

JANUARY / FEBRUARY 2011

EXCEPTIONAL



MAGAZINE

People

HARRY CARSON

Pro Football Hall of Fame Inductee
A Gentle Giant with a Power-Packed Punch

KRISTIN ENGVIG

Empowering Women to Change the World

WEALTH COACH WILLIAM R. PATTERSON

With Every Dollar You Spend,
You Are Choosing to Be Rich or Poor

DR. WILLIAM DORFMAN, D.D.S.

America's Renowned Dentist and Humanitarian
Brightening Smiles and Lives Worldwide

Chrissy Carew





Today, as some may agree, the world has changed in a way that leaves us wondering, what's happening? Where are we headed? It seems that we're losing hope. Whatever happened to dreaming big and living life to its fullest?

It sometimes seems that we've given up on our dreams; we're living in doubt and fear with no plans of how we're going to make the future better than the present.

Visionary Chrissy Carew has a plan—one that will restore hope. It will inspire young boys and girls, who are our future, to dream big, become excited about growing up and envision making significant contributions to the world.

As the founder of Insightful Player™, Carew is on a mission to help make the world a better place. She is reaching thousands of young people through Insightful Player™, a project that was borne from her desire to uplift and inspire young people around the world to be the best they can be. She's reaching them through current and former NFL players who are pas-

sionate about inspiring their fans and young people through their life experiences. This project will have a lasting impact throughout communities around the world.

Not only is Carew positively affecting the lives of kids, but as a Master Certified Personal and Business Coach and Trainer, she is inspiring trailblazers to reach new heights, helping them fulfill their personal and professional goals, as well as their entrepreneurial visions. Among her many achievements, Carew has also served as Vice President of the International Coach Federation, serving three terms on its Board of Directors, and as the Public Relations and Marketing Chair. For ten years, Carew also owned a public relations and event planning company that earned her a Bell Ringer award for excellence and achievement in communications and public relations.

"Insightful Player™ is a bold movement . . ." says Carew, as she shared her vision with Exceptional People Magazine. She is a coaching pioneer whose path has been followed by many in the coaching industry.

Monica: As a Master Coach, you have helped paved the way for a lot of other coaches and you've had a major impact on the coaching industry as a whole.

Chrissy: Being a coach has been such an honor and a privilege. One of my favorite accomplishments is that I headed up all of the public relations for the coaching industry as a volunteer for the International Coach Federation (ICF). We were pitching the media and the media started off being very skeptical about coaching, and then they moved to embracing it. They finally blessed it, and it was such an amazing transition from skepticism to embracing it to actually blessing it.

I began forming long-term relationships with the media on many levels, national, local, and they were really excited to share coaching success stories. We sent requests to our members, "Tell us some success stories," and we broke it down into, "For those of you who are working inside corporate America, what kinds of things are you working on? Share your success stories. For those of you out there who are working with small businesses, tell us your success stories."

We were able to give the media a potpourri of success stories, and we also did a survey to get client opinions on what they thought of coaching. The survey went beyond our expectation. Ninety-seven to ninety-eight percent felt coaching was really valuable. Once we did the survey, that created a transition, and that helped us to leap forward.

It used to be that only deep pocket executives had coaches. What the media did was create attention that Joe and Jane, "average citizen", were also working with coaches because it was



so effective. I worked with a lot of small business owners because I'm an entrepreneur. I worked with a lot of people in sales because I was in sales. I worked with people in transition because I had my first transition a few years ago and felt like a duck out of water. I found my niche in coaching. It wasn't something I intended to do. So those were the four groups of clients I worked with.

Monica: Congratulations on earning the title of Master Certified Coach.

Chrissy: That's a real honor. I'm very committed to the whole credentialing process, and I wish all coaches would be because it really makes a difference to ensure that there are qualified coaches. Numbers of people call themselves coaches these days.

Monica: You're right. When I go online, I see listings of coaches everywhere.

Chrissy: Right. It's "trendy".

Monica: But the key is how effective you are.

Chrissy: Exactly. What is the quality that you're giving your clients? And you can often tell that by whether they're sending you referrals? How long are they staying with you? I've been very blessed. I've worked for some great clients. My whole approach to coaching is when a client comes into my coaching business; they come into my coaching family. That's been my approach.

Insightful Player™ is the same way for me. It's more about the Insightful Player™ family. For example, one of my players was starting a foundation. So I said, "Let me check with some of the other players that have been successful to see whether they would be interested in speaking with you. Every one of them I contacted said, "Absolutely. Have him call me." So they saved him light years of time and aggravation by sharing the models that worked for them. They shared mistakes, and I love that. I'm saving my clients my mistakes.

Monica: The fact that you coach football players – what lessons have you gleaned from them?

Chrissy: I'm learning so much from them. They're incredible. They're so humble. They're so open to learning. They're hungry. They really want to grow, and there are so many things I have learned from them. They are jaw-droppers for me. A lot of them are really young.

