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NORRØNA HVITSERK'S TRANSFORMATIONAL ADVENTURE

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Team Research Summary, 24th April

Key takeaways from the team's baseline surveys

Desired team mental skills

- Positive self-talk
- Focus and concentration
- Perseverance to achieve goals
- Focus on the positives, even when things are hard

What the best version of Norrøna Hvisterk looks and feels like

- Happy, energetic, motivated, laughter, smiles, dedicated, confident, brave
- Driven to achieve common goals
- Open, safe and trusting environment
- Transparent communication
- Highly skilled members with deep knowledge around specific topics
- Looking forward to going into work
- Enthusiastic about tasks
- Push each other to be better
- Correct mistakes ASAP independently
- Go the extra mile
- Continuously work towards common goals together
- More efficient in completing projects/tasks
- More time for creativity

What the team would love to stop doing

- Stop focusing on the negatives
- Can be slow completion time of projects or remain unfinished
- Stop being 'behind' and make plans for next quarter/half of the year
- Give each other too much slack

Desired team changes for enhanced performance

- Prioritise decisions and projects faster to bring it more quickly into reality
- More quickly filter out serious vs. non-serious tailor made clients
- Enhance current efficient systems
- Maintain short and efficient meetings
- More systematic and detailed plans
- Follow plan (not thinking why) and make changes in necessary
- Give each colleague specific area of work
- Continue adding more people to the team
- Set higher standard for delivering and help each other get there

Team Research Summary continued...

Team goals

- Double sales to 24M NOK
- Time limited and behind; goal: be ahead and work more systematically
- Maintain good working atmosphere
- Highly satisfied customers
- Reach budget
- Best adventure providers
- Delegate and task division for sales target

What's missing from the team

- Overall vision pushing us in the right direction
- Not tracking ongoing projects
- Creative person for marketing
- Pushing harder
- More hungry to succeed
- Know our common goals

Team Research Summary, 24th April

Key takeaways from individual members' baseline surveys

Desired mental skills

- Work more systematically and follow the set plan
- Self-love
- Positive self-talk
- Leave work at work
- Be more ballsy facing challenges at work e.g. speak out more, face large social situations without stress, do scary activities
- Be more ahead and on top of things - more time to work forward and follow up
- Make plans for rapid growth that the board desires
- Trust that I'm good enough - don't compare myself to others
- Be perceived as more positive

Perceived individual limits

- Easily distracted
- Procrastinate
- Self-doubt and feel insufficient
- Notion that something out of my control is just around the corner
- Overwhelm about my to do list
- Introvert, I have to prepare myself for work
- Not very good at brainstorming

Greatest challenges at work

- Increasing confidence
- Time poor
- Challenge myself while feeling good enough and being kind to myself
- Foreign language
- Seeing the full overview

Greatest desired transformations

- Focusing on the right things at the right time
- More systematic, creative and efficient
- Increase confidence
- Control thoughts to increase comfort in situations
- Enhance leadership to help others and myself grow
- Be more on top of things

Individual Research Summary continued...

Ultimate career goals

- Inbox zero
- Less than 24H reply time to customers
- Think about new things and experiment with things e.g. marketing
- Enhance tailor made section
- Increasing sustainability within in Norrøna Hvisterk
- Increase comfort in Norrøna Hvisterk
- Feel I'm an important part of the team

Self-sabotaging stuff

- Lose focus/focus on the wrong thing
- Postpone big decisions
- Not doing the scary stuff
- Overwhelm
- Self-doubt
- Colleagues withhold ideas/input as I'm perceived as too serious
- Being lazy
- Pessimistic
- Negative self-talk



MASTERCLASS HOW TO BREAK THE HABIT OF BEING STUCK

Adelaide  Goodeve



How do we activate the extraordinary potential in our daily life?

Your words make the difference between achieving your goals and living out your dreams, or staying stuck, repeating the same limiting, frustrating patterns over and over again, and remaining being the same person you don't want to be.

Your brain is changing, growing and developing as a result of how you use it, and this largely comes down to your language.

When a neurosignal is activated, through a thought, person, upset, event, encounter, or experience, it travels along a neural pathway, and when it reaches a gap, called a synapse, it can go two ways, to living your wildest dreams or staying stuck. For example, it could cause stress or in love with life feelings.

