

Student Guide: 501210 SG-WDL

Introducing the CAM “Choice Pyramid”



Student Guide – Workshop Deeper Look

“Your Beliefs: How They Affect Your Life



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1. COURSE BACKGROUND

1. Purpose

This document is a Student Guide – Workshop Deeper Look for the CAM Workshop courses 1600-14-10 (Face-to-Face workshop) and 1600-14-20 (Web-Based workshop) about the subject “**Your Beliefs: How They Affect Your Life**”.

The education about this subject is simple, compelling, and essential because you:

1. Will see how **beliefs operate in yourself and others**
2. Hear supporting **evidence** about beliefs
3. **Connect with this evidence and relate it to yourself**
4. **Engage yourself in your own belief system** as never before

This workshop provides valuable concepts, knowledge and training for you, which has the potential to impact your old and current thinking, actions and outcomes. Depending upon your openness and willingness, the event could have significant favorable effect.

This workshop is a ninety-minute educational course that will have you actively participating in your “**Belief Life**” by being asked questions and using work materials we provide, that will allow you to record your own answers - thereby personalizing information particular to you and your needs.

2. Course Goal

The overall goal of our education is for you to connect to your Beliefs:

1. **Context and content** for your own beliefs and how they can effect you
2. **Uncover hidden parts** of your beliefs and understand their impact
3. **Gain awareness** about what it takes to implement changing a belief
4. **Create and begin to shape one new belief**, so that you can begin using your new model immediately with a favorable outcome: practicing will allow you to see its effectiveness.

3. Workshop Topics

The workshop session takes place Pacific Standard Time. The course covers 9 fundamental topics:

Item#	Topic	Minutes	Topic Objective
1	Introduction of Course	7	You don't need experts
2	Strike a Starting Point	3	Materials & Starting Exercise
3	What Are Our Beliefs	20	Evidence & Choice Pyramid
4	Sample Your Beliefs	15	ACB & Inspect some beliefs
5	What Might it Take to Change?	15	What it takes to change
6	Create Your Belief	20	Designing one belief
7	Questions	5	Quick Q & A
8	Closing	3	Suggestions
9	Final Comments	2	Some daily disciplines

a. Workshop Preparation & Timeliness

Please allow for some flexibility in the scheduling of the agenda items, as the start and end times maybe vary slightly by a few minutes. Ensure that you have your materials printed, have reviewed them to gain a clear understanding of what is expected of you, and know what will be covered in the course.

It is recommended that you get to your workshop early: if you are attending a Face-To-Face workshop, please be there 15 minutes early to select your seat; if a web-based workshop, arrive 5 minutes before the posted start time to ensure that your connection is working correctly and you can see the start page.

4. Cautions

The course will have you looking at your beliefs and may touch your feelings, either favorably or unfavorably. You may become somewhat emotional when asked to describe what is occurring for you. It is ok – sometimes our heart chokes our throat when we attempt to speak!!!

You may perceive these feelings along a scale from being mildly uncomfortable to intense – see our [CAM Awareness Scale](#) for assistance in calibrating your feelings (e.g. 0 to 2 maybe uncomfortable, while intense maybe 8-10).



This is normal and will not have a lasting effect for you. It is possible that some feelings may dredge up long held resentments that may be profound. This too will pass - especially if you are considered normal – this is what happens to us humans.

The course is not intended to create lasting discomfort, yet it is architected to allow you to see how you are impacted by some of the beliefs that you hold.

Before proceeding any further, please read thoroughly from our website (e.g. located in the footer on any of our web pages):

1. [Two Cautions](#)
2. [Terms of Use](#)
3. [Privacy Policy](#)

These may seem technical and legalistic, but please read “Two Cautions” as a minimum must read!!!

5. Workshop Approach

Our approach is designed to get you connected to your Belief Life: specifically a few of your current beliefs, the source of those beliefs, your associated/related feelings about your belief, and any outcome(s) the belief produces for you (i.e. we introduce the idea of Almost Certain Beliefs and some interesting examples).

The workshop will assist you and other attendees by creating an environment with conditions to allow **awareness** and **willingness to show up**.

It is only a beginning...

6. Our Business Model

Choice Awareness and our workshops are one of many ways to accomplish **change**. Having knowledge about something is only part of the way there, doing something with the knowledge – getting into effective action – will allow change to occur. Just as deciding is part of the process; you'll only implement the decision when you act.