The other day I was doing an interview with the wonderful McCourtys, identical twins, Jason and Devin for Insightful Player™, not as a coach. They're only 23 years old, and the

amount of wisdom they have is amazing. It was shocking to me. They're both so respectful. It's like no matter whom they meet, they treat them with respect regardless of their opinion of them. They have this amazing ability to be present. They're really in the moment and very focused. They really care about growing, and that inspires me so much.

Monica: Speaking of Insightful Player™, explain what it's about. What do you hope to accomplish through Insightful Player™?

Chrissy: I've been working on it in different capacities for five years. I want to promote mentorship for kids. What drives me is to lift the spirit of the human race and create intimacy with the masses. I believe that our children are the ones that are going to save the universe -- the human race. There are so many kids out there who don't have the support and love they need. They don't have anyone challenging them to be their best. They don't have many friends. My players are sharing their intimate stories of hope with the intention of reaching these kids and sharing mistakes and sharing struggles so they know that they're not alone, that these players are just like them.

I want to inspire them to reach their dreams, to have an insatiable thirst to continue to build their character. I want to inspire them to mentor others and to have a desire to live a life of greatness.

It's for boys and girls because more and more girls are into football. I chose the NFL as a platform because of my background with my dad. He was a high school coach. I happen to love football.



Down the road we're going to expand it to many sports, including women's sports and girl's sports. The number of females that are interested in the NFL is very high. It's somewhere between 40 and 60 percent and it's growing.

Monica: I would imagine that many of the players have their own organizations or programs.

Chrissy: Yes. A lot of my players have their own foundations and, if they don't, they're out there doing a lot of generous work. I believe Insightful Player™ is a combination of my PR, event business and coaching business.

One of my dear colleagues, Dr. Patrick Williams, has created a non-profit called "Coaching the Global Village," and he has offered to do follow-up coaching with the kids after camp to help them integrate some of the lessons that they learned while at camp. Coaching really helps people retain what they learn because often we go to a workshop or read a book and we get all fired up. But then life gets in the way, and we become busy. We don't integrate anything. We don't implement. I believe in the power of coaching and I believe in the power of the human spirit. That's what coaching does; it connects people with the power of their own human spirit.

Monica: You are calling Insightful Player™ a movement. Why?

Chrissy: Because it's a vision that has lived inside me for a long time. I've tried to run away from it because it seemed too big and scary. Who am I, this baby boomer, to work with NFL players? We need to step it up in a major way to shower our kids with love, support and resources because

the human race isn't going to. Now is the time.

More and more people are open to it. People are craving it out there. Adults are craving it, not just the children. We want to make this viral. We want people to jump on board and help us mentor, notice the kids that are alone on the playground and help those children gain support in their lives.

I think that a lot of adults are depressed. There's a lot going on in the world to be depressed about. People are out of work. These are scary times. I think one of the things I learned from my mom is, if you're really feeling bad about yourself, go out and do something good for someone else. I think that is one of the ways adults can benefit themselves.

Monica: As a successful woman business owner, what advice can you offer freshman entrepreneurs?

Chrissy: The first thing is make sure you have a compelling vision of what you want to create, something that's much bigger than yourself and know why you want to create it. How is it going to impact others? What need is it filling in the world?

Since I've coached a lot of small business owners, oftentimes, when they're in this push and struggle or dragging their feet, their vision is not pulling them. You need to get on the path where vision pulls you. Once you have that, it's easier to put the structure in place. You will become so excited and get more support than you



need, much more support. None of us can do it alone.

Monica: Who is your support team?

Chrissy: I have a wonderful PR Rep. He's amazing and enormously supportive. My husband is my biggest support of all. I'm now reaching out to get a mentor. A former NFL player has agreed to mentor me. He's such an amazing guy, a very successful businessman, and he is a soulful human being. I have enormous respect for him. I have a virtual assistant.

I need to build more support. I need to find someone that specializes in social networking. I have an editor. I have a writer. I've been very blessed with wonderful people.



Monica: Can you give some specific benefits that a person can receive from coaching?

Chrissy: They're going to develop an even greater relationship with themselves because they're going to get to know themselves a lot better. They're going to learn to articulate what their values are. Once people know what their values are, when they begin setting goals based on their values, it's like they are on a path to definite fulfillment. The sky's the limit.

It becomes so much easier to make decisions and enhance your relationships. The quality of the relationships in your life, I think, is the quality of your life. I think that is a must. It helps us grow and become better human beings.

As a coach, I have always had a coach. I am so grateful for that because a coach will ask you to extend

yourself in ways that maybe you wouldn't do on your own. You've got to have someone in your life that's going to unconditionally support you. It's not about judgment. A coach will help you find your ideal path.

Monica: With your PR, event planning company and coaching company have you ever looked back and said I wish I could have done that differently?

Chrissy: Probably everything. I know I work too hard, and that's an issue. It's an area I have to continue to pace myself to slow down to a gallop.

I'm an automatic giver, but I'm stingy with myself. That's an area I continue to work on and receive support from. Workaholicism is definitely something that I always have to keep in check because I believe that the more balanced we are, the more magnetic we become, the more fulfilled we are and the more successful we'll be.

