

What is your opportunity?

**UPELVEL
YOUR LIFE.**

CATE STILLMAN

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Cate Stillman

FOUNDER OF CLUB HERO
at CLUB THRIVE GLOBAL



I guide our members to implement their UPLEVEL in CLUB HERO. For over two decades, I've been a founder/entrepreneur/global thought leader/author. My husband, daughter, and I run 3 businesses with teams and own 10 properties. We started as broke and hard-working ski bums. Our focus is living the dream. Making shit happen. Enjoying the deep powder and surf swell as we ride our lives together.



PRINT THIS GUIDE

Welcome to UPLEVEL YOUR LIFE.

Print this.

Take it away from the office. Get perspective of your future to define your UPLEVEL.

Your purpose of UPLEVEL YOUR LIFE is to:

1. Get specific about your uplevel
2. Assess the cost of the current status quo
3. Appraise the value of your uplevel
4. Decide how to move forward

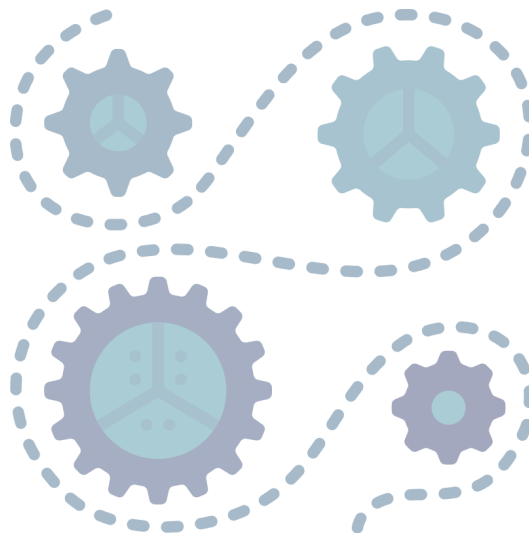
The value in UPLEVEL YOUR LIFE comes from thinking, writing, talking, and thinking and talking more. You will have two conversations with CLUB HERO Coaches. To make the most of these two conversations, prepare. Take in the brief training. Write in this guide.

YOUR UPLEVEL requires attention. This guide is where to put your attention. This process is iterative. With each iteration, your potential scales.

THE UPLEVEL PROCESS

In the process, you evolve your skills.

Starting with the skill of upleveling. Which is the skill of next-level self-invention. This isn't re-invention because you have never been where you are going next. The process is radical by definition, as higher orders mean higher orders of magnitude. Your leadership, your wits, your practicality or your art brought you this far. What is next level? That is the territory you define in UPLEVEL YOUR LIFE. Our goal here is to get you there in your thinking, your vision, your focus. Tune in to you at a higher order.



Your uplevel has a process.

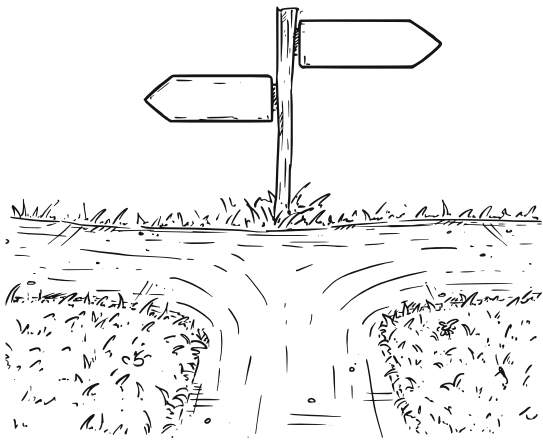
First, crisis or decision markers must be identified. Where you are in and out of integrity with your best life signals the path to next-level integrity. Then, the sacrifices must be identified.

Crutches will be tossed aside as you stand on your strengths and alchemize your weaknesses. In the process, you integrate at a higher order. And you rock your life at a higher order.

Higher order living involves cultivating a purpose-driven existence, encompassing meaningful impact and transformative experiences.

YOUR CRISIS

YOUR UPLEVEL SITS AT THE CROSSROADS OF CRISIS.



