7 KEYS TO YOUR BREAKTHROUGH

THE NEW INSIGHTS HANDBOOK

A practical guide to understanding the core principles of transformative coaching

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INTRODUCTION

Welcome to Your Journey of Discovery

Hello and welcome,

I'm so glad you've downloaded this handbook. It tells me something important about you: you're ready for more. More clarity, more growth, more alignment between where you are and where you want to be.

This handbook is designed to give you a taste of the transformative work we could do together. It's based on proven, tested, and scientifically-grounded techniques that have worked and continue to Work for thousands of people from all walks of life.

Who Have These Techniques Helped?

- Housewives seeking renewed purpose
- CEO s aiming for their next level of leadership
- Small business owners wanting clarity and direction
- Artists looking to unlock their creative potential
- Teachers desiring greater impact
- Accountants craving more meaning in their work
- Newly-weds building a strong foundation
- Retirees embarking on their next chapter

The list goes on. Why? Because at our core, human beings share the same fundamental drive: the desire to grow, to matter, and to live with purpose.

What You'll Discover in This Handbook

Over the following pages, I'll introduce you to seven powerful keys that form the foundation of my comprehensive coaching programme, *The New Insights Programme*. Each key represents a doorway into deeper understanding of yourself and your potential.

- **Goals** - How to set compelling outcomes that actually inspire action
- **Change** - The natural cycle we all go through when transforming our lives
- **Values and Rules** - The hidden compass and guidelines that direct your choices
- **Human Needs** - What drives you at the deepest level
- **Communication** - How your perception of yourself shapes your interactions
- **Responsibility** - The surprising path to genuine freedom
- **Purpose** - The ultimate meaning that brings everything together

How to Use This Handbook

This isn't just a book to read - it’s a book to experience. I encourage you to have a pen nearby. Jot down your thoughts. Reflect on the questions. Notice what resonates and what challenges you.

The most valuable insights will be the ones you discover for yourself.

Let's begin this journey together.

With warmth,

Mark Csabai

KEY #1

Goals - The Building Blocks of Success

KEY #1

Goals

The Building Blocks of Success

"A goal properly set is halfway reached. - Abraham Lincoln"

Every great achievement begins with a goal. But not all goals are created equal.

There's a significant difference between a vague wish and a compelling, outcome-based goal that pulls you toward your future self.

The Problem with Most Goals

Most people set goals like this:

- *"I want to be successful."*
- *"I want to be happier."*
- *"I want to grow my business."*

These are wonderful sentiments, but they lack the specificity required to activate your brain's reticular activating system the part of your mind that filters information and notices opportunities. When your goal is vague, your brain has nothing specific to look for.

The SMERTIE Approach

In my coaching practice, I use the SMERTIE framework to transform vague wishes into powerful, achievable outcomes.

Letter	Meaning	Question to Ask Yourself
S	Specific	What exactly do I want to achieve?
M	Measurable	How will I know when I've achieved it?
E	Exciting	Does this goal energize and motivate me?
R	Realistic	Is this achievable with effort and commitment?
T	Time-bound	By when will I achieve this?
I	Inspiring	Does this goal align with my deeper values?
E	Ecological	How will this goal affect other areas of my life?

✏ Your Turn: A Simple Goal-Setting Exercise

Take a moment to think about one area of your life where you'd like to see change. It could be your career, relationships, health, or personal growth.

My Goal: _____

What does success look like? (Be specific):

_____

By when will I achieve this? _____

Why is this goal exciting and inspiring to me?

_____

This simple exercise is the first step toward turning your aspirations into achievements. In my full coaching programme, we dedicate an entire session to building compelling goals that support the foundation for your transformation.

KEY #2

Liberation Through Change

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Liberation Through Change

"The only constant in life is change. - Heraclitus"

Change is inevitable. But intentional change the kind that leads to growth and transformation - requires understanding.

Most people attempt change armed only with willpower. And while willpower is valuable, it's not enough. To create lasting change, you need to understand the Model of Change and the twin motivators that drive all human behaviour: pleasure and pain.

