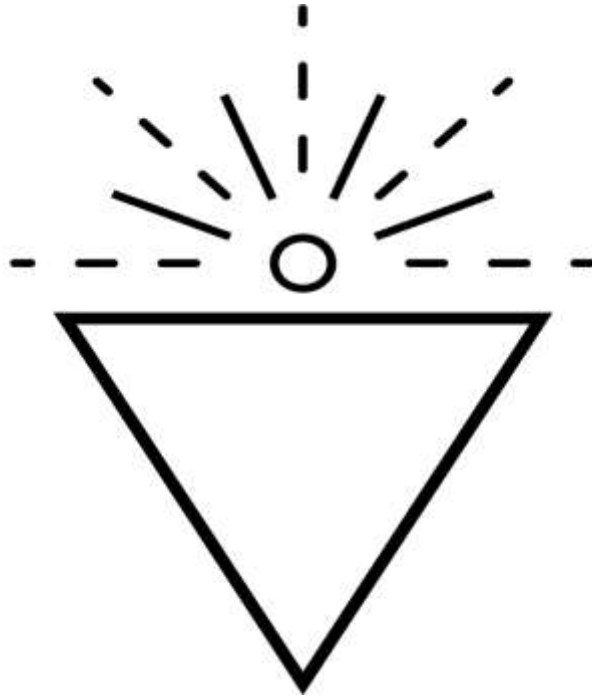


# Life Design Catalyst Training Manual



“Awakening Meaningful Change”

**Monday through Wednesday, December 13-15, 2021**  
**Catalyst Training Program**

Bill Johnson, Life Design Catalyst Lead Facilitator  
Megan Cayton, Life Design Catalyst Facilitator

Supported by the Life Design Catalyst Program, School of Health and Human Sciences,  
University of North Carolina at Greensboro

Welcome Life Design Catalyst:

Welcome to the world of the Life Design Catalyst! I am honored and delighted that you have chosen to spend this time with us. I am also excited that you have chosen to become a certified Life Design Catalyst (LDC). There has never been a more important time to do this work in the world. You, your family, your friends, and your community will be better because of your decision to attend this training to become a better you and serve something bigger than yourself to make the world a better place.

Whether you choose to make Life Design Catalyst your life's path or career, or simply use the tools to help yourself and others, I know that being a Life Design Catalyst will be a valuable and rewarding experience. As you master the skills to be an Life Design Catalyst, you will deepen your ability to help others in a profound way. While helping others design lives that matter, you will become better at designing your own life, creating what you want in all areas of your life. Each time you lead an individual, a group, or an organization through this process, you will be greatly rewarded knowing that you've helped others become happier and more fulfilled in their lives.

It is truly a privilege to take this journey with you. Engaging in this work has been immensely gratifying and professionally rewarding for us. And I am thrilled for the opportunity to share this work and this experience with you. As you engage in this process, you will continue to ask yourself, "How do I want my life to be – and what am I willing to do about it?" As a Life Design Catalyst, you will be able to guide yourself and others through this process to think bigger and to do more. It will require intention, integrity, authenticity, faith, courage, compassion, and a sense of humor.

Welcome to the Life Design Catalyst Training Program. We hope you find this journey challenging and rewarding beyond your grandest dreams.

With deep love and admiration,

Bill Johnson  
Founder and Lead Life Design Catalyst

Megan Cayton  
Life Design Catalyst

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## Schedule and Activities (Monday through Wednesday)

### Training Schedule (Monday through Thursday)

- Morning Training 8:30am to 12:00pm
- Morning Breaks (10 minutes)
- Lunch 12:00pm to 1:00pm
- Afternoon Breaks (10 minutes)
- Afternoon Training 1:00pm to 4:30pm

### Schedule of Activities (Subject to Change)

- Monday: Introductions; Overview; Life Story
- Tuesday: What Could I Do With My Life
- Wednesday: Build a Better You

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## **Welcome to the World of the Life Design Catalyst!**

It is very exciting that you will join us on this journey! The Life Design Catalyst Program was created in 2014, although many of the tools and activities for the program have been around for almost 30 years! You will be a part of a growing community of revolutionaries inspired to help young people optimize their lives to become the best version of themselves and serve something bigger than themselves in order to make the world a better place – all through the exploration of Purpose (“Who am I here to be?”), Meaning (“Why do I – and what I do - matter?”), Mission (“What am I here to do?”), and Vision (“Where do I want to go?”).

In July 2007, I was hired as the Student Success Coordinator in the School of Health and Human Performance (HHP) to coordinate academic advising. However, I was given a specific mandate to create something completely different than what was being offered by the other Colleges/Schools on campus. In that first year, I realized that I had to come up with a more efficient use of my time, since I could not meet with the 1,500 + undergraduate students in the School of Health and Human Performance. In 2008, I was approved to teach two sections of HHP125: Personal and Academic Success in Health and Human Performance. This one-credit course was limited to 20 students and met once a week for 50 minutes. Instead of a focus on strategies to be successful in college, this course focused on developing the skills and knowledge necessary to become successful in life.

After five years, 26 sections, and 500+ students who completed the course, the “Make College Matter” Program was chosen as one of nine (out of 75) “Best Advising Practices” by the Bill and Melinda Gates Foundation in 2013. In 2014, the name was changed to Life Design Catalyst Program, since much of the coursework was geared towards living a purposeful and meaningful life, not just being successful in college. Also, in June 2014, we hosted our first Training Program - called the Purpose and Vision Navigator Coach Training Program – to share Life Design work with those interested in incorporating purpose, meaning, mission, and vision as a foundation for student success. Since that first Coach Training, we have not only changed the name to the Life Design Catalyst (LDC) Facilitator Training Program, but we’ve now hosted FOURTEEN Trainings locally, five Trainings at other institutions, and hundreds of Life Design Catalyst Presentations and Workshops across the country. We have now trained over 600 coaches at 80-plus institutions in higher education, as well as trained Catalysts in community organizations, professional associations, life coaches, and entrepreneurs. We have exposed thousands to Life Design Catalyst work across the country. In March 2017, the Life Design Catalyst Program was highlighted in an article on Student Success in the Chronicle of Higher Education. In October 2018, the Program was the recipient of one of nine Certificates of Merit as an Outstanding Advising Program by the National Academic Advising Association (NACADA). This work is growing and becoming recognized across the country – and you will be instrumental in expanding this work and impacting millions of lives!

Thank you for your interest in being a part of this movement! It is my intention to generously share my knowledge and resources with you so that you can find fun and inspiring ways to do the work you are called to do. With your service and assistance, we can truly transform the way people view life, moving from a state of self-actualization (“becoming the best me”) to a state of self-transcendence (“serving something bigger than me”)! Life Design work is not only important for them and for you, but it’s important for our world – and for our humanity! We urge you to take part in our sessions at conferences and our trainings and workshops to find your “why,” so that you can find your way in order to serve profoundly and impact the lives of many others! We look forward to working with you!