Jung explained it this way, "No tree extends to heaven unless its roots reach down to hell."

To ground the power of your opportunity, we'll first get dirty in the muck, in your stuck, in the mire. Look where you have been revolving in the whirlwind of life.

Look where you check out, numb, avoid, or delay action.

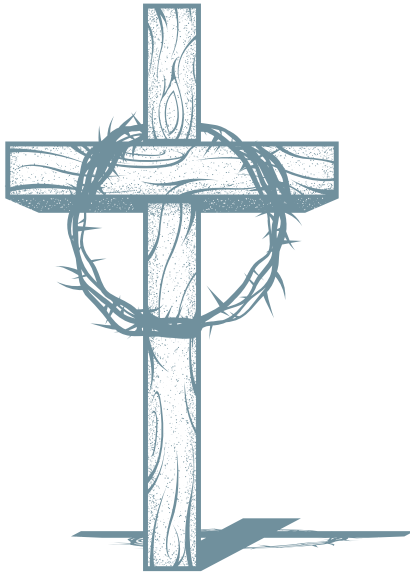
I like the word “crisis.”

CRISIS is Greek for the need to make a decision.

CRISIS combines Christ and ISIS in the same word.

Both Christ and Isis journeyed to hell and back.

The “hell” part of crisis that makes you want to cry is its defining characteristic.



PAIN AT CROSSROADS

We'll find your crisis is in your status quo. We'll look for places where you are stuck - which means there is latent energy available for transformation. In Sanskrit: granthi is the word for a knot of energy in its stuck or latent form. It's difficult to untie. Yet, untied potential is unleashed.



GRANTHI



ISIS

Both Isis and Christ descend from heaven to earth and to a living hell, and in their sacrifice rise up, or ascend to the next level of integration.

To uplevel, you go through an ego death. Death to your current status quo, your current pattern, or samskara in Sanskrit. You decide to uplevel, which means to integrate yourself at the next level. It also means you decide to cut off the other options. You make your decision sacred, which means you sacrifice your other possibilities and potentials.

Uplevel is catharsis. It's a process of releasing and integrating strong or repressed emotions. You birth yourself at a higher order. In life, you practice mini-deaths.

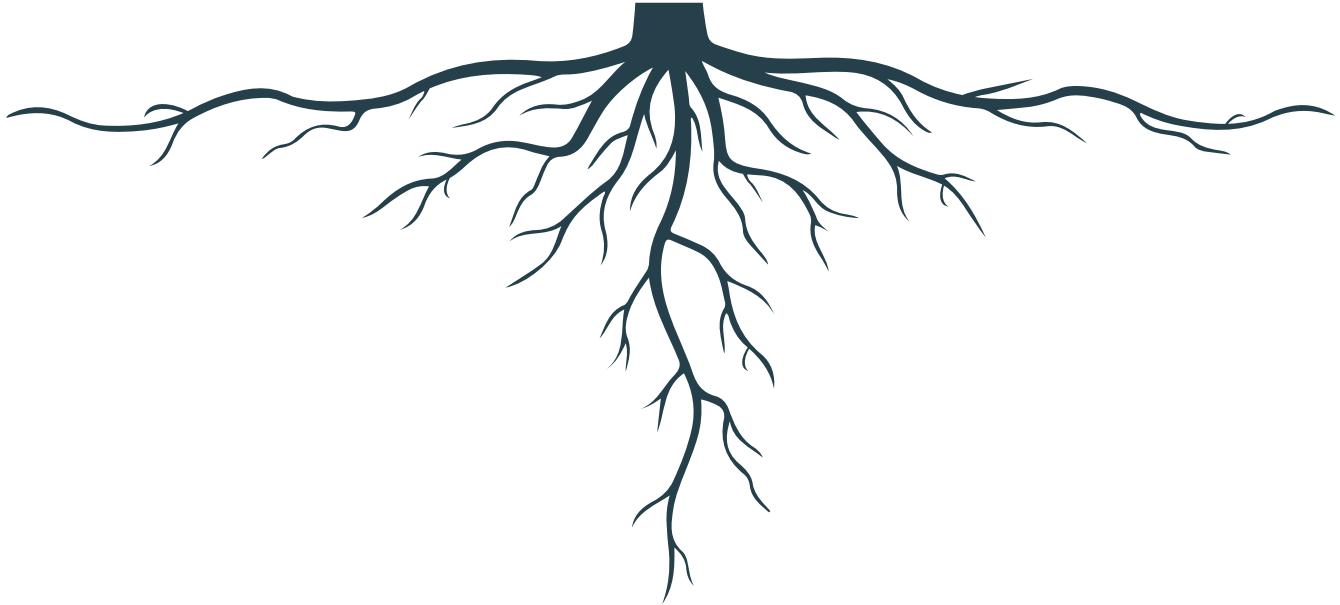
As you become more conscious, you practice your death/rebirth cycles. You awaken, to consciousness and curiosity.

