

Your Achievement Expert  
Dr. Lisa Turner Interviews Paula Holland DeLong

Lisa: Hello and welcome. This is Lisa Turner, your achievement coach, with your achievement expert. We have a special guest tonight, Paula Holland DeLong.

Paula: Hi Lisa.

Lisa: Alright. We're going to have a great evening. Those of you who have been on this call before know that it's going to be a great evening and we're going to have a lot of fun. Before we get into it though, let me review a few logistics for everyone on the call. If you are on the web and I see we've got quite a few people on the web, you'll notice you can ask questions any time during the call. See that little box on your page? You don't need to put your name in. Please ask questions any time. We already have several questions, as a matter of fact. Also notice, if you are on the web, you can click on enter drawing. There is a big button there. Do you see that? This is to register for the giveaways. We're going to talk a little bit more about that in a minute. If you are on the telephone, you'll be able to speak with us directly.

To register for the drawing, you are going to need to go to [www.YourAchievementCoach.com](http://www.YourAchievementCoach.com). Notice there is a link right there on the web page. You'll see the link on the home page for the Achievement Coach. You can also click right from your web page here. We promise that we're not going to share your registration information with anybody. That is private. That is just to get the giveaways to you. A note about telephone noise, if we leave the line unmuted, and I would like to do that, you can use your mute button to \* or \*6 to mute yourself. It's \*7 to unmute yourself. That is if you have any noise. You just don't know when a marching Boy Scout troop is going to come down the hall or your neighbor is going to set up a rifle range on his patio. The motorcycles are going to come through or something like that.

We will be recording the call. You can access the recording at this exact same link that you just clicked after the call. It will be available pretty much immediately. If you just joined us, I'm Lisa Turner, your Achievement Coach. You are listening to your Achievement Expert with guest Paula Holland DeLong. As you know, the idea behind the Achievement Expert Interviews is to find out the tips, tricks, and insights of achievement from our guests so our listeners can apply them in their own lives to increase success personally and in their careers or businesses.

Professional life coach and ten year breast cancer survivor, Paula Holland DeLong gets results for her clients in a big way. They credit her with helping them decide what they want and keeping them motivated and on track as they go for it. Tonight she is going to share the secrets of that success with you. Paula's company Coach for Living has been successfully coaching individuals, businesses, and cancer survivors for the last eight years. She is expanding her survivor coaching practice helping them move beyond the negative aspects of the cancer experience. She has recently completed the pilot of a group life coaching course called *What's Next for Me?* that supports cancer patients when their treatment ends. The course will be offered at Gilda's Club and via teleconference in various Broward Cancer Centers and locations starting in 2008.

Her consulting and project management company, Paula Holland and Associates, helps businesses of any size enhance the structure, staff involvement, profit ability, and operations of ongoing programs or areas of business transition. In addition to her coaching practice, for the last eight years, Paula has been both an employee and a volunteer for the American Cancer Society. She currently manages childhood cancer initiatives and has served in many different volunteer and leadership positions. She has supported hundreds of cancer patients and their loved ones during this time.

Paula, my goodness gracious! A warm welcome to you and thank you very much for being our guest. If the foregoing wasn't a description for high achievement, I really don't know what it would possibly be. We are definitely going to have to ask you how you manage your time tonight. Before that, could you share with the listeners what you will be covering with them tonight?

Paula: Yes. Thanks, Lisa, for the introduction and the opportunity. I really appreciate it.

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Lisa: You can thank me later.

Paula: Tonight, I am going to talk about what happens when you come face to face with your own mortality and how it can become a more positive force in your life. One of the common things that happens to an overwhelming majority of cancer patients is that they are compelled to live their lives differently in the wake of their experience. Who can blame them? When we face our own mortality, we start to appreciate the here and now a lot more fully. Something as significant as cancer changes you irrevocably. Often, that change leads to the overwhelming need to live a more fulfilling, empowered, appreciative, and alive life than the person did before they were diagnosed with cancer.

In addition to emotional, physical, and practical demands of the cancer experience, you also have this huge awareness that your time might be limited. You realize that you can't really go back to your normal life when your treatment ends because you are different and the world around you is different too. It's not really a good or bad thing, but it's definitely a reality. Things are different after you are diagnosed with cancer. You have to learn to create a new life for yourself. The good news about that is you can learn to focus on the good things that happen and learn how to minimize the impact of the bad things.

