



# CoachVille BOOK CLUB

## Book: Subliminal by Leonard Mlodinow

### Session 01 – Prologue and Brainstorm Experiments and Explorations

Date: 2019-02-04

#### Call Notes:

##### What intrigues you about the book

03 – Coach Dave explains how we play a book. Experiments and explorations in Playing Life, Inner Freedom, World Power and Unleash Superpowers based on the book Subliminal

08 – CV Members share about insights into the book and coaching

Eric – Judgment free awareness of our automatic responses as coaches. Gain greater awareness of our lens of the world.

10 - Mary – if you really want to understand the social world and the obstacles that prevent you from living your fullest, richest life you must explore the subliminal world.

14 – Erin – the themes are archetypes in dreams transcend time and culture arise from subconscious instincts that governed our behavior long before civilization papered over and obscured them and teach us what it means to be human at the deepest level.

17 – Rebecca – choose your framework for life; fact check our assumptions; put energy into what we desires. (\*y\*o\*u\* w\*i\*l\*l\* l\*o\*v\*e \*t\*h\*i\*s\* a\*n\*s\*w\*e\*r)

21 – The subconscious is driving our behavior so NOTICE it with curiosity

23 – Dave – One way to play this book: Notice your non-conscious narrative and create a new one

26 – Eirini – Hey there Sexy, buy this book now. You know you want it. You can choose whether or not to entertain a thought.



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27 – Dave: Why I bought this book; I see the power of it. We see it at PLAY

What is the experiment you want to try; what is the new territory you want to enter?

30 - Alice – The Book relates to the coaching tools we have in Inner Freedom, World Power and the Proficiencies.

## Brain storm ideas to play with the book

33 – Dave invites you to play the book

36 – Rebecca – notice fear and explore it

41 – Eric – find the underlying cause of some physical symptoms related to playing BIG in the world; go deeper than intellectual understanding

42:30 – Erin – explore the stories that physical objects hold in my mind; especially “sentimental” objects; am I holding on to stories?

45:30 David - The effect of marketing on my life; how I respond subliminally to ads; stop. What is the cause of that urge to buy something?

48 – Terri – World Power – hold a vision of my future self in mind and see how it impacts my world.

50 – Dave – Read a book while you are UP to Something. The book gets more interesting!