You learn to make the sacrifices early and wholeheartedly. The current status quo, the ego, doesn't exist at the next level.



CRISIS:

From Greek krisis 'decision', from krinein 'decide'. The general sense 'decisive point' dates from the early 17th century.



WHICH TYPE OF DECISIONS DO YOU NEED TO MAKE NOW?

Another way of asking, is what decisions should you be making now to design an experience your future self would be stoked about? Simply identify what is coming to a decision point.

CHECK YOUR BOXES

- HEALTH CRISIS
- CAREER OR BUSINESS CRISIS
- FINANCIAL/INVESTMENT CRISIS
- CRISIS OF MEANING/PURPOSE
- FAMILY/MARRIAGE/PARENTING CRISIS
- STAGE OF LIFE CRISIS (EX. MIDLIFE CRISIS)
- LEADERSHIP CRISIS
- IDENTITY CRISIS

WHAT IS ON YOUR TABLE?

UPLEVELS are multidimensional and emotional. Take a moment and write for each category. Explore what is coming to a decision point. What are the decision points on your horizon? What are you procrastinating on? Where do you know how to change, but you're not doing it? Here is an insider's tip: denial just leads to more crying later.

HEALTH CRISIS

CAREER / BUSINESS CRISIS

FINANCIAL/INVESTMENT CRISIS

MEANING/PURPOSE CRISIS

YOUR CRISIS



FAMILY/MARRIAGE/PARENTING CRISIS

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STAGE OF LIFE CRISIS

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LEADERSHIP CRISIS

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IDENTITY CRISIS

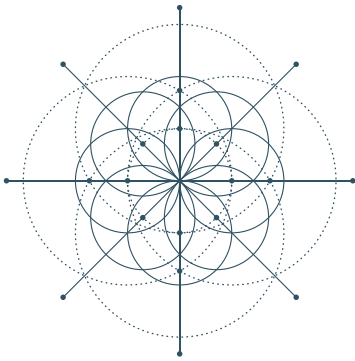
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YOUR CRISIS



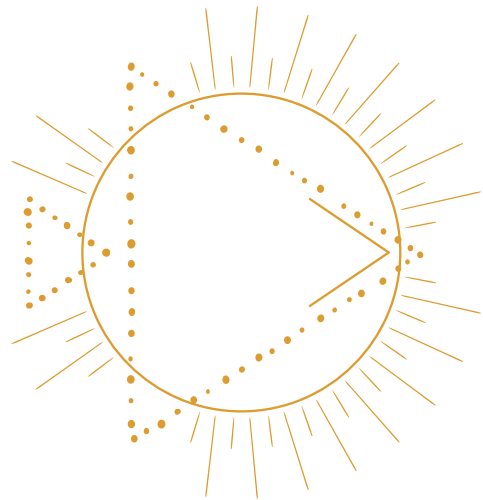
YOUR DESIRE

DHARMA - OR UNIQUE PURPOSE - SHOWS UP IN DESIRE. THAT IS WHY TO TREAT YOUR DESIRE AS SACRED. WITH DESIRE, FIRST FOCUS FULLY ON THE "WHAT"...NOT THE "HOW".



Desire is your orienting mechanism for your uplevel. Desire, Dharma, duty. okay, what is your duty to uphold in this next chapter? If all you want to do is to heal, then that's your desire.