When I was younger, I was really sure that I would be fulfilled when I made more money, got a promotion, a great new outfit, or took a fabulous vacation. I was always striving for something. Somehow, the stuff I got and the things that I achieved, they didn't really make me feel like I mattered. I realized I was looking for fulfillment in all of the wrong places. When I became a survivor, I started to realize that the things I listed before like the promotion and the new outfit really didn't matter at all. I started looking for things that made me feel good, made me feel alive, and for things I was drawn to. Spending time outside every day, enjoying time with the people I loved, and not having every single minute of my day committed to something that had to be done were things that really, really resonated with me in my soul. I wanted them.

Then I kind of started looking at the things that I did that made me feel down, zapped my energy, or made me feel bad about myself. I realized there was a whole lot more of those negative things in my life than positives. At that point in time, consciously and subconsciously, cancer became a great motivator for me. I knew in my heart and my gut that I was not going to be able to go back to the life that I had before my diagnosis. I really had no choice but to suck it up and go forward and try some new things, which is always scary when we are getting ready to do something like that. It worked. Within three years after my treatment ended, my life was significantly different than it was before.

Instead of going back to working at a high pressure senior level advertising job, I started my own company and worked from home. This gave me the flexibility with my working hours and enabled me to start doing volunteer work and to spend time doing things that really increased my positive energy instead of draining it. Believe me, there were a lot of those drains in the beginning. I also had to say goodbye to some people that couldn't adjust to the new me. I found new friends whose support and energy really increased my success. Then I started doing work that helped people instead of just making money for a faceless corporation.

Was it easy? I have to tell you it was not. Did I make mistakes? Oh, God! I made a lot of them, but once I started beating myself up about the mistakes, I started to learn from them. I guess the biggest question is was it worth it. I have to say absolutely. I went from 30+ years of living my life based on what I thought I should be doing and not what really mattered to me. Now that I do live my life based on what matters most to me, good or bad, right or wrong, successful or not, it's still up to me. That is how I personally define true fulfillment and empowerment. I think most of us can identify with wanting to be more fulfilled or empowered.

The lessons that I've learned from my own experiences and working with those touched by cancer really apply to everybody. Survivors just feel a little more urgency about it than the rest of us do. I've also learned that personal fulfillment means lots of different things to lots of different people. The most important thing is taking the time to know what fulfillment means to you. That is your first step towards true happiness. I've also learned that having all the things society and others tell us we need to be fulfilled don't necessarily matter. Bigger houses and impressive titles or physical perfection, to name a few, they don't take care of you when you're sick, love you when you're wrong,

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or provide any inner peace or appreciation for what you do and what you have. Most importantly, I've learned that anybody who is willing to try something new can learn to create the life they want for themselves. Believe me. If I can do it, anyone can. You can definitely do it. That is what we are going to talk about tonight.

Lisa: Wow. Paula, this is going to be just fantastic. That is wonderful information. I really appreciate you being so candid in sharing your personal experience in that way. Before we jump into the meat of this, let me ask you a question. I read in your biography that you've got a background in strategic planning, operations, business management, volunteer recruitment and training, public speaking, and project management in addition to your coaching practice. I have to ask. Of course, you know this is called the Achievement Expert. How do you do it all? Have you always been a high achiever?

Paula: Well, that is an interesting question because I have to tell you that in my pre-cancer life, I was definitely considered to be a high achiever. I felt that way about myself. I was totally Type A personality. If something needed to be done, I did it. If someone else wasn't doing it right, then I did it for them or I fixed it. If no one else would do it, I would because somebody had to. I accomplished a lot. I was really good at a lot of the things that I did, but I wasn't really happy. As with so many survivors, my cancer experience really changed all of that. I am still a high achiever. I'm still really good at making things happen. I get a lot of things done on a consistent basis.

Now, I am happy and enthusiastic about what I do. It feels right and it resonates for me. I think the main reason that that is, is because now I feel that I have a choice in deciding what I do each day and how I spend my time. As I mentioned, I used to do everything because I should. I had to. I was expected to or simply because that is just what I had always done. I felt like I had become a slave to my to do's instead of enjoying my life. Now, I define achievement based on what matters to me and by accomplishing things that really resonate with me and honor my personal values.

For example, when I worked in advertising, I invested countless hours of stress and anxiety on my own part making sure that our client's radio and TV commercials got on the air. Lots of people really depended on that happening. It was really, really important to my company. They made a lot of money off of it. I made it a huge priority in my life. I really took it personally if everything wasn't perfect.

