certified High-Performance and Mental Skills Coach.

I'm thrilled you're here, ready to discover and build the Unshakable Courage necessary to pursue things you've never done before and live out the dreams you once thought were impossible.

7 Steps to Unshakable Courage will guide you in cutting through the noise, finding and owning your truth, and building a mindset that fosters authenticity, consistency, and resilience—to stay in the game when life is challenging, when it's hard and uncomfortable. When you feel like no one is cheering for you, and all you want to do is quit.

But not on my watch!

With over 25,000 hours of professional coaching experience and having helped elite athletes and some of the highest performers in business, science, entertainment, and sport build the mental toughness needed to achieve and sustain their **Unshakeable Courage**, and I'm excited to help you do the same.

It's game time.

Let's get started!



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Welcome To A New Life!

Change is inevitable.
Dreams are possible.
Courage is non-negotiable.

The good news!

We ALL have **Unshakeable Courage**!

The challenge is that for most, it's hidden—buried deep beneath layers of judgment, labels, expectations, criticism, comparison, doubt, and old stories—silently waiting to become the catalyst for your greatest ambitions.

The silver lining? You can build confidence and **Unshakeable Courage** faster than you think—so doubt no longer silences you, hesitation doesn't stop you, and you finally put your dreams first, not last.

And you can finally silence the voice that keeps saying, "If I just had the courage, I would..."

Because you do have the courage.
You can change your choices and your reality.
You can live the life you've always wanted and deserve.

But first, you must unpack and overcome what's holding you back. You'll need to be willing to take risks, get out of your comfort zone, and commit to getting up every time you fall down because we all falter. But when you get up, without exception, that's when significant growth happens, and you become stronger and wiser.

This is how you build **Unshakable Courage** and set your life on a new trajectory that you never believed possible.

If it were so easy, everyone would be living their fairy tale life, but they're not. and not because of a lack of effort and desire, but because it's not an easy journey, and you were never meant to travel alone.

That's why I created **7 Steps to Unshakeable Courage**, a framework to help you rediscover, redefine, and re-commit to your authentic self and life.

How? With...

Core Values

Outspoken Integrity

Unfiltered Vision

Relentless Resolve

Assertive Action

Genuine Release

Emerging Identity

It's time to write YOUR unique and unapologetic new story!

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1

C – Core Values

When life gets busy, it's easy to go through the motions and forget what matters most, make unintentional reactive decisions, say yes when you want to say no, and get caught up in the busyness of life, not the meaning of life.

It's how you become increasingly disconnected from who you are, what you stand for, who you aspire to be, and the impact you're here to make in your lifetime.

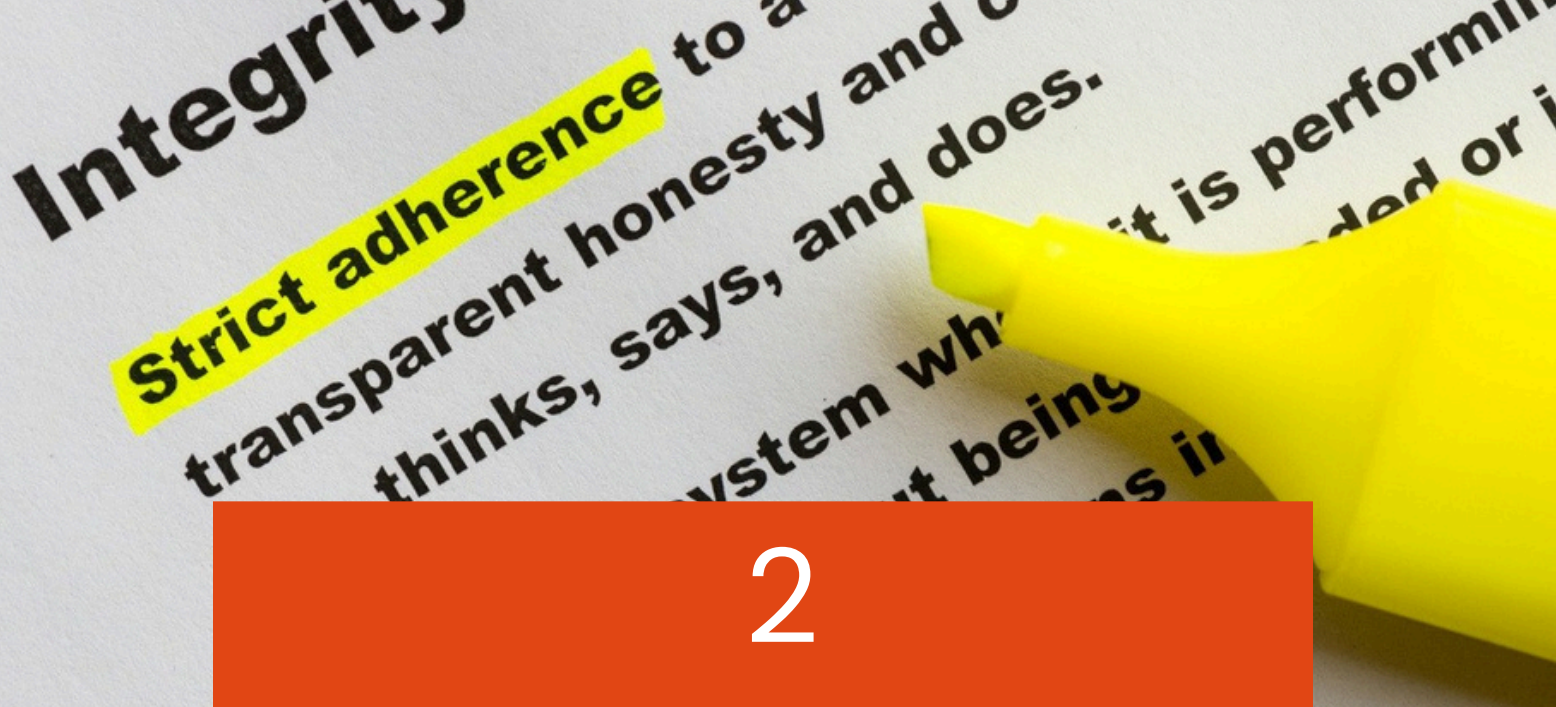
But building **Unshakable Courage** requires knowing and staying aligned with your core values, truth, and uniqueness in everything you do.