If the stress neuropathway is used a lot, the brain rebuilds itself to make the signals journey easier. So it becomes easier to think and feel in stress now and in the future. You unintentionally condition your brain and body to create this as an automatic response, causing your mind and body to become anchored in the past, in the present moment. In other words, you become stuck, as the same limiting thoughts, feelings and behaviours keep coming up again and again, and it can feel like they're terrorizing you.

However, if you start using a new neuropathway a lot, like 'in love with life' feelings, your brain rapidly rebuilds itself to make that pathway easy to follow.

Your brain doesn't build and organise itself according to what is and isn't helpful to you, only what you use the most - and this largely comes down to what you think the most.

Here's the feedback loop for a limited/stuck state of being. Notice it starts with just a thought.





How to create a roadmap for your future

By purposefully and deliberately exercising the right neuropathways you activate and strengthen your desired thoughts, feelings, behaviours and responses.

In other words, by purposefully training your brain and getting those brain reps in, you bring your desired future self with goals and dreams into reality - and it's going to look and feel better than ever!

To start training your brain to be the roadmap for the person you want to be, you need to start using life and performance enhancing language. To give you an example of its power...

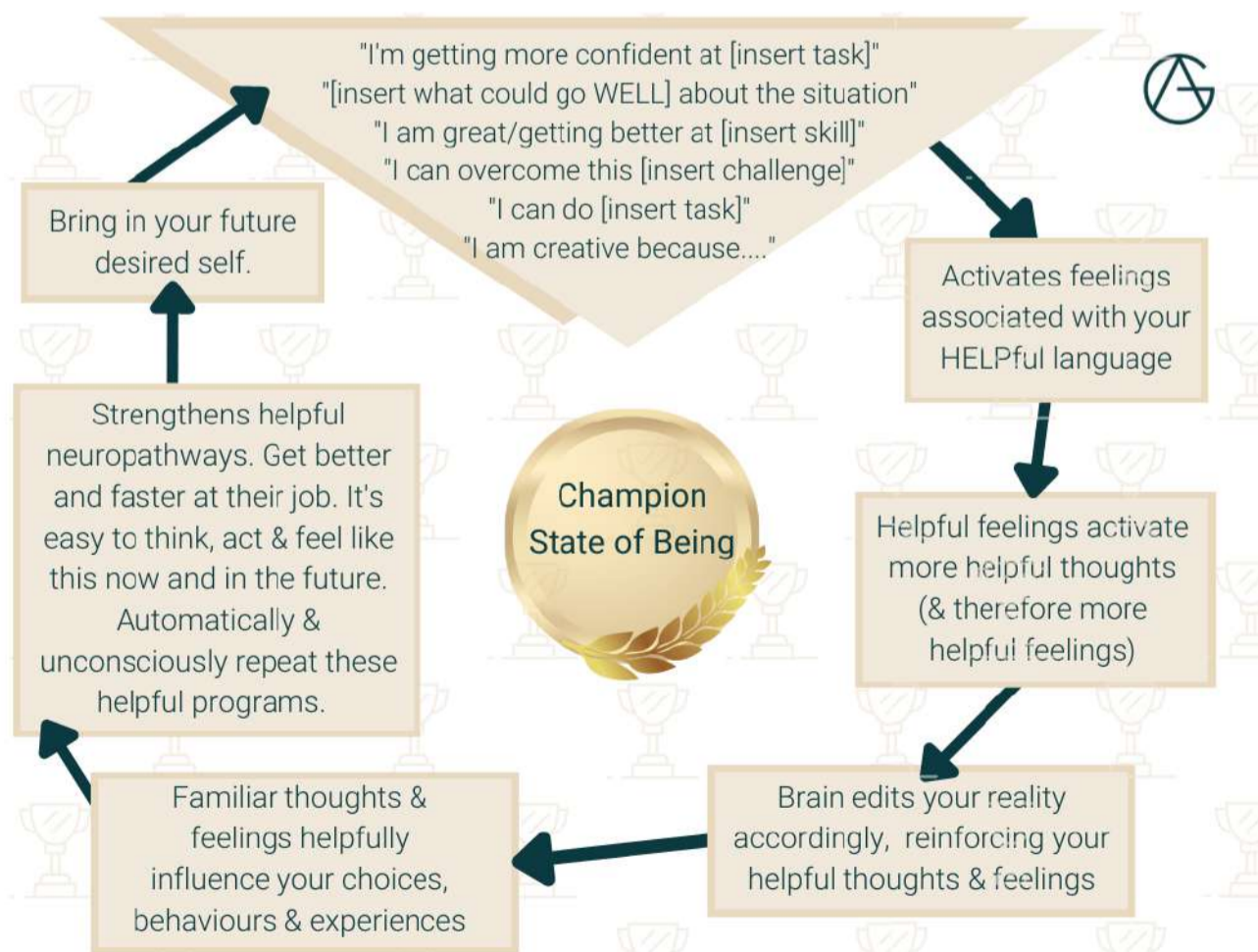
190 experienced and novice golfers were given a paragraph of CONFIDENCE (performance and life enhancing self-talk) or ANXIETY (non-enhancing self talk) inducing instructions to read before completing a putting challenge.