After my cancer experience, I thought who cares if it's perfect. I still got all the work done and I fulfilled my professional obligations very well. I let go of my personal ownership of the success and/or failure especially in areas that I couldn't control. When I started actually working as a life coach and on programs that support cancer patients and survivors, I knew that I had found what I was really meant to do. It resonated with me that strongly. My one little step in the direction of going after what I wanted has really given me the knowledge and experience to do the life coaching work that I do now. It's incredibly fulfilling and rewarding.

Lisa: Yeah. I can see how your personal experience would translate those very powerful lessons would translate into that awareness and being able to help other people. That is fantastic. We, in fact, have some questions that we'll get to a little bit later that are quite personal from our listeners asking you for advice on how they handle certain situations. We will address those in just a little bit. If you've just joined us, I am Lisa Turner, your Achievement Coach. You are listening to your Achievement Expert with guest Paula Holland DeLong. Paula, a high achiever and ten year cancer survivor, is sharing with us how we can apply lessons that she and her clients have learned in our own lives. Paula, can you share with us a significant time? I know you already have to a certain extent in terms of lessons learned, but in experience that made the biggest impact on you in terms of propelling you into this amazing world of being able to translate your experience into what I call high achievement in working with your clients.

Paula: I have a lot of experiences that have effected me. I think that one of the ones that was most significant and has definitely made the largest impact is my introduction to life coaching and my subsequent decision to make it my career path. It happened after my mastectomy and before I started my chemo. I've experienced some times in my life that when things seem the darkest sometimes a light comes shining through. In my case, it was an insightful boss who insisted that I work with a life coach. Notice the word insisted. I wasn't really sure I wanted to, to improve my

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managerial skills. That taste of coaching opened up my mind to the possibility of change and started to lead me into the path that I have taken now. There has been a lot of steps between there and here, but coaching has been a beacon that has led me to self awareness and really given me skills that I use every single day now.

Lisa: Wow. That is great. Can you tell us how your experience with cancer, I know you've already described it to a certain extent in terms of how it really kind of opened up your life. What lessons did it hold or does it hold for you personally in terms of what happened and then that translation into how you handle your client's experience?

Paula: Well, I know that one of the things I mentioned and this is a lesson that virtually every cancer survivor learns, that is that life is too short to waste. I feel that most of us whether they are affected by cancer or not spend a lot of time and energy doing things that aren't really important in the long term. Many of my clients are looking for some type of balance in their lives and ways to get rid of the overwhelming stress that life today can create with or without the word cancer involved. They aspire to something more than they currently have, but a lot of the time they don't really know what it is. They know there is something more, something different. Their intuition is screaming at them saying something just isn't quite right.

Part of my realization that life is too short made me realize again that what the world defines as success really didn't work for me. It doesn't work for a lot of people. Fulfillment and success are unique to everyone. For cancer patients and those around them, this realization is like a huge light bulb, a million watt light bulb, going on. The idea that you have permission to focus on what you want is an incredibly powerful mind shift change. It's overwhelmingly healthy and powerful. It's also a little bit scary but knowing that I could do something differently really caught my attention.

I think probably the most eye opening revelation that I experienced was that change is possible, as I mentioned, and also that we as humans have this incredible reservoir of strength to draw from when we need it or when we choose to access it. I've seen normal every day people just like you and me overcome incredible odds with dignity and hope. I've seen them face death while enjoying one of the most fulfilling times of their life. I've seen them come out of the fear, despair, and discomfort of having cancer driven to help other people instead of feeling sorry for themselves. They all had one thing in common. They were willing to take a chance and do something and be something different than they were before.

Lisa: Wow. Well, I really appreciate the way you can share that with us. I know everybody on the call is feeling the same way. What I would like to do now is ask you that you said at the beginning that the things you would like to share with us included honoring personal values, the resonance dissonance that you explained to start out, and the empowerment and the whole idea about empowerment. Could you elaborate a little bit on those areas for us in terms of how we can use those in our own lives?

Paula: I would be happy to do that. As I mentioned, when you are faced with your own mortality, it can be cancer or it could be some other life altering event; an accident, violence, the loss of somebody that you love. In all of these situations, when the dust settles as I mentioned, an overwhelming urge to revisit who you are and what you want is very common. An increased need for joy, passion, happiness, respect, and dignity are all things that really become significant when maybe they weren't before. I think that, again, this sounds familiar to most of us. We all want those types of things. That makes me wonder does it really take a crisis to make us step back and say, "What am I doing with my life? Why doesn't it seem to be working?" Or, "This isn't really what I signed on for."