Choice Awareness is an educational consulting company designed to stretch people, their businesses and themselves. We want you to become more aware, understand, grow, and achieve while receiving and contributing what you design for yourselves and your companies.

Our **primary objective is to encourage and promote healthy learning**. We create products and services architected to help engage you become open and willing for various activities, ideas and concepts.



We use a simple but effective business model (e.g. granted to us through our training from the sages (i.e. see [our contributors](#)), which is described as:

“An inquiry based relationship seeking possibility and opportunity which leaves people complete and in action.”

An **inquiry based relationship** is about us asking you intelligent and relevant questions which are designed just for you. The **seeking of possibility** is about **finding endless potential for favorable learning and effective results**, while the **opportunity** is all about applying the education and then understanding **what it means to you personally**.

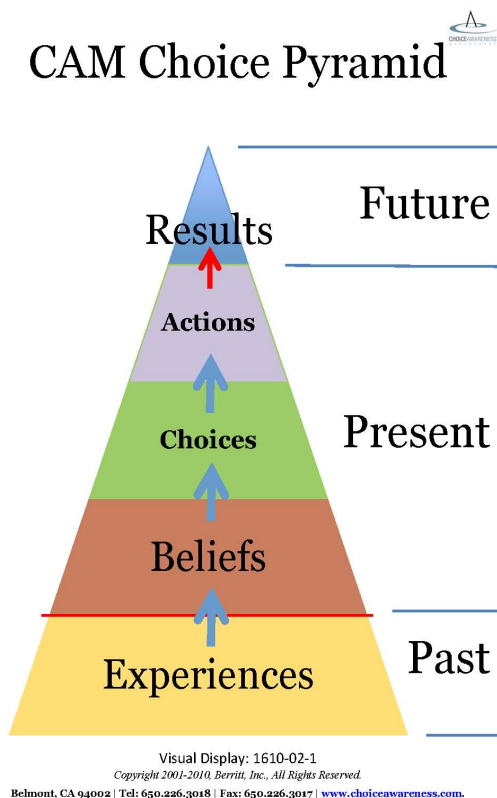
In this context, **complete** is the state of being whole - having all the parts or elements, working together. While, **action** is intended to have you involved in effective activities targeted to the results you want.

7. Our Belief System

We have a simple belief system called the CAM Choice Pyramid and it defines for us a **conceptual source living model**. It answers questions about how we make choices, the various actions that we take, and the results we attain in our lives.

Fundamentally, we state it this way:

1. **Our experiences affect our beliefs**, and
2. **Our beliefs drive our choices, actions and results**.



It follows for us then, that our **beliefs are the source of our choices and our choices dictate our lives**: what we are, what we do, what we have, and who we are being.

We cannot change experiences since they are past. Have you ever tried this? While we may wish we could, we have not yet perfected time-travel! Nor has any one else to our knowledge.

However, and this is a critically important point - we can **change our beliefs, our choices** and consequently **our actions and**

results.

8. CAM Framework Foundation



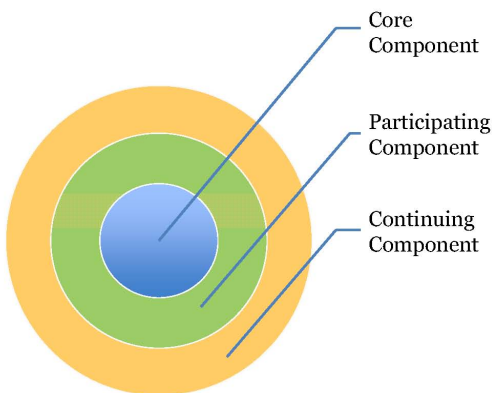
The course will also make reference to the [CAM Framework Foundation™](#) designed by CAM as a series of concepts and definitions that when combined, will help you create a set of fundamental building blocks to assist you in a principled and personalized way of living and

acting on life rather than re-acting to events, other people, situations and/or circumstances.

The CAM Framework Foundation concepts are based upon time-tested principles, uncommon sense, plus many other characteristics which help incorporate your interests and desires to attain your own aspirations - allowing and encouraging you to actively participate and contribute to your own and others lives’.