The Twin Motivators: Pleasure and Pain

Every action you take is fundamentally driven by one of two things:

- The desire to gain pleasure
- The desire to avoid pain

Here's the insight that changes everything: Pain is a stronger motivator than pleasure.

Think about it. Why do people finally start eating healthily? Often, it's not because they want to feel energetic - it's because their doctor told them their health is at risk. Why do people finally leave an unfulfilling job? Often, it's not because they're excited about a new career it's because the daily misery became unbearable.

Understanding this dynamic allows you to work with your psychology rather than against it.

The Model of Change

Change rarely happens in a straight line. It follows a predictable cycle:

1	**UNINFORMED OPTIMISM** **Excitement at the start. Motivated but unaware of challenges ahead.**
2	**INFORMED PESSIMISM** **Reality sets in. Doubts creep in. "Can I really do this?"**
3	**VALLEY OF DESPAIR** **The critical juncture where most people give up. Feel stuck and frustrated.**

4	**INFORMED OPTIMISM** **If you persist, something shifts. Confidence returns based on real evidence.**
5	**SUCCESS & FULFILMENT** **You achieve your goal. The person you've become is as valuable as the outcome.**

Breaking Down Your Goal into Milestones

One of the most effective ways to navigate the Model of Change is to break your goal into smaller, manageable milestones. Each milestone gives you a sense of progress and keeps you moving forward, even when you're in the Valley of Despair.

✏ Your Turn: Identify Your Stage

Think about a current goal or change you're attempting. Where are you in the Model of Change?

- Uninformed Optimism - "I'm excited and ready to go!"
- Informed Pessimism - "This is harder than I thought..."
- The Valley of Despair - "I'm stuck and thinking of quitting."
- Informed Optimism - "I'm figuring this out and making progress."
- Success and Fulfilment - "I'm seeing real results."

If you're in the Valley of Despair: This is not failure. This is the necessary passage to success. Every single person who has achieved anything meaningful has walked through this valley. Keep going.

KEY #3

Personal Rules and Values

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Personal Rules and Values

"Your values are your compass. Your rules are the map you follow."

At the heart of every choice you make lies your value system. Your values determine what's important to you - what feels right, meaningful, and worthwhile.

But there's another layer that's equally important: your rules.

Understanding Your Values

Values are the principles that guide your life. They might include integrity, freedom, love, growth, security, adventure, and contribution. Most people have never consciously examined their Values yet these invisible forces shape every choice you make.

Here's the challenge: sometimes our values conflict. This creates internal tension. For example, if you value both 'honesty' and 'harmony,' when telling the truth might cause conflict, these values pull you in opposite directions. Understanding this conflict helps you navigate it consciously rather than being torn apart by it.

Anti-Values

Alongside your positive values, you also have anti-values qualities or experiences you want to avoid, such as rejection, failure, boredom, loneliness, and stagnation. Your anti-values can be just as powerful as your values in driving your behaviour, often in ways you don't recognize.

The Power of Rules

If values are your destination, rules are the route you take to get there. Rules are the guidelines you've created consciously or unconsciously about how life should work. They determine how easily you allow yourself to feel positive emotions and how quickly you trigger negative ones.

Consider this example:

Person	Their Rule for "Success"
Person A	"I am successful when I make progress toward my goals every day."
Person B	"I am successful when I've achieved everything I set out to achieve and have proven myself beyond any doubt."

Person A has set themselves up to feel successful regularly. **Person B** has made success nearly impossible to achieve. Most people make it **complicated to feel good** and **easy to feel bad**.

✏ Your Turn: Examine Your Rules

Part A: One of My Rules for Feeling Good

My rule: I feel good when...

_____

Is this rule empowering or limiting? How could I adjust it?

_____

Part B: One of My Rules for Feeling Bad

My rule: I feel bad when...

_____

Is this rule serving me? How could I reframe it?