A lot of times it does take a crisis like that, but it doesn't have to. People who haven't been touched with cancer may not experience the same level of urgency about creating a happy or more fulfilled life for themselves, but everybody has that urge. I think it's helpful to think about if you did find out that your time left on earth was limited, what would you do? Then think about why aren't you doing it now. Nobody can tell you exactly what empowerment and fulfillment are. They are different for each and every one of us because we are all unique. We all have our own values and beliefs and needs.

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Ideally, most of us want our lives to represent our unique and individual essence and our fulfilling forms of expressing and relating who we are. Imagine that you could do what brings you the greatest joy or the deepest satisfaction. Being with the people that you love, using your natural talents, and exploiting your gifts to the fullest. This is the picture of what a person living their life based on what he or she values most looks like. The self knowledge that leads to fulfillment and change starts with knowing what matters most to you. Your personal values are a key element of that knowledge. How do you know what your values are? It sounds like kind of a intangible thing, and it is.

The most important attribute of a value is that it's not something that you choose. It just is. It's a part of you. You can choose goals and you can choose actions, but you intuitively respond to your values. They resonate within you and you know from trusting your instinct and what feels right what and where they are. They are not things you have to do or should do. If they are, those phrases are probably a sign that what you are considering is not part of your values and you are going to have trouble really committing to it. Most of us can list some of our values off the top of our head. Honesty, fairness, spirituality, and joy are examples of values that some people hold dear in their life.

Other people's values are totally different. It is important that you do some self exploration and find out what your values are. It gives you a real position of strength in your life. You can do self exploration by yourself or if you would like to visit my website, I have a very simple exercise step by step that you can download and it would get you started. I really encourage you to invest the time it takes to explore your values because you will almost immediately start to feel a level of control and resonance in your life that you might not have had before. The values are kind of like a compass pointing out what it means to be true to yourself. You can use this to your advantage in a lot of different ways. Most importantly, when you feel dissatisfied or frustrated with something, if you can kind of identify the value underneath it, it can help you decide whether or not you are going in the right direction or it can help you adjust your perception of what is happening.

Another personal example of when I finished my cancer treatment, I knew I didn't want to go back into advertising again, but I had to. What else did I know how to do to make money? Where would I go? Who would hire me? I didn't know to do anything else. I started to look at why advertising has become so frustrating to me. The answer was that I couldn't honestly support the cause of generating more money or selling more things. They were so out of whack with my personal values of integrity and balance that it just burned my soul to have to be doing it.

When I realized this, the big light bulb went on in my head. I realized that I didn't have to care so much about those things. There were other things in my life that mattered just as much, if not more. Almost overnight my frustration and resentment about my job went away and I started to look for other ways to make money and be much more fulfilled. One of the things that really hit home was how much of my life I was spending doing things that didn't really matter. Why was I doing it? Well, I realized that I was doing a lot of things just because I was afraid to say no or because I was supposed to. I didn't want to disappoint somebody. All of those expectations that society and others create for us is not what I chose for myself. I'm sure nobody here in this group does that. Ha, ha.

The other major thing was realizing that we are our own worst enemies. Instead of spending the majority of our time feeling happy and positive, we often spend it worried and stressed out. We don't feel that we can control anything. Feeling a certain measure of control and choice in our lives is really critical to true fulfillment. It's a particularly poignant and resonant for cancer patients and survivors. They face the ultimate and uncontrollable possibility of untimely death, debilitating treatments, irrevocable physical changes in their body, and all the practical demands like insurance and money and jobs and stuff that a cancer experience brings.

Very, very often part of the healing is regaining control over what they can realistically impact and letting go of the ownership of what they can't. I really think that this is a lesson that all of us can incorporate into our lives and benefit from almost immediately. It really amazes me how good we humans are at making things difficult for ourselves. I think it's worth listing just a few of the common things we do to sabotage ourselves. As I go through them, I would encourage you to pay attention to the ones that might resonate with you. You might go, "Aha! I do that." Or, "Hmm, that sounds familiar." Just become aware of these things and that will help you do some exploration on how that behavior actually relates to your ultimate happiness.