Most people are not!

The following **3** questions will help you clarify what values and standards are – the one's you won't compromise under any circumstances.

1. What are my 3 non-negotiable values I'd defend without question, regardless of circumstance?
2. How will living in alignment with these values change my life?
3. How can I remind myself to demonstrate these in all I do?

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2

O – Outspoken Integrity

You know your core values. You know what you stand for.

But **Outspoken Integrity** is more than just knowing. It's about showing up and being who you say you are, with consistency and excellence.

It's about being the best version of yourself, whether people are watching or not, whether you feel like it or not, when you have nothing to gain...

It's about doing the right thing, not the easy thing.
It's about being the friend others can always depend on.
It's about unwavering congruence with what you think, say, and do.

When you live with this level of **Outspoken Integrity**, you foster **Unshakeable Courage**.

Not sure where you stand. Answer these **3** questions:

1. Where am I consistently out of integrity so as not to rock the boat?
2. Which values are being compromised the most and why?
3. What boundaries do I need to put in place to stay in integrity?

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OUTSPOKEN INTEGRITY REFLECTION

This is your space to reflect, dream, connect, and plan your next bold moves. The value of this work will be proportionate to your honesty, vulnerability, and specificity. Details matter!

[illegible]



3

U – Unfiltered Vision

An **Unfiltered Vision** is a bold declaration of the future you most want—where the magnitude of your dream is not influenced by what is perceived as realistic, acceptable, or your fear of being judged or failing, and where you tell yourself it's not important and now's not the time – that belief must be put to rest because your dream is bigger than all of this.

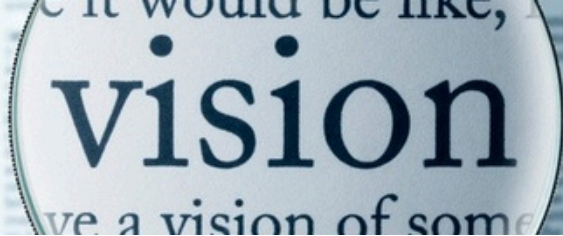
That's why **Unfiltered Vision** doesn't ask how—it's driven by what. What do you want? What matters? What lights your soul on fire even though it feels risky and scary? And that's the tell. The more **Unshakeable Courage** you need, the more you know how bold your **Unfiltered Vision** is.

Here's the irony: playing small will never build **Unshakeable Courage**. It gets built when you stand in your truth and decide that saying no can't be your default anymore.

Is your **Unfiltered Vision** bold enough? Your answers to the **3** questions below will give insight into this.

1. If there was nothing to lose, what would I choose for my life?
2. What is my greatest fear about pursuing my **Unfiltered Vision**?
3. If this fear became my reality, what would I do, and what does this mean?

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UNFILTERED VISION REFLECTION

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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



4

R – Relentless Resolve

Most people give up on themselves and their dreams before they've even had a chance to gain traction.

