



FORGED IN THE FIRES PERFORMANCE MINDSET COACHING

SO YOU CAN ACT DECISIVELY IN THE ABSENCE OF CERTAINTY

The Objective: Perform a concise breakdown of the seven catalysts within your life, from work to home to other aspects. Taking these aspects into account to apply to your daily life and potential goals. This is not about giving you a standard program to fit to your life, it is about utilizing these catalysts to accentuate and build your best mindset & life.

Now is the time to discover and build the tools to lead and maintain, the courage to be you. The courage to be you is about being accepting of the imperfections that we are and believing in the worth and value that we have. We need to be a constant project. We need to be our own leader. We need to be the function in our life's dysfunction.

WHO IS THIS FOR?

- Looking for are strong mindset to perform & succeed
- Been through a life changing traumatic situation
- Struggling to mentally focus on life
- Feel that failures in life are fatal
- Feel like they don't have potential
- Feel like they don't deserve opportunity
- Have worked in a guest (customer) service or patient service field (Helping others with their problems or happiness)
 - Disguise the stress, pain, fear with non-purposeful action or words and life
 - Survive days
 - Lack a defined purpose to movement and direction or of self
 - Have achieved success from the external world but lack internal value
- You feel like you are wearing a mask to function daily
- Feel you are living a version of your life that is not led by you
- Want to start their own path and believe in themselves (Living an authentic life)



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DISCOVER YOUR POWER IN BUILDING A **RESILIENT MINDSET**

HIGH PRESSURE QUESTIONS:

- Can you identify your purpose? Who you are? Who you want to be?
- Research shows only 1 of 3 people are living their truest potential or well-being...are you that one?
- Are you living someone else's version of your life?
- What have you wanted that you did not go after?
- Are you fearing being authentic in your life?
- Where can I go and am I willing to start over?
- What does courage to be you look like?
- What does living authentic look like?

MY COMMITMENT:

I will provide the tools and time to identify the objectives needed within the seven catalysts to help you. I commit to helping you realize your potential, build to obtain that potential, and commit to long term growth. My passion is to build yours.

YOUR COMMITMENT:

Time, effort, investment, and willingness to see beyond your comfort zone.



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DETAILS AND YOUR INVESTMENT

YOUR INVESTMENT:

Cost - \$3,000 8 weeks (1 week focus on each catalyst) – 2 months

Cost - \$5,000 16 weeks (2 week focus on each catalyst) – 4 months **(save \$1,000)**

Cost - \$7,500 24 weeks (4 week focus on each catalyst) – 6 months **(save \$1,500)**

THE PLAN FOR COACHING:

- 🔥 1 Discovery Call (1 hour)
- 🔥 1 Final Summary Call (1 hour)
- 🔥 1 Hour Zoom Call (7 for 8 weeks / 15 for 16 weeks / 23 for 24 weeks)
- 🔥 Weekly Assignments / Tasks
- 🔥 Weekly Customized Personal Videos
- 🔥 Access via Email for questions throughout the week
- 🔥 2 Seven Catalyst Assessment (Beginning / End)

BENEFITS

- 🔥 Year Access to Forged In The Fires Academy **(\$343 value)**
- 🔥 Forged In The Fires Book **(\$12 value)**
- 🔥 COACHING EXTENSION
 - 10% off 7 week extension
 - 20% off 14 week extension
 - 25% off 21 week extension

THE PROGRAM DETAILS:

This coaching will be done via phone, via zoom and via email. Access to the Forged In The Fires Online Academy.

These are the areas that will be addressed within your customized coaching program. This program is developed to give you long term power and catalysts to build upon after the program. This is about building you and I am going to drive you to be your best.