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One of those things that I've noticed is we are so quick to make ourselves wrong about every little thing. We almost never take time to give ourselves credit and praise for our successes and achievements. What is wrong with that picture? We're so much harder and less forgiving of ourselves than we are to the people around us and the way other people are towards us. We tolerate a whole lot of things before we speak up. We are conditioned to believe that putting what we want first is selfish or impolite. In the meantime, we spend countless amounts of energy on resentment and frustration believing that we don't have a choice. We take responsibility for things we don't have control over and then we beat ourselves up if they don't turn out the way we consider to be successful or right.

Most importantly, we listen to and believe those little voices in our head that speak up when we start to think about doing something different. They are saying things like, "Are you crazy? You can't do that. You might fail. Your family and friends will think you are crazy. I'm too sick. You're too young. You're too old. You're uneducated. You're overeducated." Everybody in the audience can just fill in your own thing because each of those little voices pop up and they try to keep us from making change. Recognizing those voices and when they come up is another key part of really learning to have true fulfillment in your own life.

All those negative things that I just mentioned really don't sound very appealing but you would be surprised at how many of these behaviors show up in myself and in my clients regularly in one form or another. That is life. It's just part of life. The good news is that you can learn to recognize and modify anything if you are truly committing to doing it if it honors your core values. The biggest challenge for cancer patients and others who want to change that thought process from "I have to do what I have always done" to really believing that change is possible on their own terms. Once you make that mindset leap, you are halfway to the goal.

The next challenge is actually identifying what your values are and what you want. That is usually fairly easy, especially if you have some guidance in helping with that. Deciding what the first things to do is usually pretty easy. The biggest challenge by far is actually taking the first step in getting started. It's incredibly hard to do by yourself. We can create days, weeks, months, years, and thousands of excuses to ourselves of why we shouldn't take that first step. Once you do, that overwhelming, "Oh, my God, this is going to kill me first step," the whole process starts to take on a life of its own. All of a sudden, you are empowered because you have just done some thing that you didn't think you could do. You want to keep on doing it. Then you start to notice it gets easier and easier. It's really a win-win situation once you can just say I'm going to do something different now. Then you do it. That is all it takes to get started.

Lisa: Wow.

Paula: In closing, I would just like to comment that when you come from a position of personal strength, you can give so much more. You can provide real unconditional honest and effective support to yourself and others. You can talk about the tough things without getting angry or hurt. You can provide support and respect to those around you while still maintaining your own personal integrity. Most importantly, you can bring joy back into your life. I really feel that life is too short to live without joy. I hope that you all feel the same way.

Lisa: Wow. My goodness. You know, listening, my sense is in some ways that the experience of cancer almost jump starts the self learning that goes on when a person is on the path of enlightenment.

Paula: That is a great analogy, a great analogy.

Lisa: If you think about what are the great teachers telling us and where are they leading us and what they are saying over and over again is somebody else can tell you what you should be doing, but you've got to listen to yourself. You've got to sort out your values and your beliefs before you can move forward. In the whole concept of being positive and rejecting the negative and learning the techniques to do that is very, very powerful. If you have just joined us, I am Lisa Turner, your Achievement Coach. You are listening to your Achievement Expert with guest Paula Holland DeLong. Paula, let our listeners know how they can get hold of you.

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Paula: You can reach me via phone at 954-565-6894 or you can visit my website at [www.CoachForLivingOnline.com](http://www.CoachForLivingOnline.com). From there, you can contact me via email. You can find out more about my philosophy of coaching and some of the different programs and services that I am offering both to individuals and to cancer survivors, patients, and their families.

Lisa: Great. Thank you for that. As you know, on the call, we do have some giveaways. I wanted to say we do have some very good questions that are up on the web and I do see them. I will be asking Paula these questions. I want to talk first and get through this giveaways, which get better for every call that we're on. Every Achievement Expert it seems they get richer. You definitely want to register for these giveaways by either clicking this giveaway link on the web or go to [www.YourAchievementCoach.com](http://www.YourAchievementCoach.com) and on the home site you can also register. We will let people know tomorrow, as a matter of fact, who has won those things. Paula, you have brought some things to the listeners. Could you talk very briefly about what you have to give away?