Why? As soon as things heat up, become too challenging too often, or feel like it's taking too long based on an uninformed expectation, you tap out. But achieving an **Unfiltered Vision** takes time and patience and requires an abundance of **Relentless Resolve**.

Adding to this, you struggle to get ahead, not because you lack the skills and motivation, but because you tolerate too much and settle for too little. Would you disagree with that? But nothing will change, and you will always feel like you're missing the mark if you don't draw a line and put an end to what is hurting and, at the same time, commit to showing up with **Relentless Resolve** until the "right job" is done.

When you choose to raise your standards and commit to consistent, purposeful, bold action, your results rise. It's what creates success, not good luck.

Answer the following **3** questions to discover how deep your line in the sand needs to be.

1. What am I tolerating and where am I settling for less?
2. What am I willing/not willing to do to end this?
3. What does this say about me and my **Unfiltered Vision**?

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ACTION PLAN

5

A – Assertive Action

You can have **Unshakeable Courage**, **Outspoken Integrity**, a clear and **Unfiltered Vision**, and a seemingly endless amount of **Relentless Resolve**, but nothing shifts consistently and significantly without **Assertive Action**.

For **Assertive Action** to be effective, projects need to be accurately prioritized, strategically time-lined and time-blocked, measured, and recalibrated when necessary—and always in the context of the end game.

It requires:

- moving forward imperfectly and before you're ready
- **Relentless Resolve** to avoid distractions and busy work
- **Unshakable Courage** to say no and set more stringent boundaries
- knowing what support you need and asking for it
- choices made according to necessity, not emotions
- accountability and ownership

Self-Assess the *quality* of your level of **Assertive Action** by answering the following **3** questions:

1. Where is the quality of my **Assertive Action** insufficient to achieve my goals?
2. What does my story about this reveal about where I need to grow?
3. What must happen in the next year for me to be unconditionally proud of what I accomplished?

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6

G – Genuine Release

Succeeding is not always about what you need to do more of, but instead what you need to do less of and what you let go of.

Holding onto anything too tightly can sabotage even the best intentions for **Assertive Action**.

Genuine Release is hard because it means letting go of certainty, control, and comfort. But without it you stay stuck in the status quo, reinforce false and limiting beliefs about yourself, and live with the constant sense that something is still missing. It becomes the perfect antagonist to building **Unshakable Courage**.

And contrary to what many choose to believe to justify a lack of **Genuine Release**, it is not a sign of weakness. In truth, it's a sign of **Unshakable Confidence** and unwavering commitment to your **Unfiltered Vision**.

The following **3** questions will identify opportunities for your growth in this area.

1. What am I holding onto that's keeping me from the opportunities that could most help me achieve what I want?
2. What story am I telling myself that reinforces this pattern?
3. If I changed this, what would I stand to gain?

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GENUINE RELEASE REFLECTION

This is your space to reflect, dream, connect, and plan your next bold moves. The value of this work will be proportionate to your honesty, vulnerability, and specificity. Details matter!

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice. There are no margins, text, or other markings on the page.

A close-up photograph of a wooden puzzle. One of the puzzle pieces is white and features the word "IDENTITY" in a bold, black, serif font. The puzzle is set against a background of light-colored, textured wood.

IDENTITY

7

E – Emerging Identity

Emerging Identity may be the final step of this powerful framework, but it is the most important.

Without this step, the previous six steps may not last or hold up over time, making it questionable if you'll achieve and experience your **Unfiltered Vision** to its fullest potential.

This may feel like a very demotivating message to receive, given all the hard work and effort you've invested in yourself and a new life to reach Step 7—one that very few people will even attempt to do.

But the one consistent value I have as a coach, and I'm confident every client I've worked with would agree with, is that I tell you what you need to hear, not what you want to hear. I tell you what I know, not what my opinion on the matter might be.

The depth and quality of your **Emerging Identity** are such powerful predictors of whether you'll *Live Your Life on Your Terms*, without unnecessary sacrifices and regret. You cannot build a new, strong, and powerful future on an old, faulty, and outdated foundation.

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IDENTITY

7

E – Emerging Identity

The thoughts, beliefs, and actions that brought you to this point in your life had a purpose, but now they will be the greatest obstacle to achieving your **Unfiltered Vision**.

Why?

To create something new, something you've never had, you need to be someone you've never been. And this isn't about faking it until you make it – it's about stepping into the truth of who you are TODAY, and not continuing to live according to what other people and society have told you who you are and need to be.

Your **Emerging Identity** must align with your **Outspoken Values** and **Unfiltered Vision**. There is no other way this will work.