It is hard. Patience is something I always have to work on as well. I have this high-urgency personality. It's a blessing, and it's definitely a curse.

Monica: What do you love about what you're doing through your coaching and Insightful Player™?

Chrissy: The children that I'm doing it for. It's the children's faces. I love that these Insightful Player™ are all so modest and humble. I love connections. Connecting is another value of

mine. I love doing things that have never been done before. I'm definitely a trailblazer.

The vision of the intent of Insightful Player™ – I really believe that God put this vision in my heart. I just love where we're headed with it. I love being a catalyst for change. I love creating a platform for my players to share more of who they are, to share their wisdom, to share their mistakes, to show kids their humanity. It's like a complete act of love. Everything about Insightful Player™ is all about love.

Monica: You said as far as many people are concerned, especially now because of the economy, they feel beaten down, and they have lost sight of who they are and what they should be doing with their lives. For someone who may be at their lowest point now, what do you think would be a good starting place for them?

Chrissy: The first thing that comes to mind is find ways to fill yourself up, whatever that means to you, but most importantly get support. Find key people in your life that will unconditionally support you. Be willing to become vulnerable with them. We have to be selective because there are people who will criticize us and cause us to spiral downward. We can't afford that especially when we're at the lowest point in our lives.

There are a multitude of things that we can do. One of the things that a lot of my clients have done, and I do too, is if you have any movies on hand that inspire you, plug them in. Play them. If you have books that really inspire you, open them up to any page, and see what happens. What do you love to do by yourself, with someone else or with a group? Especially if you're having financial con-



cerns, how can you answer that question? What kinds of things can you do?

What could you do with someone else? I like to take my dog for a walk with some friends. That costs nothing. What can you do with a group? There are a million things you can do with a group. Just get together. Identify those things that you can use to fill you up.

Sometimes we have to take transitional jobs if money is an issue. I know when I was building my first business, I did all types of transitional work. I waitressed at night. I house cleaned. I delivered the Boston Globe every day. Just think of it as your scholarship fund. It's a temporary thing.

Support is a must, and there are resources out there that can help you. There are a lot of coaches who will give back and who have open slots for pro bono coaching. You can find it on the Internet, Coachfederation.org. That's the international Coach Federation web site. If you don't have any luck there, they can contact me. I would be happy to help them find support. We all need support.

Monica: I love what you're doing through Insightful Player™ because it's a double-edged sword. You're helping the players as well as many young people.

What are some failures that you've had over the years? I hate to use the word "failure", but we all have to fail at something in order to succeed.

Chrissy: I was failing at this [coaching players] for sure. I was reaching out to all 32 teams. They thought it was interesting. I'm exaggerating a little. I wanted them to

think it was really exciting. They said, "Yeah, but we're fine with all of our programs." I talked to all the player development people at all 32 teams, and I felt like a huge failure, like how could I have this vision and then not have it come through. I lost my confidence. I doubted myself. I was even angry at God, "How dare you give me this vision and not give me the ability to see it through?"

Once I stopped feeling sorry for myself, I worked with a coach and we distilled what I learned from this project. I was trying to pitch coaching inside the NFL to have the players become role models on and off the field. I switched it because one of the things I learned from that was there were so many wonderful role models that no one knows about. I really believe that if these players had a larger stage, they could impact a lot of people, in particular, kids.

That's when I switched to Insightful Player™ and reached out to the PR departments and said, "Hey. I would like to do a feature story on some high-integrity good guys, players that would love to touch kids." I would love to have players that are spiritual. It doesn't matter how they are spiritual.

At first I thought they would think I was a fruit loop. Spirituality, NFL, it just doesn't seem like a match. And a baby boomer woman and the NFL? I had no experience. A lot of these teams said, "What experience do you have with the NFL?" I had zippo. So I felt it was a huge failure before I switched to Insightful Player™. Once I switched to Insightful Player™, I thought I was making them an offer they couldn't refuse.

It was funny. I was calling them off-season, they said, "Oh, no, no, you

have to call them when they come back for spring training." They'd come back from spring training, "Oh, no, no, no. We're too busy. Why don't you wait until summer training?" "Oh, they can't talk to you now. You should wait until the season starts." Then the season starts, "Oh, no. They're much too busy. It's the wrong time to call." I was very discouraged. I've been working on this a long time, and it just launched April 1st last year.

Monica: What did you do to pull yourself up and maintain a positive outlook?

Spiritually I had to turn it over to God. I surrendered. I had talked about it with this wonderful coach, as well as my friends. I didn't try to do it alone anymore. I knew that God's hand was in it because it wouldn't leave me alone. Every time I tried to run away from it, I would lose energy. I stepped back into it even though it wasn't going the way I wanted it to.

It was bigger than me, so I didn't try to do it myself anymore. I kept asking God empowering questions versus, "Why isn't this happening?" "What insights can you give me today to reaffirm I'm on the right track?" So I asked empowering questions, and that helped a lot.

Monica: It's amazing when you become committed and you have faith and believe it's going to happen, that it does happen.

Chrissy: Right. It was the knowing underneath all the doubt. ♦