



# CYCLE OF RENEWAL (PERSONAL JOURNEY)

The purpose of the tool is to help the mentor facilitate the coaching process and guide the mentee/business owner towards new opportunities and a sense of 'renewal'.

**Suggested time**  
90 minutes or more

**Materials**  
Pen, paper for notes, possibly visual template with The Cycle of Renewal (PERSONAL JOURNEY)

**Participants**  
2 people, mentor and mentee

## GROWTH JOURNEY

1 2 3

Onboarding  
Sparring  
Innovation

## PERSONAL JOURNEY



The Cycle of Renewal by Frederic Hudson, employs a holistic approach to personal development and change through four different stages. It helps to determine the psychological condition of the mentee in order to learn how to be a valuable dialogue partner, and what kind of change the mentee is open to. The Cycle of Renewal can be applied throughout the collaboration between mentor and mentee, and its particularly useful for addressing the personal/human issues of being in a state of crisis. It is an umbrella tool, which navigate the mentor with applying other tools useful for the process of supporting the company and the person in crisis. Each mentoring session begins by determining the current mental status of the mentee. when you first meet, you never know what state of mind/which phase the mentee is in.

The four stages of The Cycle of Renewal include two different degrees of change: the 1st and the 2<sup>nd</sup>, according to Paul Watzlawick. The 1st degree change is a change in behaviour, procedures and schemes. It is observable and reversible at the same time, because it does not require any changes in attitudes.

The 2<sup>nd</sup> degree change is a transformational change based on permanent, autonomous decisions concerning personal beliefs or values reflected in a permanent change of organizational culture. Some of the mentoring processes will be related to the 1st degree changes, while others will be related to the 2<sup>nd</sup>.

**Phases:** Mentees enter the mentoring process in one of the four stages:

- 1: Go for it
- 2: The doldrums
- 3: Cocooning
- 4: Getting Ready

The way a mentor works with an entrepreneur as part of the monitoring process differs depending on the stage of change at which the two parties meet.

Each change cycle starts with the breakthrough, which may result from an external situation, e.g. when a contract is expiring or when something is radically changing (Such as COVID-19 or other future scenarios). This stage may also be the result of internal transformation. It may emerge suddenly and even brutally, but may also emerge slowly, e.g. when we discover that we no longer find pleasure in what we do. Severance is a situation when all previous conduct, procedures, and resolution attempts are not sufficient and fail to produce the desired results.





### **Doldrums (grief)**

The mentee feels stuck, restless. To refrain from acting and comforting the entrepreneur and accompanying him in experiencing difficult emotions related to the loss of: trust, money, opportunities, contracts or key employees. Knowledge of the process helps to secure enough time, especially during the first meeting, when the mentee needs to be listened to. The same knowledge also protects the mentor from feeling guilty about not yet taking any action.

During this phase the mentee is not open for change. As a mentor you cannot “fix” grief; you just have to let the mentee experience the emotions. The best thing for the mentor to do is to listen, ask open question and be patient.

- Supportive material: The grief stages by Elisabeth Kubler-Ross
- Tools related to the phase: **Active Listening**.

### **The Cocooning**

During this phase the mentee is offered the space to be introspective and reflective. The key task of the mentor is to assist the mentee in achieving an honest balance in all strategic areas of the company, including their role and responsibility for the position the company is in. The mentor can ask open questions, for instance, what lessons did you take from the crisis? Try to transform the crisis into something positive. The mentee has to answer the most important questions: Where am I? Why am I making changes? Who am I making changes for – myself or someone else? It requires time to explore and reconstruct parts of one’s life and dream, values, purpose.

- Tools related to the phase: **Past and Future Ruler, WHY/The Golden Circle, Persona, Uniqueness**.



### Getting Ready

This is the time for creating new perspectives and developing a new business strategy. During this phase the mentee gets to test, experiment and take risks. It is similar to the learning we did when we were young of constantly exploring new ways of being, thinking, speaking and dreaming. In fact, these are all necessary steps to lead the mentee back to Phase 1 — the dream. Eventually the mentee will find a way with a renewed sense of purpose ([www.aethcoaching.com/the-cycle-of-renewal/](http://www.aethcoaching.com/the-cycle-of-renewal/)).

At the 'Getting ready', the key task of a mentor is to stay in the role of a mentor and not to enter into the well-known role of a manager or investor, and to help make ideas real and to show support in keeping up the motivation to implement change.

- Additional theory - Coaching methodology GROW.
- Tools related to the phase: **Future Vision, Lotus Blossom, Business Model Canvas, DMAIC.**

### Go For It

This is a phase of stability. The mentee's energy levels are high and he/she feels focused and confident, accomplished and close to his/her dream.

This stage is composed of consecutive segments:

1. Imagine your dream business rethought.
2. Identify your conditions for its realisation.
3. Analyse your competences, resources, and what is still required to launch the project.
4. Launch your planned business and present to a wider audience.
5. Realise the business towards making it profitable.
6. Reap. If the change is appropriately prepared, designed, and launched, this is where you celebrate your success.

At this stage the mentor can offer: motivation, constructive feedback, find time for celebration.

- Background theory: The Cycle of Renewal can be applied throughout the collaboration between, 1<sup>st</sup> and 2<sup>nd</sup> degree change by Paul Watzlawick and The grief stages by Elisabeth Kubler-Ross.

### STEPS

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| <b>01</b> | Build the first contact and your relationship with the mentee based on trust.  |
| <b>02</b> | Make the diagnosis: At which stage of The Cycle of Renewal is your mentee?<br>Understand the basic needs of your mentee according to the phase of renewal. |
| <b>03</b> | Adapt your behaviours ,working tools and pace of work to the phase of renewal.   |
| <b>04</b> | Monitor the status of your mentee, plan your mentoring sessions according to the status and phase of The Cycle of Renewal.                                 |