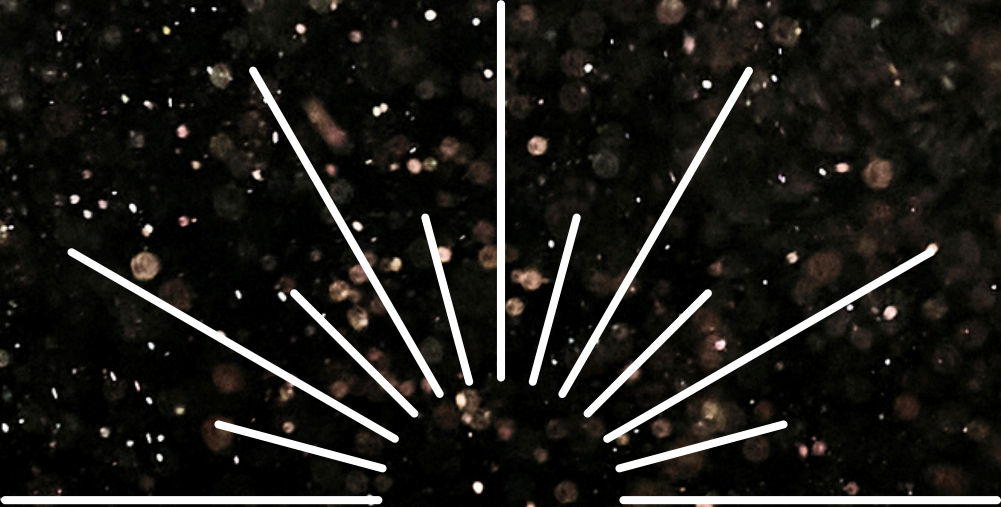


A stylized sunburst graphic composed of white lines radiating from a central point, set against a dark background filled with white and gold speckles.

THE SHIFT PLAN

A single vertical white line.

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An Invitation

There are so many reasons why people who have good intentions to change their lives, don't follow through and do it.

The biggest reason people don't follow through is that people avoid change until the shit hits the fan--the divorce, the health diagnosis, the job-induced burnout they can no longer ignore, the mental health crisis, the death in the family.

Now, let's acknowledge this--you're human, and resistance to change is pretty normal. You're not "bad" for feeling resistant.

But it is pretty illogical to wait until a crisis happens before you finally look at yourself, your life, your relationships, your choices, your belief systems, your habits and go...*Hmmmm, gee...I wonder if there might be something that I personally need to do differently?*

Like, what an epic waste of time and your one, precious life, to stay stuck in never exploring what you're capable of.

The Shift Plan isn't a magic trick. Like everything else, it won't "work" for you if you flip through it once and don't start making different choices or putting new ideas into practice.

So here's where you get to decide, now--are you in, or are you out? Are you actually going to DO SOMETHING, this time? If not, that's fine. You can keep doing what you've been doing and keep getting the same results. It's your life.

But I think you want--and deserve--something more.

Well, who are you, anyway?

I'm Kate Swoboda. I've been a life coach working with private clients since 2006. I'm Director of Training for the ICF-accredited TeamCLCC training program. **I'm the author of several books**. I've spoken at conferences, lunch and learns, and created corporate HR and organizational development programs. I've created programs in courageous living and creating your own coaching blueprint.

But that's just a bunch of cool stuff I've done. **What's probably more relevant to you** is that I spent a long time in perfectionistic, burned out, over-achiever mode, quietly hiding depression and anxiety, people-pleasing and performing like a Good Little Girl, never actually getting to the root of the self-doubt.

Then I started to figure out a thing or two or ten about facing fear + self-doubt and not letting it limit my life. What I've learned is what I'm sharing with you here, in the Shift Plan guide. Take it one day at a time, spend time either journaling about or contemplating what I share, and--most importantly--take some kind of small action step to put it into practice. That's where you start picking up real momentum.



More Resources

Your Courageous Life



[Your Courageous Life podcast](#)



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instagram.com/katecourageous

Credentialed Life Coach Collective



[Craft of Coaching podcast](#)



youtube.com/@TeamCLCC



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01 Set Your Standard

You're thinking of doing a thing--changing careers to do work that lights you up, creating better habits, or shifting out of perfectionism. That's great! If you don't want your self-doubt to undermine you, decide on your standard for "good enough" before you start this endeavor. Self-doubt gets louder when the terms of fulfillment are vague. When you decide your standard for "good enough" before you start, you won't keep moving the goal-posts if your self-doubt gets loud.

Reflect:

What do you want to do?

What is "good enough"?

02 Decide, Already

You make decisions, every day. Even deciding “not to decide” or to avoid taking action, is a decision. If you’re getting wrapped up in the anxiety, overthinking, and general self-doubt around making a decision?

