



First things first



Who am I?

- Parker!
- Co-Owner of DecoExchange and The Makers University
- Previous oil and gas engineer
- Best described as the chief of operations
 - Orchestrates the customer service team, manufacturing team, fulfillment team, coaching team, and marketing team



Shoutouts

- Damon - Lots of reasons
- Parentals - Mom, Dad, Kathy, Ernie - unyielding support
- Julie S. - trusting me w/ a microphone on a stage (again)
- Coaches - Mel, Tammy, Jordan, Meghan, Fancy, Marissa, Christine, Kelea, Dereka, Stacy
- Presenters
- Deco Ops Team - Marrisa, Jess, Rhonda - growing through the pain with us
- Proplanit team - Tina, Maddie and rest of the team
- Special thanks - Cindy Johnson, Linda Spearman, Debbie Davis, Carol Ward, Kathleen Jack
- DecoExchange Supporters, Haters, WML attendees and anyone listening



To the attendees

- Last night was something magical
 - Minus the cleaning
 - The vibe
- Be mindful and respectful of the speakers and the attendees
- Keep an open mind this weekend and network
- Love to the virtual crowd



Strategy for understanding and breaking mental blocks

Parker Stelly



Why listen?

- I'll be open and honest - good bad and ugly
- I've done years of therapy - I want to end mental health stigmas and support personal growth
- I'm not a traditional creative and am very analytical
- I don't want to tell you what path to walk down or how to walk down it - i simply want to share the things i saw and learned along the way of my journey.



Who am I not?

- Not - an expert on all things human brain and psychology
- Not - a mental health professional, therapist or a substitute for medical treatment
- Not - perfect or have it together most of the time
- Not - finished. Still growing and learning



My weapon of choice

- Knowledge



What am I talking about?

- Education on Ego States
- Identifying Ego States
- Example conflicts and using Ego States knowledge to deal

Ego States

- Child
- Adult
- Parent





Close your eyes

- Imagine you are sitting at a table....



Discord and Harmony

- Each Ego State has its own agenda, its own set of reasoning, purpose
- Internal (or external) conflicts can arise when an Ego State is ignored, misinterpreted or abandoned
- Conflict can be healthy if it is processed and resolved appropriately
- Harmony can be achieved when ego states are in alignment, agreement or at least understanding.



Child Ego State

- Child - operates in the “feelings” - primal, happens naturally, comes with physical signals and basic causes.
 - Example - You don't get what you want or someone does something to you that you don't want - you get angry



Adult Ego State

- Operates in fact, data, black and white
 - Is not swayed by emotions or opinions but simply takes in data from all available sources and makes decisions based on logic



Parent Ego State

- Operates in opinion, creates rules whether or not they are appropriate.
Comes from Parents, Religion, Role Models, Superheroes, etc.
 - Can and will be redefined based on experience, knowledge, values, etc.



Identifying Ego States

- Can be helpful internally and externally
- A simple question to ask yourself to identify an Ego State is “is this a fact, feeling or opinion”
 - Child is Feelings - Happy/Sad/Angry
 - Adult is Facts - Black and White Data
 - Parent is Opinions - You can/can't or should/shouldn't



Thoughts and Feelings are NOT the same

- Feelings Cheatsheet

- Sadness/Grief
- Anger/Rage
- Anxiety/Fear/Terror
- Shame
- Disgust/Revulsion

- Feelings Cheatsheet

- Depression
- Interest/Excitement
- Joy/Enjoyment/Euphoria
- Startled
- Love
- Pride



Is the Ego State appropriate?

- Is your child ego state making decisions that should be purely based on analytical data
- Is your parent setting rules or forming opinions that are appropriate for the situation at hand
- Is your adult ignoring morals or feelings because things make sense “on paper”



Two Emotions that I Struggle with

- Fear
 - Threat of a Loss - this lion is gonna eat me.
 - Structure Loss - Don't know what to do to get a result you want
- Anger
 - Something is happening to me that I don't want to happen
 - Something is not happening to me that I do want to happen



Pitfalls and Struggles

- Having one Ego State be the dictator
- Ignoring one Ego State all together
- Misinterpreting ego states
- Contamination between Ego States



Empower your Ego States

- Child - Emotions can be cripple you or they can launch you into action. Don't think of feelings as good or bad, they are simply signals about your environment.
- Adult - utilizing facts, black and white data, and information can clear out emotions and opinions, leaving you with clear and concise data points.
- Parent - Setting rules, policies, procedures and boundaries is extremely healthy and helpful - but using rules that are inappropriate for the scenario can be extremely hindering.



Empowered by your Child

- I am angry that I am not getting etsy sales
 - Anger helps you realize that you want etsy sales and aren't getting them which motivates you to research seo, photography and social media skills to help promote your product.



Debilitated by your Child

- I am afraid of technology
 - Instead of understanding the fear or structure loss you are unable to realize you just need some guidance, coaching or training it paralyzes you and prevents you from moving forward.



Empowered by your Adult

- You want to make 10,000\$ this year in your etsy shop, calculate that it is \$833 per month (\$27.4 per day). If you sell a 125\$ Wreath that is 80 wreaths per year. This allows you to create milestones, plan inventory, and create a promotional strategy to reach that milestone.



Debilitated by your Adult

- Your grandkid is having field trip that you would like to chaperone - however, your adult ego state is reminding you of how your business will suffer when you aren't working on your business and taking time off so you skip the trip.



Empowered by your Parent

- You create a set of rules with your VA who is posting on social media for you - you are very clear with posting frequency expectations, tone of voice and overall “voice” of how you present yourself online. The VA knows exactly what and what not to do and your followers can't tell someone other than you is posting.



Debilitated by your Parent

- You have a rule and expectation that Etsy Fees are too high, which in turn leads you to believe that etsy is a bad place to sell your handmade products.
- Instead of taking in more data with your adult Ego state and realizing that there are multiple multi-6 figure sellers in the room you are stuck in the mindset that “etsy is bad”



Summary

- Having your Ego States work in concert can be extremely helpful for achieving your goals, clearing out roadblocks and working through issues.
- It is important to take input from each of these parts of you and hear what they have to say
- Make sure that the egostates that are being used are appropriate for the type of situation at hand.
- It takes practice and patience to identify and communicate with these parts of yourself. You'll also start to see these similar patterns in others when communicating with them



Conclusion

- Egostates are the voices in your head.
- You are either in Child, Parent or Adult egostate
 - Child is based on Feelings
 - Parents is Based on Opinions
 - Adult is based on Facts
- Feelings and Thoughts are NOT the same
- Each egostate can be your greatest ally or your worst enemy
- Learn to understand and translate the feelings your body is sending you
- Learn how to identify facts, data and use them to your advantage
- Learn to identify the rules you make for yourself and others - but more importantly identify if the rules you make are APPROPRIATE for the situation.



Questions?

- If we have time?