1. **Purpose:** Identifying, understanding, and applying your personal purpose to help set goals. Build the courage to be you. Identify your purpose (passion) to be able to have the ability to "Run Into Your Fires of Life."
2. **Ownership:** Discover the power of taking accountability for every action, decision, or goal. Build the tools to live ownership as a daily habit at work and home.
3. **Decisions:** Get to your dreams or whatever you are going for with a tactical focus & precision. Identify the strategic decision (long range or overriding) while creating tactical decision-making skills to continue to those dreams.
4. **Emotional Control:** Discover how to pressure proof yourself for stress and build a functional ability to recognize situations that may cause emotional conflict.
5. **Resilience:** Build your World Record Grit... Daily. Identify events or situations that will help you build your resilience.
6. **Faith over Fear:** Uncover the power of self-leadership & belief. Develop a plan to characterize your self-leadership skills and what helps to empower/accentuate them.
7. **Mental Strength:** Define the courage & ignite the power of an elite mindset. Create the mindset that is unique to your journey and the power needed to realize it.

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ROBERT "FIREMAN ROB" VERHELST



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Fireman Rob is known as a dynamic storyteller with an inspirational voice, on the courage to lead your life. He helps people become greater assets to themselves and others, with the ability to lead with courage, passion, and mental strength. As a keynote speaker, Fireman Rob engages audiences from corporate clients to high school students. Fireman Rob delivers powerful impact to your audience, through his stories and catalysts that have been Forged In The Fires of his life. From numerous years in the fire service to surviving on Discovery Channel's show "Ultimate Ninja Challenge" to performing search & recovery after the September 11th attacks. His message resonates with everyone and has proven results.

From daily surviving post-traumatic stress disorder to breaking a Guinness World Record to being a dad, he lives his message and delivers the fire to the audience

Forged In The Fires: Seven Catalysts to Lead your Life. Beginning with the question, "Who is leading your daily actions and decisions?", Fireman Rob offers an authentic and impactful look at his life's challenges and experiences. A firm believer in the power that each person must forge in their fires a self-leadership and mindset to live their best self. Fireman Rob shares the seven catalysts that he has built throughout his life to survive the darkness of PTSD, achieve the impossible of a world record, and finds the drive to inspire his best self. Addressing the power of mindset and purpose, although with the debilitation of fear and doubt, Fireman Rob illustrates how his catalysts drives his daily reality. Fireman Rob shares his stories with a genuine powerful energy and humility, while delivery humor and memorable anecdotes, making this presentation a perfect fit for any audience seeking leadership of self or a spark to move towards potential or challenging goals.

CONNECT WITH FIREMAN ROB:

PODCAST: Forged In The Fires Podcast with Fireman Rob

YOUTUBE: Forged in the Fires Mindset

LINKEDIN: FiremanRob

MY COACHING PRACTICE IS THIS:

Fireman Rob is known as a dynamic storyteller with an I have been a coach in different capacities (fitness, triathlon, life) since 2010, so I understand the needs of a coach in many different environments, yet the mental side is the biggest in all of them. My credentials are a bachelor's degree in Resource Management and a master's degree in emergency management. Along with those I have life experience as my qualifying factors. 20 years as a firefighter (Member of Rapid Intervention Team, Heavy Urban Search and Rescue Team, Peer Fitness Trainer), United States Air Force Medic, Surgical Recovery Coordinator for the University of Wisconsin Organ Procurement Organization, Sponsored Triathlete, Keynote Speaker, Director of Fireman Rob Foundation, Father, Husband, PTSD Survivor, and Guinness World Record Holder). I offer a real-life perspective that is relatable to my clients.

SPECIFICS MY COACHING WOULD HELP:

- Build out your purpose from your current life story
- Frame the purpose you aspire to drive your future potential
- Create your path goals to build to your reach goals
- Understand what ownership looks like for your habits and how to enact them
- Create critical decision-making strategies for daily and life changing situations
- Identify positive and negative emotions you use to control life situations and decisions (Change or adapt)
- Build out your self-resilience and self-worth foundation, then create an individualized adaptable functional fireproof mindset
- Developing accountability through self-reliance technique and not coach dependent (Ownership of Self)
- A belief that changes are possible through only self-determination and decision (I am here as a tool in your toolbox)

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