Some of your desires are counterculture. Maybe even counterculture to your current choices - from your work to your food. You might notice you need to rebel. Rebel by focusing on "what" you desire, not "how" you'll make it happen.



The "what" comes well before the "how". "How" is strategy. "What" is true to you, your unique multi-dimensional life...at the next level. Turn your attention there. Awaken your intuition. Lean into the questions. Dig up the bodies you buried in your past. Revisit the seeds already planted.



Let desire be your leader. What do you really want? What destination is your desire driving to? Plug into your "give a fuck". Connect with the deep yearnings of your being and channel that energy into your growth and transformation.

Do something with the blank canvas of your future.

Draw. Write. And keep writing on the backs of these pages. Then, get out a highlighter and find the gems.



DEPICT YOUR STATUS QUO

To uplevel, specific questions will illuminate what is outdated in your current situation. We want to pinpoint your status quo starting with what isn't working.

What do you want to break free of?

What isn't working in your life?

What do you wish were different?

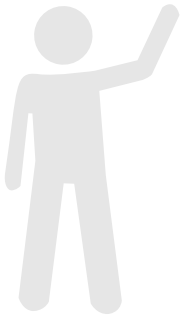
Where do you get stuck?

What habit or routine do you wish didn't control you?

YOUR OPPORTUNITY



DRAW YOUR STATUS QUO



DRAW the CRUTCHES, VICES, TOOLS of YOUR STATUS QUO in the box. (Think of multiarmed gods/goddesses... and their tools. Examples: holding a glass of wine in one hand, coffee in another, watching Netflix or the ball game. Include outdated thoughts in the bubbles.

YOUR OPPORTUNITY

Give your outdated identity a humorous name:

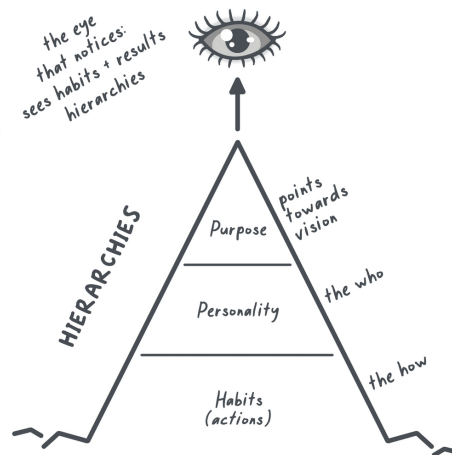


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OUTDATED HABITS DOWNLEVEL YOU

Now that your outdated identity has a name, you can talk about this personality/ pattern in the third person. Answer the following questions from this perspective.

Articulate succinctly and specifically what is expiring or not working.



YOUR OPPORTUNITY

What are _____'s outdated body habits:

What is outdated in _____'s investment habits:

What is outdated in _____'s spending behaviors?

What is outdated in _____'s career?

What is outdated in _____'s leadership?

What are _____'s outdated beliefs?

What is outdated in _____'s relationships?

What is outdated in _____'s family's seasonal rituals?

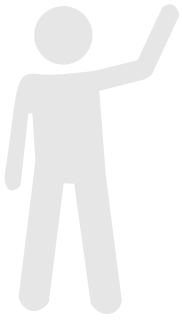
What is outdated in _____'s family's daily rituals?

What is outdated in _____'s family's annual rituals?



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DRAW YOUR UPLEVEL



Draw the dream. For me, the dream included a surf house, a ski house, global thought-leadership on human and planetary thrive, and real estate investment projects with my husband and daughter. Who you will be at your next UPLEVEL. What will you have accomplished? Feel like? Look like? Be like? What skills will you have? What do you do? With whom? What are you thinking? What habits do you have? Give yourself a cape and as many limbs to carry all the tools you want.

A large rectangular area for drawing, containing three thought bubbles at the top. The thought bubbles are simple line-art clouds with three small circles leading to them. The rest of the area is blank for drawing.