You need to step into the truth of who you are and be the person who is capable and willing to pursue and achieve the best version of your **Unfiltered Vision**. Your **Emerging Identity** needs to authentically be capable of making your dreams a reality.

You need to see and be the unstoppable person you know you can be – the one with **Unshakeable Courage** and **Relentless Resolve**.

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A wooden puzzle with the word 'IDENTITY' on a piece. The puzzle is made of light-colored wood and is set against a dark background. The word 'IDENTITY' is written in a large, bold, serif font on a white piece of the puzzle. Other pieces of the puzzle are visible, some with numbers and some with letters, but they are not the focus.

IDENTITY

7

E – Emerging Identity

You may still be doubting and questioning whether it really is possible to achieve what's been buried so deeply in your heart for so long. And I understand why. But I have no doubt it's possible. I am confident that if you choose to, you can not only be the most unapologetic, authentic, and powerful version of yourself but also surpass what you believe your **Unfiltered Vision** currently is.

Why do I have so much confidence about this?

#1 Through no fault of yours, you've created your **Unfiltered Vision** through a **filtered** lens, clouded by the fog of all the constraints placed on you, the ones you've believed to be true, and through which all your past decisions and life perspective have been shaped.

#2. You now have a clear, current, and accurate lens through which to see yourself, your potential, and the world, with limitless possibility to redefine your truly **Unfiltered Vision**—the one dreams are made of.

#3 The person, being you, who is now empowered to achieve more than what you believed possible already exists – that's why we're talking about an **Emerging Identity**, not a new identity. The one that's always been there, quietly waiting for your permission and for you to be ready to allow it to come forward, proudly and unapologetically.

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A wooden puzzle with the word 'IDENTITY' on a piece. The puzzle is made of light-colored wood and is set against a background of a light-colored, textured surface.

IDENTITY

7

E – Emerging Identity

In case you are now wondering when would be the best time to embark on this journey and begin creating your legacy, one with meaning and purpose, and without regret.

The answer is simple.

NOW is the best and only time to begin to Live YOUR Life on YOUR Terms.

You are ready.

You are good enough.

You deserve this.


You have what you need.

All you need to do is CHOOSE this.

Let the following **3** powerful questions guide you to what your heart and soul want more than anything else.

1. What are the 3 deal-breaker character traits you must now live into?
2. What does that version of me believe, prioritize, and stand for?
3. How can I remind myself daily to act from this new identity?

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pause
reflect
act

FINAL REFLECTION

Congratulations! You've just done something most people will never make the time to do— pause, dig deep, and ask fundamental questions about who you are and what you want.

Now you get to sit with all you've learned and uncovered and decide what it really means for your life going forward.

Use these 7 questions to guide your Final Reflection. Don't rush. Be honest. The quality of your outcomes will depend on the transparency and depth of your responses. This is where it all comes together.

1. What are the 3 most impactful insights I've gained?
2. What surprised me the most, and why?
3. What do I fear about what I've discovered?
4. How do I know this is true?
5. If true, what will I do—and will this be aligned with my core values?
6. What am I now willing to change to position myself for success?
7. What is the next best bold step for me to take?

This is your turning point.
What do you choose?

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reflect

UNSHAKEABLE COURAGE FINAL REFLECTION

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UNSHAKEABLE COURAGE FINAL REFLECTION

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A photograph of a notebook with a textured, light brown cover. The word "act" is written in blue cursive on a piece of lined paper. A silver pen lies diagonally across the top right of the notebook. Below the photograph is a large white area with horizontal lines for writing. At the bottom is an orange footer with white text.

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What's next? Let's talk.

Doing this level of deep inner work is courageous in itself. But continuing alone can feel overwhelming.

That's where I come in. As a High-Performance and Mental Skills Coach with the insight of overseeing over 134,000 hours of 1:1 coaching sessions, I can help you fast-track achieving your **Unfiltered Vision**.

I know where the challenges are and the most likely roadblocks will be – and I know how to anticipate and prevent them.

I know how to help you successfully step into your newly discovered **Emerging Identity** and laser in on “wiring” that either needs to be replaced or added.

There is a famous African Proverb which is:
*“If you want to go fast, go alone;
if you want to go far, go together.”*

If you'd like to explore going fast and far together, reach out to me at lauren@jawno.com.

You've done the groundwork.
Make it count.

And if you take nothing else away from the work you've done here, remember this:

Letting go is hard, but regret is harder.
One you can change, one you often cannot. One keeps you stuck, and one offers unimaginable potential and freedom.

I hope you choose freedom.

Cheering you on,
Lauren



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