Paula: I would be happy to. Of general interest, I have two \$25 iTunes gift cards. I have a \$25 Bed Bath & Beyond gift card. I am offering one month of sessions to somebody that would include three coaching sessions, which is a \$375 value. The one other thing that I have that I would like to make available to any of our listeners that have been affected by cancer, especially if they are newly diagnosed, is this incredible resource called The Cancer Survival Tool Kit. It's from the National Coalition of Cancer Survivorship. This information is a lifesaver. It is full of practical advice, resources, support for people at every single stage of the cancer continuum. It's user friendly. It's easy to understand. I would highly encourage anybody who has been affected by cancer to take a look at it. Anybody in the audience who would like one of these tool kits, I will get one for you.

Lisa: Oh, that is great. I really appreciate that because I know that we do have some listeners that could definitely take advantage of that. Great. Ok, very generous. Appreciate it. I should go register myself. Our previous achievement expert Roy Hassad is listening tonight. He says he would like to throw in a \$50 gift certificate to his fabulous restaurant Layla's in West Palm Beach. Of course, if you are in Seattle, you now have a gift if you win it, a gift that you are going to need to send to somebody down here. You have my website and Paula's website. You know where to send it. I'll tell you what. I'll throw in a free session of coaching and a free seat to the Achievement Formula teleclass, which is \$180 value.

Again, if you are listening on the web, just click on the inner drawing and make sure that you get yourself registered. If you don't know anything about the Achievement Formula teleclass, you can click on that link to find out more about it. Another class is starting January 8<sup>th</sup> and it runs six weeks. It used to run five weeks, but we have so much material to cover. It's now six weeks. It covers the essence of goal setting, goal setting that really works and getting more and better results in your life, your career, in your business. The techniques are very practical and effective that you can use in your every day life. Let me now move to one of our questions that a listener has asked, Paula.

Paula: Ok.

Lisa: She says, "My sister has a brain tumor. She has had to have surgery. She doesn't want to have chemotherapy. She just met with her doctor last week and they want to try an experimental drug on her. I'm not sure of the name and my sister's memory is getting worse. She seems in good spirits. I want to know how to make her comfortable and how to assure her that we are there for her."

Paula: That's a really great question. The number one thing that you can do for your sister is to let her talk about what is going on with her without trying to fix the problem for her or make a decision about what she should do. Give her some space to talk about the options and search her own intuition and values to determine what really is best for her. A lot of times we feel that we want somebody that we love to take every single possible treatment option that is possible because we want to keep them with us. Sometimes that is not what is right for the person who has been diagnosed. One of the greatest gifts that you can give somebody in that situation is the respect to listen to them and not judge, to support their decision whether you agree with it or not, and to recognize as I think that this person says that she seems in good spirits and she is capable of making her own decision. I hope that helps.

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- Lisa: Great. That is great. We have another one here. "Today we learned that my brother-in-law has cancer in his groin. Two spots have been found. Question: what should we say and what should we not say to this brand new cancer patient?"
- Paula: Well, that is a really good question, too. A lot of times we feel so uncomfortable with the situation that we say nothing. That is pretty much the worst thing that you can do. Again, the most important thing is to acknowledge what that person is going through, to not hide from it, to not fill them up with stories of how somebody you know had a similar type of cancer experience. You can tell them all you want to keep a good attitude, but you support them more by again giving them the permission and even prompting them somewhat to talk about how they feel. Be aware that at the time of this initial diagnosis, your brother-in-law is probably not going to want to talk about it right now. It takes a little bit of time to kind of work through the shock and the grief and the, "Oh, my God! Why me?" That happens when a person gets that diagnosis, but don't turn away from him and don't pussyfoot around him. Treat him just like you would normally and acknowledge what he is going through. Don't judge. Don't offer unsolicited advice. Just be there, especially when he gets further into the potential surgery, chemotherapy, or radiation treatments that he may go through as part of his treatment.
- Lisa: Paula, one of the things that I have experienced is my sister had breast cancer. It was quite a long time ago. At the time though when she was going through that, she expressed to me that many people just don't know what to say to someone who has been newly diagnosed. Many people are actually uncomfortable because...
- Paula: Absolutely.
- Lisa: They don't know what to say and they are just not sure how to handle it. This advice that you are providing is very, very helpful. The whole idea about not pussyfooting around, I think that most people would want to hear from somebody who is empathetic, but direct and not going, "Oh, everything will be alright," and those kinds of things. My sister said that a lot of that went on. "Oh, everything will be fine."
- Paula: "Oh, you are really looking good today. You don't look sick at all." Yeah. You are absolutely right. It is really important to just be there with them.
- Lisa: Yeah. We have a question that is a little more of a technical question here. Where specifically can we find the values exploration tool on your website?
- Paula: If you go to my home page at [CoachForLivingOnline.com](http://CoachForLivingOnline.com), on the right, you will see a box that invites you to listen to this seminar. Directly underneath that, there is a link that will allow you to download the PDF file, print it out, and use it.
- Lisa: Great. I'm sure also that listeners, if you need to, you can always call and get more specific help.
- Paula: Absolutely.
- Lisa: Another question here. Do you recommend meditation for your clients? I have personally found that meditation and hypnotherapy as well as time for reflection have really helped me.
- Paula: Absolutely. Absolutely. It's some thing that quite often cancer patients and survivors are drawn to. I personally would recommend meditation or other ways of going within yourself and quieting your mind to any and every client that I have whether they are facing cancer or not. I think it's a very underutilized tool that can provide a lot of space to come into your life that might not have been there before. Learning how to be still is a gift that especially in our Western culture is not something that is really encouraged. We are more encouraged to always be busy, to always be doing this, to be going to the next thing. If we are not still and we don't slow down, how can we really appreciate the beauty of everything that is going on around us every single day?
- Lisa: Excellent. Here is another question. This is excellent. This listener says, "Paula, can you share with us how you handle your own emotions when balancing the need to be empathetic with clients and