The confidence instructions contained things like, you are brilliant, this is a really easy task, your practices have gone great and this is going to go even better, you have everything you need to absolutely crush it, I believe in you.

However, the anxiety instructions contained things like, this task is really, really difficult, you haven't trained for something like this, you're going to fail, I don't think you can do it, it's going to go very badly.

Golfers given the Confidence Instructions outperformed golfers given anxiety instructions SIGNIFICANTLY. They were 10-15cm closer to the hole, were less stressed, and more focused and accurate.

Now golf isn't my thing and it may not be your thing either, but if these were the results of just reading a paragraph before a golf task, think about what you say to yourself before an experience, situation or event, or even throughout your day, and how that is impacting your life. Here's the Champion State of Being:





Your Brain Exercises

Step 1 | Become aware of your thoughts

Take a look at one to three key areas of your life that you're stuck in (e.g. money, love, health, athletic performance, motivation, specific habit).

Just NOTICE what you hear yourself saying, to yourself and others.

Then ask yourself: the kind of person who is doing stuckness, what must they think, believe, identify and feel about this thing in order to unintentionally and accidentally create this stuckness?

Just notice what comes up for you over the next 24 hours.

Step 2 | Swap your thoughts

What unhelpful thoughts don't you want to escape your awareness?

Continue being aware of your unhelpful thoughts and consistently swap them for something more performance and life enhancing. Talk yourself into being a Champion and doing things brilliantly. There's a deep dive workshop on pages 11 and 12.

Step 3 | Simplified Pause & Perform Play

Step 1: Notice when you're doing stuckness with an unhelpful thought, feeling, behaviour or response

Step 2: Say to yourself 'Stop' or 'Pause' in a firm, compassionate way. Your voice must be congruent with what you want to do/feel next e.g. slow calm pause for relaxing

Step 3: Ask yourself, what would I love to do instead?

- Answer only in life enhancing language.
- It has to be 100% influenced by you.

Step 4: Ask yourself, how will I achieve it? E.g. By taking a break, making an action plan. And take that action.

Remember, no matter how scary or intimidating it may seem to you to take action, or if you're tempted to say 'fuck it' and stay stuck... know that the more you get those reps, the faster you'll rebuild your brain, the less resistance you'll encounter and the faster your life will change.



WORKSHEET #1

Transforming your language from non-performance enhancing to performance-enhancing allows you to create and maintain the feelings, actions, habits and beliefs that will skyrocket your performance!

It's empowered my clients to knock up to 40-minutes off their race times and really thrive at home and work. Now it's your turn to put it into practice.

Transform the statements below from non-performance enhancing to performance-enhancing using powerful, positive and productive language.