CAM Framework Foundation

The CAM Framework Foundation allows people to create fundamental life sustaining components and characteristics which will assist in guiding them through their own life.



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The methodology has three main components to the design concept as follows:

1. Core Component
2. Participating Component
3. Continuing Component

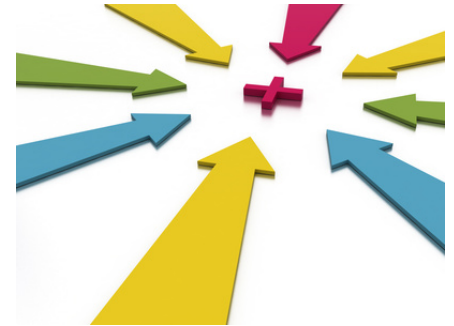
When combined, all three components produce a unique way of fueling interests, engaging beliefs and participating in one’s life.

A model for living designed by you, for you and implemented by you. It works!!!

9. Educational Intention

Another intention of the workshop(s) is to introduce foundational concepts about how we live out our lives. Overall, Choice Awareness accomplishes this in a series of four specific and related subject areas that follow the CAM Choice Pyramid source living model introduced in 6. Our Business Model.

These workshops are taken in sequential order over a three-month period starting with Beliefs. Each workshop builds upon the last one. They are designed to have the you work on your own practice beliefs, choices, and actions allowing your and others to gain confidence that what you are developing for yourself produces the results you designed.



The workshops are as follows:

1. **Beliefs – this first workshop session (1600-14-10 and 1600-14-20)**
2. Choices – the second workshop session (1600-14-12 and 1600-14-22)
3. Actions – the third workshop session (1600-14-14 and 1600-14-24)
4. Results – the fourth workshop session (1600-14-16 and 1600-14-26)

10. Workshop Starting Point

As a [starting point](#), each session asks you to start fresh and implement for yourself the concept of a “**The Beginners Mind**” - letting you temporarily drop any preconceived notions and ideas about what you are about to consider.

a. Beginning Principles

We ask you to begin with the following principles:

1. **Be open**
2. **Be willing**
3. **Expect Positive Things to Show-Up**

While each of these principles may be self-explanatory for some of you, others maybe not, so please read our perspective and meanings to gain more understanding as we intend it for you.

1 - Be Open

By our way of operating, we mean for you to continue to be approachable for something new or old: you may not have heard it for a while or it is completely new. Set your skepticism aside for the moments you are with us, listen closely to what you will be hearing and experiencing.



Consider this powerful quote before you begin:

“There is a principle which is a bar against all information, which is proof against all arguments and which cannot fail to keep a man in everlasting ignorance – that principle is *contempt prior to investigation*”.

[Herbert Spencer](#)

2 - Be Willing

We mean for you to be consenting and disposed to being ready for something. Volunteer yourself to this. In our case(s) and experience(s), much can occur and show up when people strive to maintain this state. Without it, very little can or will arrive. In seeking possibility, this could become a belief for you.

3 - Expect Positive Things to Show-Up

It is likely that you have conditioned yourself with expectations about training and education, such that you already have pre-conceived notions about any workshop. We ask you to drop all those, whether favorable or unfavorable, and set your expectation level to 8. This is a high expectation level because you deserve to receive something worthwhile. It is our experience when we look daily for something to show-up – it does. Please try this out on your own, especially with us (e.g. we designed the course to produce an 8 or better rating on the CAM Awareness Scale) and start looking for it...

Furthermore, in our experience, coupling this concept with being open and willing has the tendency to free yourself and make you available. Strive to keep yourself present during the workshop, rid yourself of any past or future distractions, and remain focused upon what is in front of you. As a simple analogy, in general aviation, this means be present in the cockpit and fly the airplane.

b. Effective Effort

Focus. Turn off your cell phone, don't read emails, make yourself completely available for the workshop and commit that you will do some before and after activities for this workshop.

To put these beginning principles into action for yourself, before and after the workshop (e.g. within a day or so), sit quietly somewhere to review, then ponder all the material associated with the course, consider what it means to you and how you can use it to change yourself, your attitudes, and your thinking.



2. WORKSHOP OVERVIEW

The workshop has nine different sections spanning approximately ninety minutes. The information below highlights the points covered in each section.