YOUR OPPORTUNITY

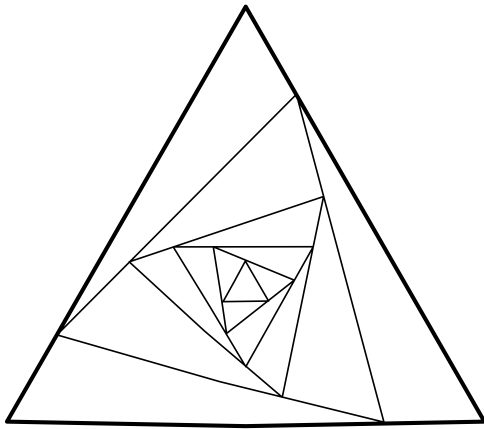
Give your UPLEVELED SELF a NAME or TITLE



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THE VALUE OF YOUR UPELVEL

YOUR LIFE IS A REFLECTION OF
YOUR VALUES.



Even when you know what your UPLEVEL is, one of the hardest things to do is to put a value on it. Because it's priceless, right? The problem with priceless is that the world works with the finite. Value is measured in part by economy, where value is exchanged in the marketplace. So, it becomes really hard to invest in YOUR UPLEVEL if you don't know the return on investment. It becomes impossible to make decisions about how to leverage your resources, your focus, your assets... if you don't know the value of your UPLEVEL.

Now, let's put a price tag on your UPLEVEL.

YOUR UPLEVEL

- A. Rate your status quo score based on how your level of fulfillment/happiness in that category
- B. Imagine it's two years from today. Beyond your wildest dreams, imagine what your uplevel, specifically within that category
- Calculate the value of your uplevel over a 5-year horizon if you were to start today*

	A. Rate your current status (x/10)	B. In 2 years, what, exactly, did you uplevel?	C. Estimate the financial return on investment on this UPLEVEL over a 5 year horizon
HEALTH/HEALING/ BODY THRIVE	__/10		
CAREER	__/10		
HOME	__/10		
LEADERSHIP/ TEAMS	__/10		

THE VALUE OF YOUR UPLEVEL

*For example, if your goal is to lose weight, feel great and get a promotion at work because of your upleveled energy, drive, and focus, what is that worth? If the promotion earns \$30k /year more, the five-year value is \$150k, assuming you only uplevel once. Then, calculate the monetary value to you for losing weight and feeling great. You may value that at \$10k/year in terms of improved quality of life and health benefits or \$50k over 5 years.



YOUR UPLEVEL

- A. Rate your status quo score based on how your level of fulfillment/happiness in that category
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- Calculate the value of your uplevel over a 5-year horizon if you were to start today*

THE VALUE OF YOUR UPLEVEL

	A. Rate your current status (x/10)	B. In 2 years, what, exactly, did you uplevel?	C. Estimate the financial return on investment on this UPLEVEL over a 5 year horizon
COMMUNITY/ IMPACT	__/10		
SPOUSE/PARTNER	__/10		
PARENTING	__/10		
FINANCIALS/ INVESTMENTS	__/10		



BOTTOM LINE OF YOUR UPLEVEL

If you were to become YOUR UPLEVEL, what would your next opportunities become? Think of answers both in terms of quality of your life and quantitatively as an investment or payoff. For example, if I learn how to grow a small company, how does that uplevel what I could do in 5 years?

What would your new capabilities, capacities, identity, community be?

How would YOUR skills evolve?

How would this create your NEXT opportunities?

Would you have Financial Gain? How could you leverage that?

What becomes possible in your Legacy that you would pass forward?

If you add all this up - what is your goal worth? Put a \$ amount to it for practice. Then, you can better decide what is worth investing your time/attention/money.

\$ _____

← **BOTTOM LINE**



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THE VALUE OF YOUR UPLEVEL

“
WHEN YOU WANT
SOMETHING...

YOUR SACRIFICE

DO IT
WITH ALL YOUR MIGHT.

MIND.

ACTION.

AND SPIRIT.”