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their families as opposed to being sympathetic and getting drawn into the despair and depression that often accompanies a cancer diagnosis?"

Paula: Well, that is a really good question. Sometimes it is a challenge because you care very deeply about what people are going through. You want to make it better for them. What I have learned is that I support the client and the patient better if I don't get involved on that emotional level. Sometimes I will acknowledge that with them. We'll kind of start to be go in that direction and I'll say something to you like, "You know I really, really empathize with what you are going through. I really wish there was a way that I could step in and wave a magic wand and make it better for you, but I can't. What I can do is I can listen to you and I can help you on or what you are going through at this point in time." That seems to work. That seems to work well for me.

Lisa: Thanks. Great. I've got a question for you, Paula.

Paula: Ok.

Lisa: Ok. In your own roadmap to self knowledge, have you gone through any programs or read any books that you would recommend for our listeners besides the achievement formula, of course.

Paula: Of course.

Lisa: Any favorites or any programs or anything that you would say, "Hey, I think this is great." Without saying this is something that you are going to endorse or something that personally you like.

Paula: Absolutely. I think that for anybody going through the cancer experience Lawrence LaShan's book *Cancer is a Turning Point* is a bible. It's been around for a long time. Every time when I am around survivors and we start to talk about things that really made a difference, that is the one book that always comes up. Also for me, Cheryl Richardson's book *Take Time for your Life* really resonated. It articulated the things that I felt and actually started giving me some tools of how I could incorporate those things into my life. In terms of making really major shifts in your life quickly, I personally have gotten incredible results doing some of the intense multi-day personal development seminars like the Landmark Forum or some of the Anthony Robbins Seminars. There is a real power of growth when you are surrounded by all that energy in that type of situation that can really snap you out of some of your bad habits or the stories that you tell yourself that maybe aren't serving you as well as they could.

Lisa: Super. Super. Great. Thank you for the recommendations even though certainly this program doesn't...we don't endorse these things, but I couldn't agree more. Sometimes it's good just to get out and get to one of these things. Some of it may wear off. If you just take one or two high points to heart, it's well worth it. It's well worth the time.

Paula: Absolutely.

Lisa: You know we talked earlier about your schedule, Paula, and how much you have been able to accomplish. I've got to ask with every thing you have got going on, how do you balance your time between work, family? Do you ever get any time to play? How do you organize your day? How do you put all of that together and stay sane?

Paula: Well, you know, it's a lot easier than it sounds when you have made a mind shift change and given yourself permission to live your life based on what really matters to you. That is what I do. Work is an important part of my life that my family in play are just as an important part of it. Those things are mandatory for me. I honor them consistently. I will make a conscious decision on a Sunday to spend time outside working in the yard instead of working on something work related that would get me a little bit ahead if I were to do it. Sometimes I don't work on things that actually might put me behind come Monday, but the rejuvenation that I get from being away from work things and focusing on things I love that really make me feel good rejuvenate me so much that I'm able to be more productive in what I do.

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Another key point is that I organize myself every day by kind of focusing on things that I feel are the most critical or will have the most impact. I get those done. Then I go back to the little details that are on my 20 item long things to do list. Again, I go which one is most important, which one is most critical to do now. Do I ever get all those 20 things done on my to do list? Absolutely not. It very rarely happens. What I find is that after I push some of these little details that have been on the list back three or four times, I either do them or I look at them and realize that they are really not important. Either they don't need to be done at all or somebody else can do them.

