

lifelaunch™

planning your next chapter
with passion and purpose



LIFELAUNCH™

The **HUDSON** Institute
of Santa Barbara



There are several times during our adult years when we find compelling reasons to create a new chapter—to **launch** our lives again. We live in a world of discontinuous, constant **change**, where we can no longer predict what the future will bring and where our paths may lead. To survive and thrive at this time in history, you must design your own path and **take charge** of your life chapters, regardless of your age or situation. Today, adults must know how to **reinvent** themselves, by tapping into their **purpose** and focusing on a **fresh vision** of a possible tomorrow. By authoring your own future, you choose how to integrate your themes of work, love, family, leisure, and social commitments. You will tap your **passion** for living your best choices for the years ahead.

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Yesterday's linear model of life does not work today. Working hard and doing the right thing no longer guarantee progress, success, or happiness. The only guarantee we have today is constant change. Today, the average American will change jobs every three years and, by the year 2020, will require retraining 13 times.

In addition to changing jobs and careers, many adults will live in a number of locations and within a variety of family and personal constellations. Most adults alive today will live well into their 70s, 80s, and even 90s. Yet, most of us don't have the framework and roadmaps available to us to live successfully and passionately throughout our lives.

A LifeLaunch is the beginning of a new chapter of your life—a graduation from one era of your life into the next. The secret to a resilient life is knowing how to recycle

yourself, over and over, letting go of what is no longer you, taking on new strengths, and shaping new chapters for your life. LifeLaunch focuses on the future, asking you to be visionary with the time and space in front of you. All you have is time, so measure your life deliberately and learn from it constantly. Your past is a launching pad, and the future begins with what you do today to make tomorrow happen.

The single, most important ingredient to a successful life is to remain proactive—to concentrate upon prospective, vital, enchanting options—and mapping your way into “tomorrow” with deliberate decisions, risk-taking, realism, and caution.

The LifeLaunch seminar provides both a context and process for understanding the contours of adult life and how you can chart your journey ahead with both confidence and concrete plans. The seminar results are profound beginnings for new dreams and possibilities, carefully integrated in realistic plans.



the learning elements

LifeLaunch integrates four days of presentations with dynamic coaching groups to guide you into the chapters ahead with vision and thoughtful planning. The approach, grounded in key concepts of adult development, leads to deep and lasting change.

AT LIFELAUNCH YOU WILL:

- Identify your sense of purpose for guiding you into your next chapter
- Connect your core beliefs to a balanced work and home schedule
- Link your personal/professional goals to new opportunities and resources
- Write a future plan with specific action steps and dates to assure your success
- Experience personal and professional renewal and learn how to sustain it
- Receive follow-up support and encouragement for two months after the seminar

benefits to you

- An opportunity for you to step aside from your current scenario to “take stock” and either fine tune your life direction or make major changes, in the presence of peers and professional experts in change and transition work.
- Personal training for creatively managing the predictable continuities and changes throughout the whole course of your adult years.

- Learning how to plan your life “holistically” from the inside-out, so the deep voice of your inner-self has executive power over the many voices of your roles and activities.
- Networking with people like yourself from all walks of life, ages, and geographic locations.
- Discovering how “adult coaching” works and how it can make remarkable differences in the lives of people who have already led remarkable lives but are less sure of the future.

benefits to your work setting

Many employers enroll employees in our seminar. The benefits are significant.

- LifeLaunch taps new energy & vision within participants, and promotes high-performance.
- LifeLaunch teaches participants to sustain self-renewal & resilience in the work setting.
- LifeLaunch develops leadership abilities for assuming responsibility & new challenges.
- LifeLaunch serves as an effective, self-initiated outplacement process for those participants leaving their work organization.

Who should attend?

Persons searching for redirection and enrichment in their careers or lives

Adults with significant professional success and a desire to create a new chapter combining a personal vision with balance, intentionality and thoughtful planning

Professionals seeking new models to sustain renewal and resilience in adult lives and systems

Adults seeking imaginative alternatives to conventional retirement plans



“LifeLaunch really helped me pull together ideas, goals and values into a coherent plan for my life. I have recommended LifeLaunch to several people I know who are at transition points in their lives.”

— ELLEN BREYER

“LifeLaunch is about defining an individual’s passion, purpose and vision. LifeLaunch made all three concepts real, manageable, exciting and sustainable. I am very grateful for having been introduced to this wonderful program.”

— DENNIS SHAY, PARTNER
BROWN & SHAY PARTNERS
SEATTLE, WA

“LifeLaunch was a pivotal experience for me as a person and professional coach. LifeLaunch keeps you powerfully in charge and aware of your true self. ...so that you don’t allow that “hungry” work role become the only role in life. I’ve sent many colleagues through LifeLaunch and the coaching program because of my experience.