_____

KEY #4

Understanding Your Six Human Needs

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Understanding Your Six Human Needs

"All human behaviour is an attempt to meet one or more of six fundamental needs."

Every single thing you do - from the career you choose to the person you marry to the habits you can't break - is an attempt to meet these six needs.

The Six Human Needs

1	**1. Certainty / Comfort** The need for safety, stability, and predictability. You need to know you'll be okay - that you'll have food, shelter, and emotional security.
2	**2. Variety / Uncertainty** The need for surprise, change, and new stimuli. Too much certainty leads to boredom. Too much variety leads to anxiety. You need both.
3	**3. Significance** The need to feel important, needed, and worthwhile. You want your life to matter and to be recognized for your unique contributions.
4	**4. Love / Connection** The need for intimacy, friendship, and belonging. You need to feel connected to others ~~to~~ give and receive love.
5	**5. Growth** The need to expand, learn, and evolve. When you stop growing, you start Dying emotionally, mentally, and spiritually.
6	**6. Contribution** The need to give beyond yourself to serve something greater than your own interests. This is the key to lasting fulfilment.

Meeting Your Needs: Healthy vs. Unhealthy Strategies

The difference between a fulfilling life and a frustrating one isn't whether you meet these needs - you will meet them one way or another. The difference is **how** you meet them.

Need	Unhealthy Strategy	Healthy Strategy
Certainty	Control everything; never take risks	Create stable routines while accepting uncertainty
Variety	Create drama; start conflicts	Take up new hobbies; travel; learn new skills
Significance	Put others down; boast constantly	Develop genuine expertise; serve others
Love / Connection	Pleasing people; losing yourself	Authentic intimacy; healthy boundaries
Growth	Stay comfortable; avoid challenges	Embrace lifelong learning; seek feedback
Contribution	Help to feel superior	Give anonymously; serve from overflow

✏ Your Turn: Needs Assessment

Rate how well you're currently meeting each need (1 - 10):

Certainty: ___/10 Variety: ___/10

Significance: ___/10 Love/Connection: ___/10

Growth: ___/10 Contribution: ___/10

Which need is most dominant for you right now?

_____

Which need might be driving behaviours that aren't serving you?

_____

KEY #5

Communication and Projection

KEY #5

Communication and Projection

"We don't see people as they are; we see people as we are. - Anaïs Nin"

This simple statement contains a profound truth: your perception of others is a mirror of your perception of yourself.

The Projection Principle

Have you ever noticed that when you're in a good mood, the world seems friendlier? When you're feeling insecure, you're more likely to interpret neutral comments as criticism? This is projection in action.

Your internal state - Colours your perception - Shapes your interpretation of others' behaviour determines your response and Creates your reality

Common Self-Sabotaging Patterns

- **Justifying inadequate actions:** "I know I said I'd do it, but I've been so busy..." (This maintains your self-image but undermines trust)
- **Blaming others for shortcomings:** "It's their fault I didn't get that promotion." (This protects your ego but prevents growth)
- **Mind-reading:** "I know they think I'm not good enough." (You act based on assumptions rather than reality)
- **Filtering:** Hearing only what confirms your existing beliefs about yourself and others

Internal Representations

Your brain creates 'maps' of reality through internal representations - the pictures, sounds, and feelings you associate with past experiences and future possibilities. The quality of your internal representations determines the quality of your life.

✏ Your Turn: Reframe an Internal Representation

Think of an upcoming situation that causes you some anxiety.

Current internal representation:

What pictures do I see? (bright or dark? close or far?)

_____

What sounds do I hear? (tone of voice? specific words?)

_____

What feelings do I notice in my body?

_____

Now, consciously reframe it:

- Make the pictures brighter, closer, and more vivid see yourself handling the situation with confidence.
- Change the voices to be supportive and encouraging.
- Notice how the feelings in your body shift as you do this.

KEY #6

Responsibility - The Foundation of Freedom

KEY #6

Responsibility

The Foundation of Freedom

"Freedom is not the absence of commitments, but the ability to choose your commitments and to take full responsibility for them."