Unhelpful Statements

I can't do that

I am procrastinating

I am a slow swimmer

I'm always at the back of my run group and it sucks

I am really struggling in my relationship

I feel anxious all of the time

Work is making me sabotage my performance in training

COVID is making me sad and fed up

I find it difficult to do that

I am not very good at that

I always wake up during the night

I don't like my boss

I am a bad sleeper

Work stresses me out

I feel overwhelmed and don't know where to start

I hate the way I feel about my body

Powerful Statements

I can do that

I can take small bite-sized actions

I am becoming a faster swimmer everyday

I am a badass runner and my run group is helping me get faster

I am doing my best in this relationship OR I am figuring out the next step to take to thrive



NON-PERFORMANCE TO
PERFORMANCE-ENHANCING LANGUAGE

WORKSHEET #2

Now take time to write down some of your most common non-performance enhancing statements and transform them into performance-enhancing statements. How does that transform how you feel? What solutions can you find? Use powerful, positive, productive sentences from now on.

Unhelpful Statements

Powerful Statements

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NORRØNA HVISTERK'S ADVENTURE DEVELOPMENT DAY OUT

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Norrøna Hvisterk's Vision

Vision: Outdoor adventures to remember for a lifetime

Purpose: We deliver the greatest organised Norwegian outdoor adventures for small international and Norwegian groups.

Core Values

Genuine

- We provide authentic experiences
- We are committed to deliver the best possible experience for our clients.
- We are responsible towards nature and people
- We are engaging and enthusiastic

Adventurous

- We are nature based
- We give experiences one would not find on their own
- We are ambitious
- We are flexible & innovative
- We are open minded & curious

Professional

- We are knowledgeable
- We are experienced
- We are reliable
- We are risk management focused
- We are respectful
- We have high quality customer service

Provide the best possible adventures

- Very high level of customer satisfaction
- Maintain 5 star reviews on Yoppo and Google
- High quality products (*check list for this? What does this look like?*)
- Our clients feel safe with the guide
- Guide is front of house/face of the company (*how can we make them the best/be aligned?*)
- Brilliant customer journey including doing unexpected thoughts and follow up
- Clients feel high levels of excitement and achievement while on our trips and from the first point of contact
- Deliver what we promise
- Participants come back year after year
- Give clients a memorable experience, something they'll be telling stories from until they're 90

Norrøna Hvisterk's Vision continued...

Leading and new thinking travel company

- Care about the details A to Z
- Newness
- Challenge status quo
- Continue developing the stuff that works (infinity symbol)
- Innovation from hotels to routes
- Dream big (no ceiling)
- Sustainable travel
- Lean into our strengths

Guides number one place to work

- Feel part of the Norrøna Hvisterk community
- Excellent communication: they're provided with the information they need
- Fair salary
- Norrøna Hvisterk do a lot right for the guides
- Norrøna Hvisterk provide a positive environment, high quality customers
- Organised

Norrøna Hvisterk is the best place to work for the right team

- Feel excited to go into work
- Working environment feelings: jokes, smiles, positivity, fun, patient, healthy, good vibes and time, motivated, respect, transparency, honesty, empathetic, understanding, inclusive, togetherness,
- Perseverance in reaching our goals
- Work towards common goals
- Back each other
- Easy to ask colleagues for help
- Sharing the load
- Ask each other they are
- Safe psychological space
- Room to fail
- Confident team
- Responsibility on us to show up as our best selves and speak up to co-create best environment with Norrøna Hvisterk
- Time for creativity, brainstorming and thinking, and asking, is the right for now or later?
- Excellent communication e.g. time to complete task
- Spending time together outside of the office, especially when you do don't have time
- Team spirit
- We're really ready for the task and into deadline mode together when necessary
- High level of competence, skills, techniques and knowledge, and present this brilliantly
- Feeling of being taken care of
- Feeling proud of our work

Norrøna Hvisterk's Common Goals

KEY PROCESS: Provide as many high quality adventures in Norway as possible

TO ACHIEVE 2023 MISSION: 24M NOK in revenue 2023

Become the best team and team member we can be

- Attack every day with enthusiasm and drive
- 100% happy to come into work
- Playful/Creative Wednesday
- Work together and use everyone's ideas
- Think outside, both physically and metaphorically
- Maintain excellent cooperation, work on each other's ideas and towards common goals to avoid getting stuck in your own bias
- Recognise and celebrate little efforts, ideas, effort etc.