Swami Rama

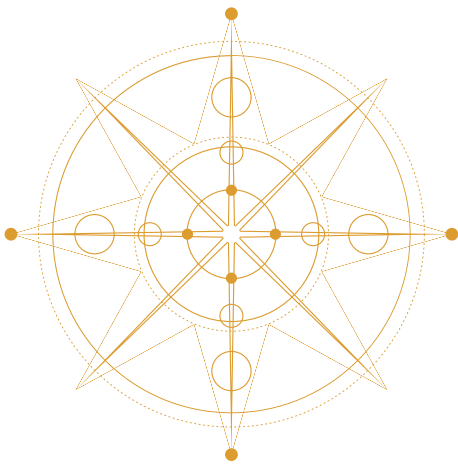
1925-1996, RISHIKESH, INDIA



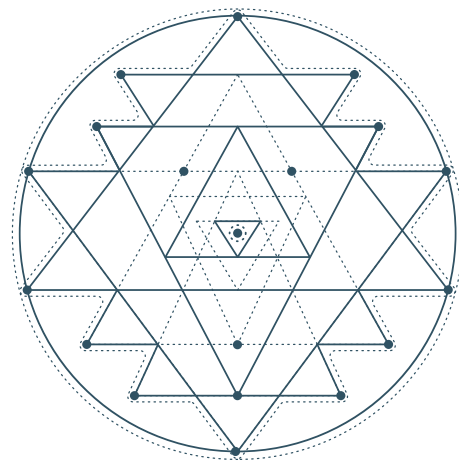
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YOUR SACRIFICE

sacrificium (LATIN): TO MAKE HOLY, SACRED.



Narrowing the target pushes out other possibilities. Naming the target identifies what doesn't exist simultaneously with your UPLEVEL. For example, my UPLEVELS require risk, asset allocation, and mostly focus allocation.



My UPLEVELS required me to invest in my training, my skills, my teams and my network. Investing in coaching had the greatest return because it drove my ability to earn capital. The capital I then invested in real estate projects with my husband, where we leveraged his skills with my ability to predict markets. Without the capital grown by the coaching I invested in, we couldn't have leveraged capital for debt to take on bigger projects.

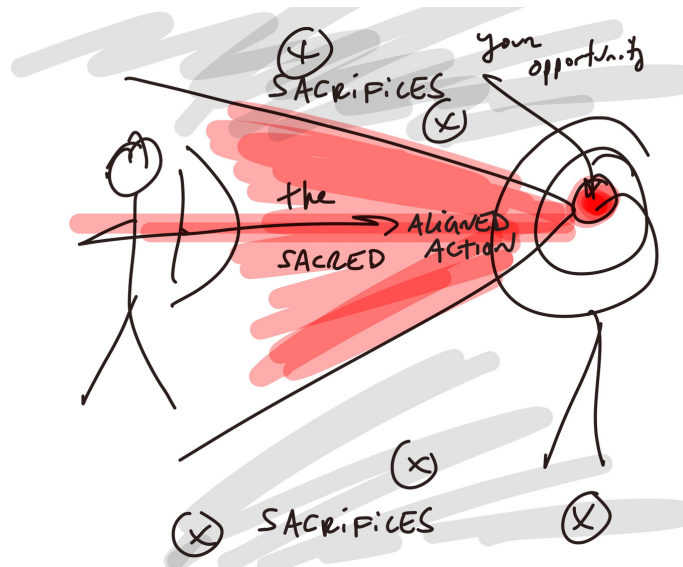
YOUR TRADE-UPS

To uplevel you must define your tradeoffs. You need to point your time, money, and attention to the opportunity. Which means you'll have tradeoffs. Your tradeoffs are your sacrifice. In making tradeoffs, you make your opportunity sacred.

OUTDATED USE OF MY
TIME/ENERGY/\$

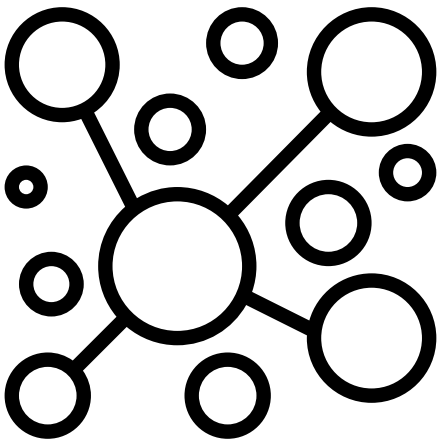
ESSENTIAL USE OF MY
TIME/ENERGY/\$ to UPLEVEL

YOUR SACRIFICE



YOUR COMPADRES

compadres (Spanish): with god as father



Fathers wish the best for their sons. Wisdom passes through high integrity relationships. Compadre signifies high levels of value, intimacy, care, connection, integrity.