— MARK UHLENBERG
PERSONAL &
PROFESSIONAL COACH
MONSANTO COMPANY

the cycle of renewal

the renewal cycle

There is a predictable pattern to our experience of change. If you know that pattern, and where you are in it, you can identify the best choices for guiding your life, no matter how much change you are enduring. The change cycle is a renewal experience for each of us, and for the systems of our lives.

Periods of stability and structure are the “chapters” of your life, times when life seems mostly harmonious, purposeful, predictable, and goal-oriented.

PHASE I — “Go For It,” is the positive part of a life chapter, when you seek to live your dream and reach a sustainable plateau of success and well-being. You are on *Purpose*, and life, for the most part, is working.



PHASE II — “The Doldrums,” is a down time, a protracted sense of decline, when you’re not happy with your life chapter, but you don’t think you can do much about it. The Doldrums are meant to serve as a wake-up call, an invitation to restructure or reinvent your life so that it works for you once more.

PHASE III — “Cocooning,” is a detachment from the chapter that wasn’t working, a beginning of a major life transition. In Cocooning, you take an emotional “time out” to heal, reflect, and discover new directions for your life, eventually leading

to renewal and revitalization. Cocooning nurtures and nourishes the soul, giving birth to a new script and a beginning of a new “story” for the next chapter of your life.

PHASE IV — “Getting Ready,” is a time for experimenting, training, and networking, resulting in a launching of your next chapter. You test the possible paths ahead that will allow you to live your purpose and values. At that point, you write the script for the next chapter of your life and plunge into it. You have arrived in Phase I again.

MINI-TRANSITIONS — The Mini-Transition is about correcting and improving the chapter you are in. You take a short-cut across the Cycle of Renewal, by sorting out what works from what doesn’t and creating a personal strategic plan. You keep the main themes, roles, and characters of your chapter, but you make some significant changes as well—perhaps geographic location, or a change in job, career, or relationship. The mini-transition renews your chapter with resilience, hope, and challenge, and you are back to Phase I with a renewed continuation of your life chapter.

Former participants

3M, AARP, Adobe, AMEX, Amgen, Apple, ASAE, AT&T, Boeing, Charles Schwab, DEC, DuPont, Ford Motor Company, GE, Gemini Consulting, Genentech, Hallmark, Harley-Davidson, HP, IBM, Johnson & Johnson, Lockheed, Medtronic, Merck, Monsanto, Motorola, Pegasus Communications, Pepsi, Pritikin, Quantum, Sprint, Sybase, Tandem, Unisys, World Bank, attorneys, physicians, other professionals and entrepreneurs.

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At LifeLaunch you will learn to use The Cycle of Renewal



“Who would have thought in just four days I would gain such an incredible understanding of where my life is currently, and learn the techniques to provide a focused plan for where I want my life to go in the future.”

—TERRY HACKWORTH
TEAM LEADER
DDJ MYERS, LTD.

“LifeLaunch gave me a practical model of adult development and a chance to apply what I learned. The results helped me produce a better roadmap for my future, and ideas about the many ways we could get there.

—CAREN M. CARNEY, PH.D.
PRESIDENT
THE CARNEY GROUP
EDGEWATER, MD

“LifeLaunch enabled me to gain a greater sense of trust in my intuition and the confidence to take charge of my future. It was a life-affirming experience with an impact that remains strong after nearly a year.”

—PAUL W. REESE, JR.
SR. VP OPERATIONS
MINNEAPOLIS STAR TRIBUNE



“A tumultuous roller coaster of a ride that weekend... I met some very special and caring people—both facilitating and participating, ...unearthing a number of internal secrets and revelations about myself and how reconnected I am now. Thank you, Hudson!”

—SHARNE VAN DER BURGH
MENTORING
PROGRAM MANAGER
FORD MOTOR COMPANY

the hudson institute

Founded in 1986, the Hudson Institute provides an advanced training ground where professionals learn to sustain resilience, future vision, and renewal within themselves and the environments in which they live and work. Through seminars, consultations, coaching training, and a complete product line, the Institute has worked with thousands of individuals, leaders, and organizations. We

develop the human being and the “whole leader” in our clients and prepare them for transformative roles in the world. Since 1986, thousands of participants have attended the foundational LifeLaunch seminar nationally and internationally.

seminar locations

We believe that creating the right environment for the LifeLaunch seminar is important, as the

seminar invites people to reflect and consider the most important aspects of their lives. LifeLaunch seminars are held throughout the country, with approximately half of all seminars delivered next to the beaches of Santa Barbara, California. Other locations we frequently enjoy include Vail, Washington D.C., Seattle, Phoenix, and Minneapolis. The outdoor surroundings and seasonal climate are carefully

considered when we choose our setting, as part of each LifeLaunch seminar is conducted in the natural environment.

fees & policies

Please see the insert regarding specific dates and fees. The seminar fills in advance, so apply early to assure a space during your preferred timeframe. A deposit is required to hold a space in the program, and full

payment is due 45 days before the seminar begins. If you must cancel, you will be refunded 80% of your tuition until 30 days before the first day of the seminar. If you cancel within the 30-day window, you may apply the fee to a future seminar or send someone in your place. You may be subject to a nominal transfer fee, if your request is made within 14 days of the seminar start.