Authentic adventures and experiences - B2B & B2C

- New trips
- New ideas
- Return clients
- Establish a good strategy and 'road map' for company trips
- Focus on trips that sell well

Quarterly reviews and summaries

- Review the numbers and become better at predicting margins
- Review and break down what is and isn't working, adjust accordingly
- Schedule deadlines in diary and make it a non-negotiable
- Don't use time and energy on things that don't work

Streamline systems

- Review the numbers
- Review what is and isn't working, adjust accordingly
- Put in diary and make it a non-negotiable
- Save time
- Make processes less complicated

Continue with integration of travel with Norrøna

- Use to access warm leads e.g. Norrøna email list, ambassadors
- Use stores more to access new markets
- Get help from Norrøna to leverage market place e.g. promotion,
- Share resources

Access new markets

- What's the plan?
- Focusing more on Americas, what happens to this market?
- Use Norrøna stores more
- New customers from other countries than US/UK

Marketing

- Deliberate marketing to fill up the traps and get good booking numbers
- Social media
- Make creative and inspiring some content e.g. new pictures, articles, videos
- Fill up the trips

Norrøna Hvisterk's Common Goals continued...

Producing better quality trips that help us sell more

- Think twice
- Use all resources
- Research and implement most impactful tasks, ditch anything that's unhelpful and cut down on non-key things
- Extend season and develop trips (sell well throughout the year e.g. market around special days)
- Push USA
- Reach out to marketplace potential clients who are outside of Norrøna
- Answer quickly to clients (what does quickly mean?)
- Effective communication with tailor-made clients
- Quicker sale

Work smart

- Be more predictable/work more profitably
 - Be thorough on the mark-up %
 - Push for higher mark up when setting the price
 - Good numbers on the trips you run
- Ask ourselves:
 - Is this helping us achieve our main goals or not?
 - What is a priority now?
- Complete goals in the best way possible
 - Research before bringing ideas and goals to life
 - Don't be scared to ditch things that aren't working - 'kill your darlings'
 - Try a different approach
- Produce high quality work now, not later (or not do it)
- Plan ahead - be one step ahead in all areas
 - Think twice before starting a new project/new trip/new something
 - Focus on making the best better
 - Follow through 100% once the decision has been made
 - Finish things before new things
- Cut down on things that is not our main focus
- Avoid easy solutions to grow faster
 - Focus on the long term
 - Be patient with success
 - Don't sacrifice high quality and professional work
 - Take time to think about process and big picture
- Release 'hot serious clients' quicker
- Finish stuff faster
 - Get to the point
 - Closing sales
 - Fixing things in MODX, Qonder etc.
- Create system for fixing things
 - 1 day a month to fix things
 - Fix the right things right away
 - Renew content on webpage
 - Create list to add to of things to fix
- Learn from our mistakes
- Use different resources

Power House to Live Your Best life

You may have heard the saying where you place your attention, your energy flows. It also determines which neuropathways you fire and wire together.

To let go of your old self, the person you don't want to be anymore, you need to no longer fire and wire those limiting neuropathways together, and train the body to be the mind (remember feelings create thoughts, and thoughts create feelings, so we want everything to be aligned).

One of the first key steps to unlocking your future desired self is knowing who you want to be:

- Your purpose
- Your mission
- Your core values
- Your strengths
- Your whys (why you do what you do - we want to influence the influentials).

This empowers you to stay on your trail independent of your external environment. When you're able to do this, you're on your way to really mastering your mind.

What's difference between your purpose and mission?

Your mission is an important assignment that you've given yourself, for example it could be a:

- Life time mission, e.g. to spread as much light, positivity and love in the world, or support better data driven science in the polar regions for a healthier planet
- Mission specific to an area of your life e.g. to be the best leader you can be, or race Ironman Florida in the best possible time
- Time period mission e.g. Gain a promotion or lose x amount of weight by December 2024

Your mission can change more frequently and is underpinned by your purpose: your long term intention that is personally very meaningful and drives you in making your mark on the world, for example:

- To be a trail breaker: to lead and navigate others successfully into and through unknown territory
- Adventurer: to tasked myself and others on transformational journeys that help you live our best life

Why are your core values important?

Your values create your reality by guiding your identity, beliefs, thoughts, feelings, actions, habits and feelings. They determine how you show up for yourself and the outside world.