In the vibratory space with people who are at the energetic upper level, you get to experience higher order insights, support, connection, health, intelligence. More of an easy flow of giving and receiving.

Your compadres are already at where you want to be next. They're not people you're a few steps ahead of. Identify compadres in categories, already a level above, already where you want to be next.

In health.

In wealth.

In freedom.

In capabilities.

In leadership.

In relationship.

In enlightenment.

In finance.

In investment.



WHO YOU ARE INFLUENCED BY

Start from who is influencing you now. Write the 5 people you are most influenced by, and their 5 person network below their name.



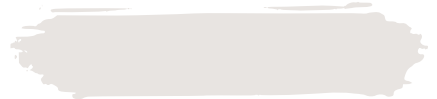


YOUR COMPADRES





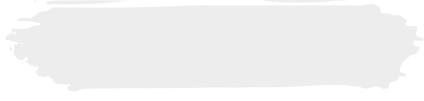
YOU



YOUR COMPADRES

Write the 5 people you most want to be influenced by next, and their 5 person network below their name.





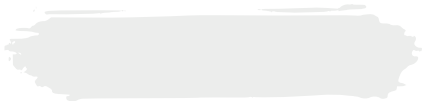
YOUR COMPADRES





YOU

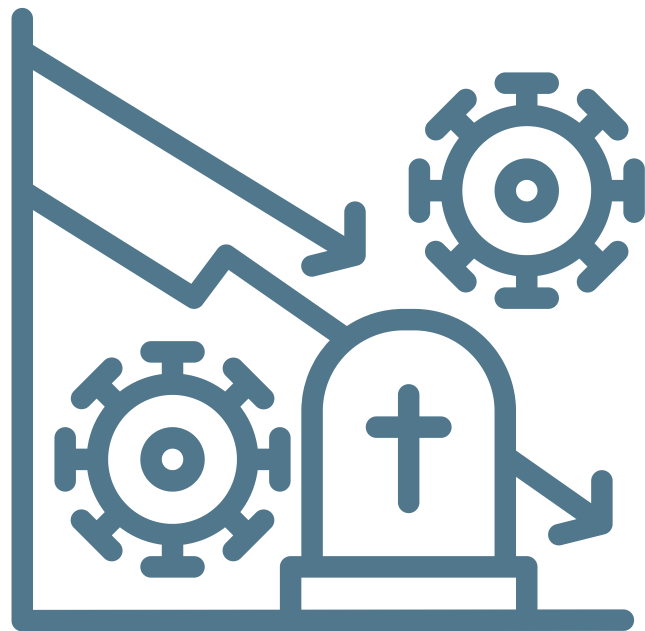






UPEVEL DECISIONS

Nothing will kill your UPEVEL faster than your outdated pattern of decision-making.



We hear it everyday with people on our waitlist for CLUB HERO and CLUB THRIVE. People see their opportunity crystal clear. They know the tradeups and tradeoffs. They know what's at stake. And many choose to repeat the past. They want to be in our CLUB. Yet, their outdated-pattern of decision-making stops them. They never make it into the CLUB.

Then, there are those who make it into the CLUB. Most are experiencing the same emotions - the hesitation, the excitement, the fear of investing all in on their UPEVEL. Aligning action with insight. Our members never regret their investment.

Your UPEVEL requires sacrifice, tradeoffs, and aligned action. Who you become in the process is someone who can UPEVEL again and again. This person is no longer afraid of investing in the future they want to create. The UPEVELER plays the game of life, putting all their chips on the table. And is mightily rewarded over time for their fullest participation with their potential.



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