Lisa: There you go. There you go. I'll tell you what. If there is any lesson to be taken tonight from this session, I think it has got to be that. What matters most to you if you can discover that, then your life in many ways gets simpler. I'm sure that Paula if you, the listeners out there, if you feel that you need some help in figuring this out what really matters to you whether you are a cancer survivor or a loved one of someone who is going through this or whatever the situation, if you need some help in figuring this out, I know that Paula could help you with it. Once you learn that secret to figuring out what really matters, your life really does get simpler. It's kind of a fast forward on enlightenment. That is very, very powerful.

Paula: Lisa, I'm sorry. I have this comment. I do offer a free exploratory session to anybody who is interested in finding out what coaching is about. If some of you would like some help with that value or self exploration, just give me a call and we'll spend 45 minutes to an hour working on it. There is no cost, no obligation. It's just a chance to really think about what matters to you and for us to get to know each other a little bit.

Lisa: That is great. That is great. I'm sure that someone or lots of people will be able to take advantage of that. You are going to be really busy.

Paula: Oh, I like that idea.

Lisa: Yeah, really. If there are any other questions from listeners, go ahead and speak up over the phone or put them into your web box. We told you that we would not keep you past about 45 minutes plus some questions. We do have another minute or two for questions if you would like to ask them. Paula can answer them. We do have one here. "Paula, this has been wonderful and enlightening. Can you share with us how you market your coaching? How do people who need your help find out about you?"

Paula: Well, there are all these great questions.

Lisa: We've got great listeners at Your Achievement Expert.

Paula: Well, I started marketing or making people aware of my resources through places that cancer survivors are normally drawn to; the American Cancer Society, Gilda's Club, Breast Cancer Awareness things, support groups. Virtually anywhere that I can go and share the message of cancer is not the end of your life. It can actually be a tool to help you be even happier than you were before. A lot of my business comes from referrals from other people who have worked with me and have been helped with what I have done. I am working very actively right now on generating a much larger presence as an author. I am working on a book about the things that cancer survivors can do with the benefit of coaching that I hope to have completed next year. I've got a series of articles that I am working on that addresses specific cancer related issues that I am going to be submitting to magazines over the next few months.

Lisa: Well, that is great. You'll probably be putting some of that on your website?

Paula: Absolutely. Absolutely.

Lisa: Ok, excellent. We'll be watching for that. One last question, "Paula, do you see yourself doing this same work ten years from now?"

Paula: I don't know. I think that I will be doing this type of work, but in a somewhat different way because I think that the needs of cancer patients and their families are going to change over the next ten years.

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Cancer is going to go and is already shifting from being a disease that is “a death sentence” to more commonly being something that is treated like a chronic illness. I do definitely think I will always, always want to be involved in providing support, hope, and information to cancer survivors no matter what else I am doing.

Lisa: Thank you. That makes sense. Sometimes we never know. You don't know what could happen in ten years.

Paula: Exactly. Exactly.

Lisa: Ok. Well, unless there are any other questions, we are getting near the end of the show. I'd like to thank Paula very, very much for her contributions and insights tonight. Also, I thank all of the listeners who called in as well as those of you who are hearing the recording. Be sure to watch for the announcement of next months Achievement Expert. In December, we are going to take a break just because people have so much to do. We'll start up again in January. Just so you know, in February, we will have April Frank. Some of you know about her work in the area of emotional intelligence. That will be a great show. We love to interview high achievers. A lot of these people are home based business people, authors, pilots, doctors, lawyers, trainers, and so on. They give us their tips and trick to use in our own lives and careers. Paula, any parting thoughts?

Paula: I do have just a few. I'm going to steal the words of one of the most famous cancer survivors in the world, Lance Armstrong, and say, “Live strong.” There are 11 million cancer survivors out there. They are doing things that they never dreamed they possibly could do. Don't wait for fulfillment to find you because it may never happen. Try to create it for yourself. You don't get do overs in this life and you never know when your time here will end.

Lisa: Paula, thank you so very much. You have been inspirational. Thank you to all the listeners who joined us tonight. Everyone please have a very safe and good night.

Paula: Thanks so much, Lisa. I really, really have enjoyed this and the chance to talk to all of you guys.