The majority of individuals don't consciously choose and know their values, which results in sub-par performance, happiness and a dissatisfactory present and future.

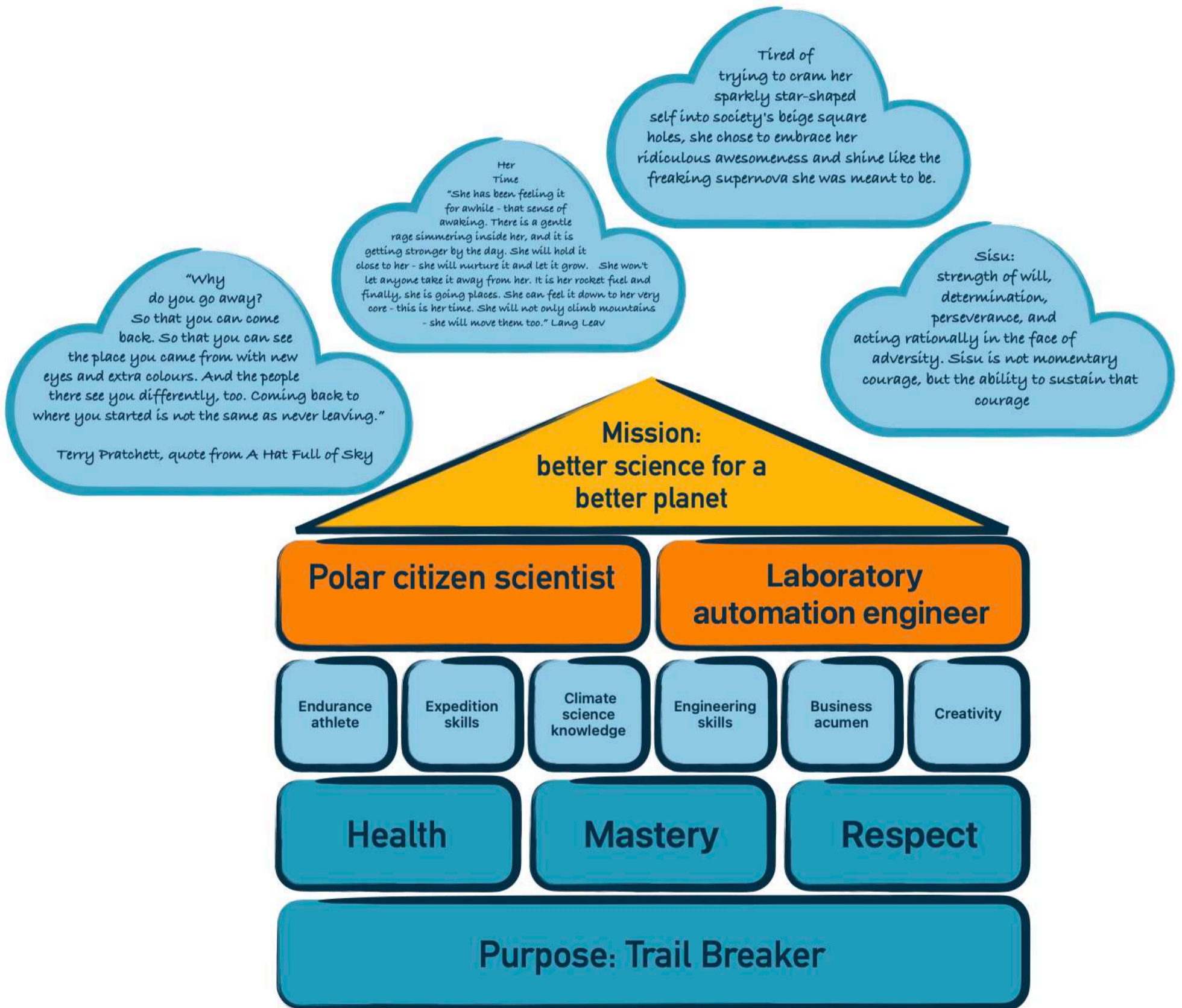
When out of alignment with our values, we can continuously feel like something is off, not right, stressed, frustrated, overwhelmed, stuck etc. However, once we purposefully choose our values and bring ourselves in alignment with them, things start to feel like right, fall into place, come easily, happy, joy etc.