Set a limit for how long you’ll pause before you’ll just make the decision and accept the consequences. Dragging out decisions just increases self-doubt. Imagine if you were debating with yourself about whether or not to brush your teeth--and **what a waste of time it would be to go**, “But will it be worth it? Will it take too much time? Maybe I should research different types of toothpaste before I start. Is it really the ‘right time’ to start?”

Again, dragging out decisions just increases self-doubt. So decide, already.

Reflect:

What’s a decision you’ve been waiting to make?

What’s your deadline for making the decision and accepting the consequences?



03 Empower Yourself, Not Circumstances

We can't control circumstances, and that's the scariest part of making any change. We have no guarantees for how it will go.

Yet when self-doubt gets loud, it's going to tell you that the circumstances (*the bad economy, someone's opinion, a rejection, etc*) are the reasons why we shouldn't want the things that we want, or why there's no point in going after them, anyway.

This is a fear-based pattern of pessimism (I talk about the four Fear Patterns in my book, [The Courage Habit](#)). It undermines you without you even realizing it. You tell yourself you're "just being realistic" without realizing that you're crapping all over your plans for a better life.

Reflect:

If the circumstances were in your favor, what small action would you take, today?

If you knew that you would find your way past all the challenges and there was no way that you could lose, what would you do, right now?



Just keep
moving
forward



04 Small Steps

The idea of creating a big plan, a roadmap, can feel very alluring. If you have the right plan all mapped out, you'll always know where to go, right?

The problem is that most people will either
a.) waste time trying to create the big plan,
b.) will feel overwhelmed by how big it is, or
c.) will get stuck when the plan inevitably veers off course.

Small steps get you going faster, are less overwhelming, and allow you to pivot more naturally and course-correct. If you're a master at making a roadmap, it's fine to do that--but if you've tried and failed at this time and again? Try small steps.

Reflect:

What's one small, repeatable action that I could take daily, that benefits my life or a larger life goal?



05 Stop Seeking Reassurance

Stop seeking reassurance from others. Asking questions like “What would you do?” or “What do you think?” or “Is this a good idea?” doesn’t really provide you with the confidence you desire. In fact, it could undermine it--because asking everyone else what they think only reinforces a subconscious idea that you can’t depend on yourself to know what you think and trust that.

Reflect:

What do you really think you’re going to get from asking others to cosign on your ideas and desires?

New question: “If I could have it any way I want it, how would I want it?”

06 Risk Mitigation

It's normal to want to mitigate against risks as you weigh a potentially challenging situation. Where your self-doubt starts to control you is when you're so focused on the things that could go wrong that it erodes your self-trust and then you're wondering whether you should even try.

Instead of worrying about what could go wrong, ask yourself, "If the worst actually did happen, what would I do?"

The worst rarely happens anyway, and if it did, asking yourself this question would prepare you for how to navigate it.

Reflect:

What's the actual worst-case outcome that I'm so afraid of?

How likely is it--really?

If it happened, what would I do? What are 3 specific steps I'd take?





07 Compassion, Not Abuse

Some people manage their self-doubt and fear by telling it to fuck off. They belittle it, abuse it, yell at it, or ignore it (sometimes they also placate it, trying to do everything 'right' so that the self-doubt and fear has no reason to arise).

I talk about this dynamic in more detail in [The Courage Habit](#) (and offer my "Re-Do, Please" tool for how to skillfully stop abusing yourself in order to get yourself to change). But for right now? This is what you need to understand:

You will never abuse your way to lasting change.

You will never abuse your way to a great life.

You will never abuse yourself enough to be perfect.

The only thing that happens when you practice abuse, is you become better at abuse.

Reflect:

How do I talk to myself when I'm full of self-doubt? How do I talk to my self-doubt when I'm frustrated that it is here (again)?

What could I say instead, that would be compassionate--with boundaries?



08 Set a Threshold

Everyone has a different tolerance for how much discomfort they can handle, and it fluctuates depending on what else we have going on in our lives (when we're more stressed, we tend to have lower tolerance).

So when there's a thing you want, a life change you want to make, something you wish were different? There's going to be discomfort--so set a threshold for how much discomfort you are willing to tolerate.

Reflect:

What are the signs that you're "at capacity" for how much discomfort you can tolerate?

What is an acceptable level of discomfort, in service to your desired life?