There's a common misunderstanding about responsibility. Many people see it as a burden - something heavy to carry. In reality, responsibility is the foundation of genuine freedom.

The Responsibility Shift

Victim Mindset	Creator Mindset
"Things happen to me."	"I create my experience."
"It's their fault."	"What's my part in this?"
"I have no choice."	"I always have a choice."
"I can't because..."	"How can I...?"
Waits for change	Initiates change

The Freedom Paradox

When you accept complete responsibility for your life, you gain complete freedom to change it. When you believe your problems are caused by your boss, your partner, the economy, or your upbringing, you're powerless. When you accept that you are responsible for your responses, your choices, and your future, your freedom depends only on you.

No one else can:

- Do your inner work for you
- Make your choices for you
- Take your actions for you
- Feel your feelings for you
- Live your life for you

And here's the beautiful truth: No one else gets to claim your credit, either.

✏ Your Turn: Responsibility Inventory

Think about one area of your life where you feel stuck, frustrated, or dissatisfied.

Area of my life: _____

In what ways have I been giving my power away? (Blaming, justifying, waiting, complaining)

_____

What would taking 100% responsibility in this area look like?

_____

What is one action I can take TODAY to step into greater responsibility?

_____

KEY #7

Your Life's Purpose

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Your Life's Purpose

"He who has a why to live for can bear almost any how. - Friedrich Nietzsche"

We've arrived at what may be the most exciting and inspiring key of all: your life's purpose. What could be more important than understanding, aligning with, and living out your purpose?

Purpose vs. Goals

Goals	Purpose
Are destinations you reach	Is the journey itself
Can be completed	Is ongoing
Give you direction	Give you meaning
Motivate you in the short term	Sustain you over a lifetime

Signs You're Living in Alignment with Purpose

✓ Time seems to disappear when you're engaged in meaningful activities

✓ You feel energized rather than drained by your work

✓ Challenges become interesting problems to solve rather than burdens to bear

✓ You have a sense that you're exactly where you're meant to be

✓ Your actions feel congruent with your deepest values

Signs of Purpose Misalignment

✗ A persistent sense of emptiness despite external success

✗ Feeling like you're performing a role rather than living your life

✗ Dreading Mondays and living for weekends

✗ A vague sense that "there must be more than this"

Uncovering Your Purpose

Purpose isn't something you find like a lost set of keys. It's something you uncover and often, something you create through your choices and commitments.

✏ Your Turn: Purpose Exploration

Take a few minutes to reflect on these questions. Don't worry about getting the "right" answer. Just let your thoughts flow.

One activity that deeply engages me is:

_____

One issue in the world I care about is:

_____

One thing I loved doing as a child was:

_____

If I knew I couldn't fail, I would:

_____

A glimpse of my purpose might be:

_____

CONCLUSION

Your Next Step

Congratulations on completing this journey through the seven keys!

You've explored:

- **Goals** - The building blocks of success
- **Liberation Through Change** - Understanding the transformation cycle
- **Personal Rules and Values -** Your internal compass and map
- **Six Human Needs** - What truly drives you
- **Communication and Projection** - How you shape your reality
- **Responsibility** - The foundation of freedom
- **Your Life's Purpose** - The ultimate meaning

What's Next?

This handbook has given you a taste of the principles and practices that have transformed thousands of lives. But a taste is just the beginning.

In my comprehensive **New Insights Programme**, we take these seven keys and go much deeper. Over 13 powerful sessions, we'll apply these concepts to your specific situation, work through blocks and challenges in real-time, create a personalized roadmap for your breakthrough, and celebrate your achievements as we set you up for lasting success.

A Personal Invitation from Mark

I'd like to invite you to take the next step. Visit www.yourcoachmark.com to watch my free video, where I'll walk you through the full New Insights Programme structure and show you exactly how we can work together to unlock your potential.

Your breakthrough is waiting. The only question is: are you ready to claim it?

With warmth and anticipation,

Mark Csabai
Growth and Mindset Development Coach

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