1. Introduce the Course

1. Thanks for attending and giving of your valuable time today.
 - a. Fill out the attendance sign-in sheet (*FTF only*).
2. Opening: I have an opinion and ... – You're the expert and why.
3. The Heart of it...possibility
4. Inspecting why you are here....
5. What we want for you – Create it and implement your new belief in your life.
 - a. Follow-Up – what to do within 7 days (e.g. see [accountability partner introduction](#)).
6. Review workshop materials: Student Guide - Workshop Materials 501210 SG-WM (Printed & available when you attend your session. Downloadable a few days before your workshop. See event announcement postings and/or direct workshop emails).

2. Strike a Starting Place

1. Download: Work Packet 502010 - contain illustrations, forms, and other support materials you will be using in the workshop.
2. Materials you'll be using:
 - a. Illustrations – all the work materials photos, etc.
 - b. Visual Displays – Forms and others: intended to have you look at them each day.
3. Context of Creating One Belief – the intention is to design what you want.
4. Beginner Mind – concept and one getting ready exercise to start the session.

3. What are Our Beliefs

1. Work Materials Needed

2. Opening Stories – the math student or Hair Raising Flight
3. Chain of Beliefs, Definitions, & Behaviors
 - a. Definition
 - b. Commonly Held Beliefs
 - c. Refining Beliefs
4. Beliefs Elements
 - a. Capturing Some Beliefs
 - b. Belief Categories
 - c. Ten Top Distinctions
5. Almost Certain
 - a. Definition
 - b. Surface Beliefs
6. Apparent Beliefs
 - a. Identify New Apparent Beliefs
7. Recap all 8 topics

4. Sample Your Beliefs

1. Work Materials Needed
2. What is working right now – Almost Certain Beliefs Examples?
 - a. Relationships/Connections – so we can start you going on this
3. What about it? – define at least 5 characteristics of one belief.
4. If you could see it, color it, taste it – describe in many different ways.
5. If you feel it, where does it reside in your body, and where does the energy go – which direction.
6. What outcome(s) are associated with it?

5. What Might it Take to Change This

1. Work Materials Needed (15 minutes)
2. Any experience in the group in changing? – participation/share:
 - a. The ten thousand hour story (how it plays out).
3. Success at changing something?
4. Sustaining the change?
5. Failures with change?
6. Select one belief that you want to change or create.

6. Create your Belief

1. Work Materials Needed (15 minutes).
2. Have you defined it?
3. What will it produce for you?
4. How will you know it is working? Etc.
5. Share two examples in the group (3 - 5 minutes).
6. What Promises to make – what are you willing to commit to make it happen and share it (5 - 8 minutes).

7. Questions

1. Take questions from the group. (5 minutes)
2. Record what you hear into you notes section.

8. Closing

1. Score the education session via the Internet or turn-in your results (FTF) (3 minutes).
2. Record what you hear into your notes section.
3. A few suggestions...
4. Thank yourself for attending, concentrating and participating.
5. What follow-up can occur in the coming 7 days?

9. Final Comments

1. A few Words about to apply these ideas you learned today. (2 minutes)
2. Record what you hear into your notes section.

3. HOW TO GET STARTED

This educational event is a pre-designed to accommodate at least 10 to 100 people. The section includes steps you should take before attending the workshop: designed to have you experience a successful use of your time and effort.

1. Steps to Take Before the Workshop

1. Visit the website to view the two related videos and get the student guide overview:
 - a. Introduction Video 110-12-30.
 - b. A Deeper Look Video 110-16-32.
 - c. Download this Student Guide – Workshop Overview Deeper Look (501210 SG-WDL).
2. Read the Student Guide - Workshop Deeper Look to understand what to expect from the workshop.
3. Determine if it will help meet your needs for beginning change.
4. Do what is recommended in the guide.
5. Reserve your workshop date and time by selecting the right shopping cart schedule for you.
6. Review the purchase confirmation email and get the download zip file titled “[CAM_Wrkshp16001410.zip](#)” or “[CAM_Wrkshp16001420.zip](#)”.
7. Extract the contents of the zip file and print all documents:
 - a. Visual Displays.
 - b. Work Packet 501210
 - c. Student Guide – Course Materials 501210 SG-CM. If this document is not present, it will be printed and distributed at your workshop, otherwise, print it and bring it with you.
8. Review the materials to get a first look at what is present in the download:
 - a. Review the visual displays.
 - b. Review the questions and answers that will be expected of you
 - c. Begin thinking about what beliefs are and aren't working for you.
9. Put your workshop date and time into your calendar.