“LifeLaunch was one of the most inspirational, positive experiences I have ever had in my 30-some professional years. I can’t wait to do all of the things in my vision—and I know I will.”

—JUDITH ASNER, MSW

“I found more than just the ‘right’ coaching school! I discovered my life’s purpose along with visions and strategies to help ‘birth’ my purpose. I am forever changed by this great beginning...”

—SARAH E. SISK
FORMER TERRITORY MANAGER
ALCON SURGICAL, INC.

“The seminar was great! It is a MUST for anyone who is looking ahead towards retirement or towards making any type of a career change. You are truly taught action steps to making your dreams become reality.”

—SUSAN SHAY
BROWN & SHAY PARTNERS
SEATTLE, WA

“I have never felt more alive, inspired or invigorated- LifeLaunch is the best program I have ever attended and recommend this to everyone.”

—LINDA BLAZY
BUSINESS EXECUTIVE
LOS ANGELES, CA



“When you design and manage your own future, you commit to success in everything you do.”

moving forward

FOLLOW UP TO LIFELAUNCH

Many of our LifeLaunch participants enroll in this seminar in order to craft a plan for a new chapter that includes some significant shifts and changes. Follow-up coaching is sometimes a useful add-on which includes one-on-one coaching building on the plan you created during the seminar. The follow up coaching is typically 3–6 months in duration and consists of a series of telephone sessions with a professionally certified coach.

Some of our LifeLaunch participants enroll in the seminar in order to make decision about enrolling in our Professional Coaching Certification program. If this is a path you are considering, you will want to enroll in the

one-day Coaching Seminar that immediately follows the LifeLaunch seminar.

THE COACHING SEMINAR

The Coaching Seminar is a one-day program that provides an overview of the coaching process and key coaching skills required to effectively work with diverse clients to promote intentional, future-oriented decisions and actions. Participants learn how to establish a coaching relationship and how to coach clients at various stages of change. This program helps individuals discover whether coaching represents a new path or skill set to add to their work portfolio. LifeLaunch and the one-day Coaching Seminar are both prerequisite for entrance in to the professional Coaching Certification Program.

our seminar leaders

Joined by a number of carefully trained, certified Hudson Institute coaches, our seminar leaders provide personalized attention and coaching to LifeLaunch participants. Our coaching staff represent all walks of life and offer great breadth and depth to the entire seminar experience.

KATHLEEN STINNETT plays an integral role with the Hudson Institute, leading the LifeLaunch seminars since 1999 and currently serving as the Director of Corporate Development. In addition to working with the Hudson Institute, Kathleen maintains an ongoing coaching and consulting practice, working with both individuals and organizations to invent and improve futures. Prior to joining the Hudson Institute, she spent 10 years as a training and organizational development consultant, focused on performance improvement. Kathleen holds a Bachelor of Science in Business, and a Master of Science in Training and Development.

JIM DUGGAL is a senior healthcare executive with a newly formed health system in the Pacific Northwest and has served as CEO at three hospitals during the past eleven years. Jim has been in healthcare leadership for the past 15 years. He holds a Bachelor of Science in the Physical Sciences and Biochemistry from Michigan State University and a Master of Science in Health Administration from St. Mary’s College of California. Jim is a former Peace Corps Volunteer in the Philippines. A certified Hudson Institute coach, he is the managing partner of Cascade Renewal Coaching, LLC.

CLARE O’CONNELL’S recent life/career renewal experience resulted in her leaving a fifteen year career in the corporate training and development business where she was Vice President of the sales training product line at Wilson Learning Corporation. In 2000, Clare founded ALMA Coaching and Consulting. Her coaching practice focuses on life and career renewal for individuals and executive coaching for leaders and sales professionals. In addition, she hosts outdoor adventure trips with a life renewal theme. Clare holds a Bachelor of Science in Forestry from the University of Montana. She completed her coaching certification at The Hudson Institute of Santa Barbara.

FREDERIC HUDSON, PH.D. and **PAMELA MCLEAN, PH.D.**, creators of LifeLaunch and authors of the well-known LifeLaunch book, developed this seminar to assist professionals in setting a new course, creating a new chapter in their lives. Hudson, who earned his Doctorate at Columbia University, is a recognized expert in adult change. As the founding president in 1973 of The Fielding Institute—the most innovative doctoral graduate school in America—he is widely respected for his contributions to adult training in management, organization development, psychology, and education. McLean, V.P. of The Hudson Institute and co-developer of the Professional Coaching Certification, has 25 years of experience as a licensed clinical psychologist, educator, and trainer. She specializes in adult development issues and women’s normative issues.





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