09 Stop Monitoring

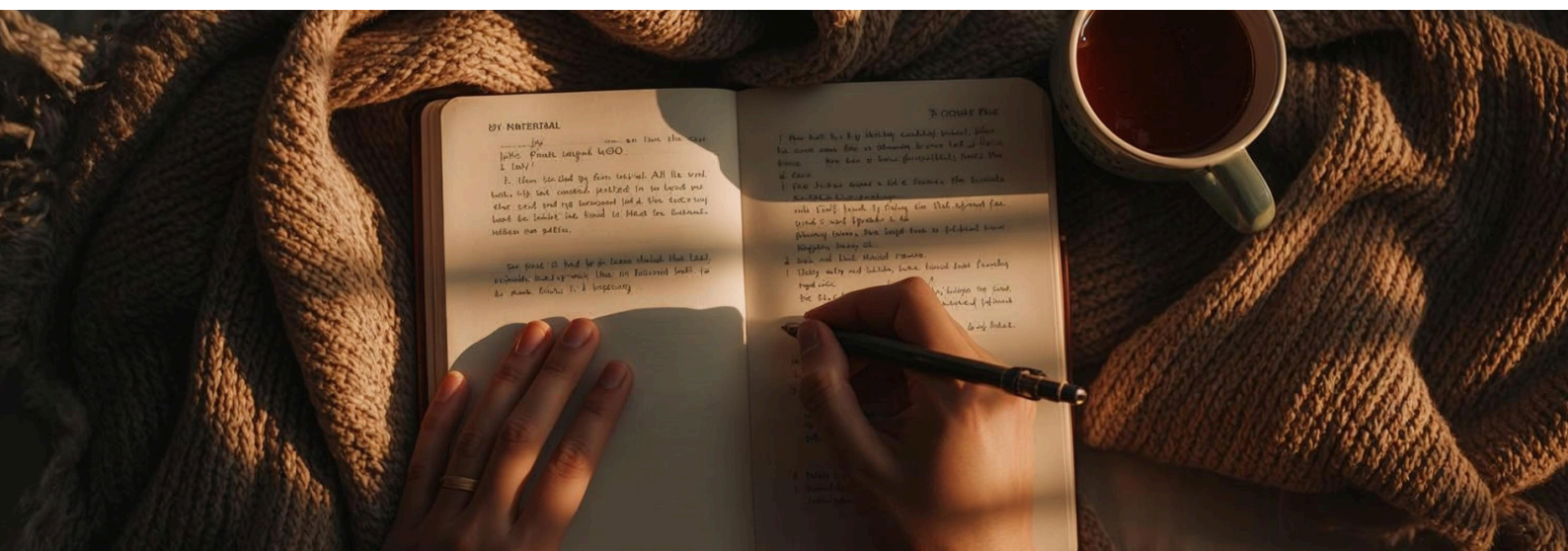
Sometimes self-doubt is so loud because it's what we keep focusing on. Our self-help culture can focus so much on noticing symptoms and problems that it throws gasoline on a fire.

Stop constantly analyzing the self-doubt, the discomfort, and try just living your life. **Note that I didn't say to shut down the feelings--I said stop constantly analyzing.** You can *feel* discomfort or anxiety, without *analyzing* it. Analyzing brings in "what it means." *Maybe it doesn't have to mean anything.* Maybe it just *is*. Maybe you can still take one small step towards what you want for your life, and the self-doubt can be there, and that's...fine. It's just *there*.

Reflect:

What does it feel like whenever you've made decisions or choices without self-doubt?

If you just let your self-doubt exist--even though it's uncomfortable--what's one small action you would take? (In other words, what can you do that's for your benefit, even if self-doubt doesn't disappear?).



A vertical photograph on the left side of the page shows a hand holding a red pen, poised to write on an open, lined notebook. The background of the photo is a light-colored, vertically-pleated curtain. The page has a yellow header and footer.

10 Stop raw-dogging

You wake up, you tell yourself “Today will be different” and hope that it’s true. You take the deep breath, you decide to say the thing that’s true. You grit your teeth and act with more patience. You eat the foods that are “healthy” even though you don’t want to. You smile and nod and perform as a star player at work.

On one hand, it’s great that you’re trying. On the other? If you’re doing all of that without support, then you’re eventually going to crash out. You can only use willpower for so long.

Support doesn’t have to look like a life overhaul. It can look like listening to affirming podcasts, self-paced courses with small daily steps towards becoming the person you want to be, getting the support of a life coach (and yes, I’m one of them--but I know a lot of them I can refer you to, if I’m not your girl).

Reflect:

What kind of support do you notice you most often crave?

What kind of support is available to you already, right now, today, that you haven’t been utilizing?

Conclusion

Someday, with these little bits of compound efforts, you'll look around and realize that you're living the miracle--a life that at one time you wouldn't have thought possible, with changes that actually last.

Your heart can withstand the bumps along the way, I promise.

You'll pick yourself up time and again, probably ask yourself, "Why hasn't XYZ result arrived, already?" and have so many human failings and flailings...and at some point when you least expect it, some quiet tenderness will emerge for you.

You were always meant for this.



What's Next?

[Courageous Living Program](#)

[1:1 Coaching](#)

More Resources

Your Courageous Life



[Your Courageous Life podcast](#)



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Credentialed Life Coach Collective



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