In the worksheet on page twenty, we're going to define your purpose, roles, strengths, values and whys and ensure sure they're with how you want to live your life. There's an example on the next page.

*Any questions about the workshop or from our training, don't hesitate to shoot me a message:
adelaide@adelaidegoodeve.com*

Power House Example

Feel free to add inspirational quotes around your power house, and place it somewhere you can sit. Your unconscious absorbs the information around you without you realising, and will help you stay on track.



Mission

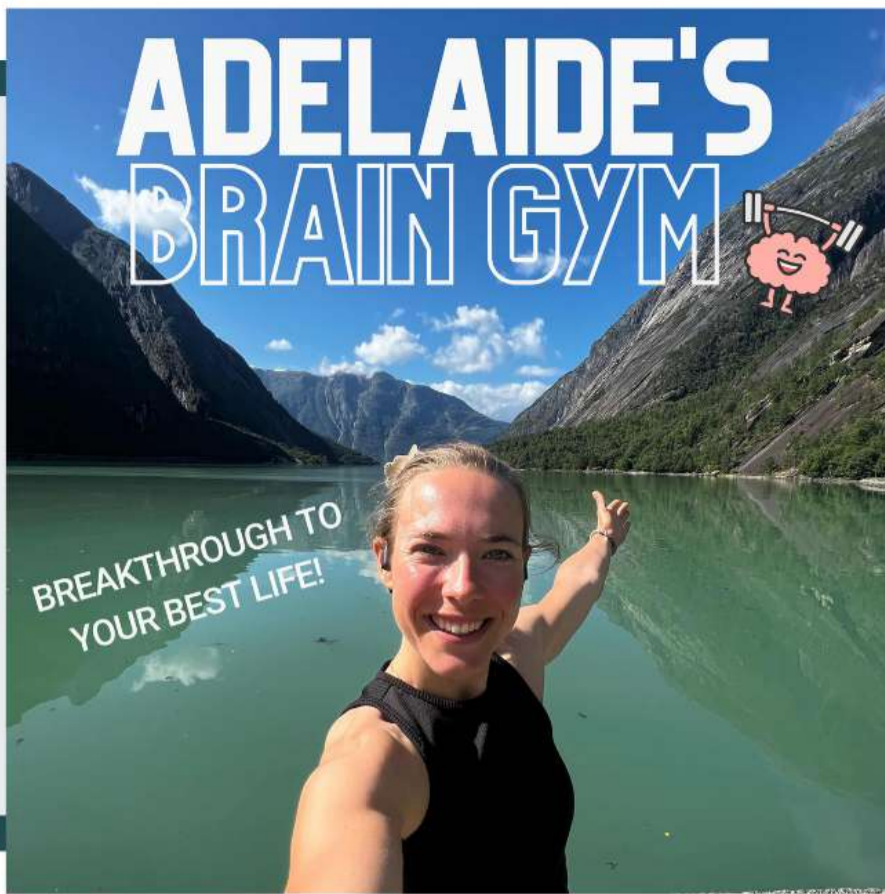
Role/s

Strengths

Core Values

Purpose

Whys



**WANT TO
CONTINUE YOUR
BRAIN TRAINING?**

Welcome to Adelaide's Brain Gym!

Join Adelaide's Brain Gym now (it's free!) and workout to the Breakthrough To Your Best Life limited podcast series!

In five brain training workouts you'll learn how to leave the old familiar you behind and bring into your reality your best self with all of your goals and dreams.

Join today, so you're waking up tomorrow with a bright smile and your feet are hitting the ground with energising positivity, gratitude and excitement for the day ahead.