10. Ask a colleague to consider taking the course with you - as a candidate to becoming one of your accountability partners (e.g. see selecting accountability partners on our website).
11. Attend your workshop.
12. Do the workshop follow-on items on a daily basis.

2. Steps to do after the workshop

1. Establish a schedule to speak with your accountability partner regularly:
 - a. Set the day and time to speak.
 - b. Create an agenda for your meeting:
 - i. What is working for you?
 - ii. What is not working for you?
 - iii. What issues or challenges have come present?
 - iv. What steps can you take to address the issues?
 - v. What are you willing to commit to for next week?
 - vi. How effective is this process for you?
 - vii. Anything need to change in our agenda?
2. View the materials that you have created for yourself on a daily basis.
3. Determine if your beliefs is working for you:
 - a. If not, what is occurring?
 - b. If yes, what results are you attaining?
4. Once you have gotten confidence that the belief is now working for you, begin to establish some other beliefs – look at the almost certain beliefs examples for some ideas for yourself and repeat the cycle until they become part of your “Belief Life”.
5. Consider taking the next course for Choices Workshops 1600-16-12 or 1600-16-22.

4. REFERENCES

This section includes reference materials used within this document.

1. Choice Awareness Website Links

Many reference are made within this document for various websites and pages within those websites. The following is a list of the links used:

Item No.	Internet Links
1	http://choiceawareness.com/cms2/page.php?title=Terms+Of+Use Choice Awareness – Terms of Use
2	http://www.choiceawareness.com Choice Awareness – Home Page
3	http://choiceawareness.com/cms2/page.php?title=Two+Cautions Choice Awareness – Two Cautions
4	http://choiceawareness.com/cms2/page.php?title=Privacy+Policy Choice Awareness – Privacy Policy
5	http://choiceawareness.com/cms2/view.htm/3/48/765/1734/655/Products+Methodology+Framework%20Foundation Choice Awareness – Framework Foundation
6	http://choiceawareness.com/cms2/view.htm/2/48/740/1285/Home+A%20Starting%20Point Choice Awareness – A Starting Point
7	http://en.wikipedia.org/wiki/Herbert_Spencer Wikipedia – Herbert Spencer – English Philosopher
7	http://choiceawareness.com/cms2/view.htm/2/48/1349/2132/Services+Accountability Choice Awareness – Accountability Partner

Item No.	Internet Links
8	http://www.linkedin.com/in/bobbenninghofen LinkedIn Reference – Bob Benninghofen

2. Benninghofen Biography

a. Objective

“[Bob Benninghofen](http://www.linkedin.com/in/bobbenninghofen) is an active **business coach, mentor, author,** and **motivational speaker**, and he stands for **excellence** in:

1. Professional development and personal growth;
2. Creating and sustaining consistent achievement across multiple domains (i.e. Business Fundamentals, Leadership, Management, Planning, Marketing, Sales, Operations, Processes, Human Development, etc.);
3. Sharing and exchanging information, knowledge, and wisdom;
4. Improving language and choosing while creating new futures.

He delivers these through his coaching business, by teaching and collaborating with people to bring **possibility and opportunity** present for learning and change. Bob has been involved in creating three separate businesses during his business life. He introduced and trademarked “Choice Awareness Management” in 2001, the art of making more effective choices in business and life.

b. Current Business Activities

Bob and his wife, Janet Lash-Benninghofen, operate 4 separate businesses, which concentrate upon lifetime health, achievement, prosperity and happiness. Their corporation, Berritt, Inc., established in Delaware in 2001, is an educational consulting business that provides diverse products and services that pass along wisdom and knowledge to all ages.

Their four businesses are:

1. AVSO Events – event planning/delivery for business and individuals, with expertise and focus on high-end weddings and corporate events.
2. Choice Awareness – business/personal coaching products & services

3. Jabb (pronounced Jay'Bee) Designs – complete website design, implementation, hosting and on-going support
4. Jabb Health – combining education, nutraceuticals, and life-style approaches for healthy natural body weight and longevity.

c. Future Activities

Bob is currently writing a new book titled “Start Making Smart Choices: Change Your Beliefs Everything Else Falls into Place”.