[Sign up here.](#)

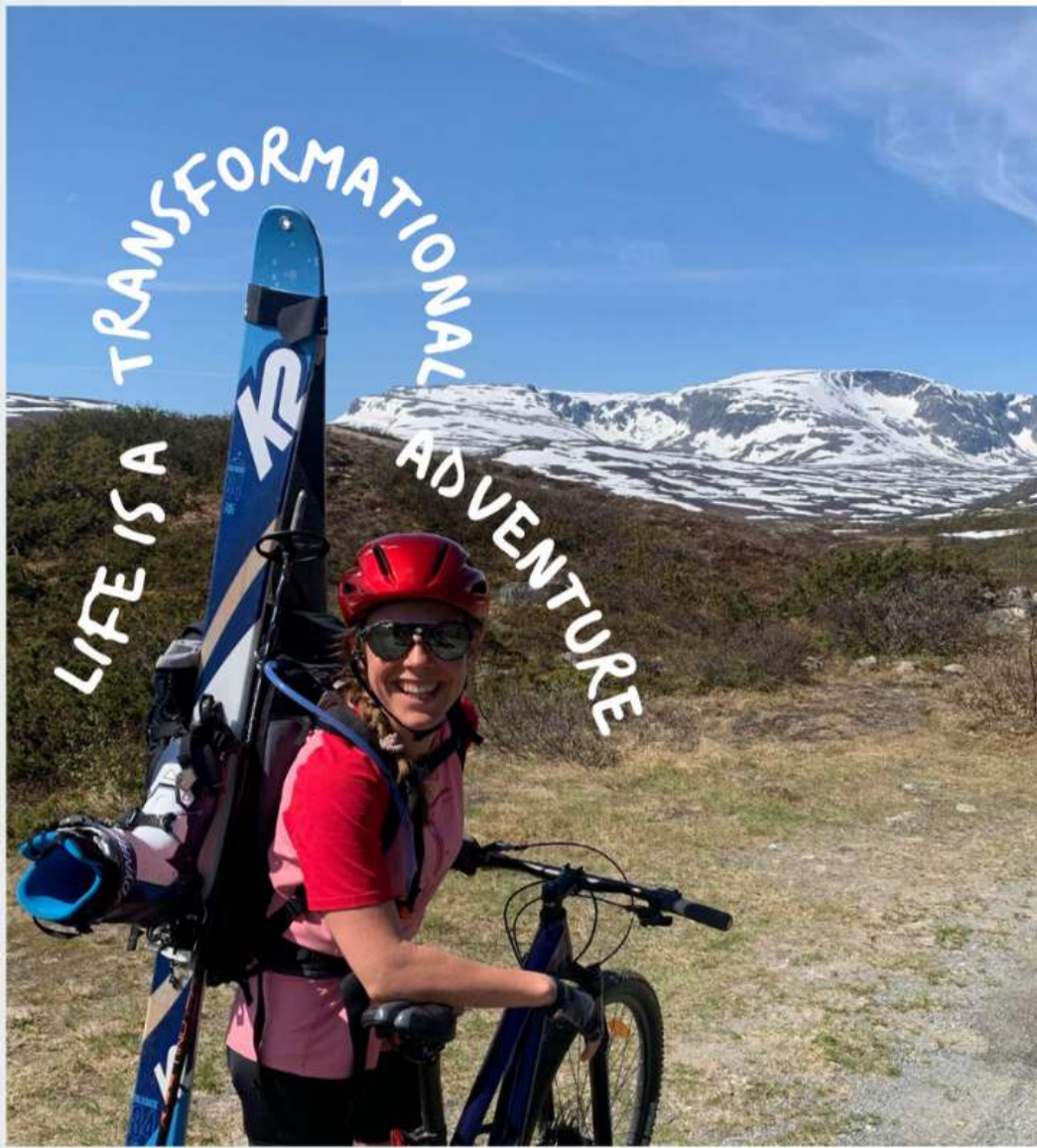


"I was keen to change my habit of feeling anxious and impatient in building my business. The nagging negative voices seem to throw me off course .

I already feel [through your podcast] I've shifted into a new position of taking control...I'm definitely more aware of my own inner voice now and working hard to change the default defeatist tone to a more confident one.

...thanks in no small part to your solid, kick ass attitude to dealing with this unhealthy human flaw. This is a much needed resource for humans."

Jason, Finance Professional & Business Owner



Thank you!

Thank you so much for taking part in Norrøna Hvisterk's transformational adventure. It's been so much fun working with you!

Wishing you all the success in the future and looking forward to staying in touch, Adelaidel

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