

iMatter





THE LIVING WORKBOOK

The iMatter Living WorkBook is a tool to empower you to discover who you are.
It was developed to open your mind to what is possible, help you learn about yourself and remind you who you are.

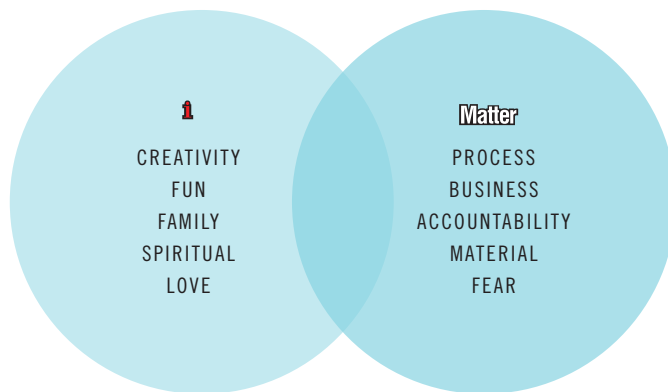
THE iMATTER BRAND

PHILOSOPHY

1776 – Our Founding Fathers left their homes and committed their lives to create a new country. To allow them the freedom to believe what they chose. The pyramid is a symbol of permanence and strength. The unfinished pyramid represents striving toward growth. The eye represents an all-seeing deity and places the spiritual above the material. The motto *Annuet Coeptis* translates to He [God] Has Favored Our Undertakings. *Novus Ordo Seclorum* is translated as A New Order of the Ages and signifies the beginning of the New American Era.



2006 – We live in an information age where rapidly evolving technologies have changed the rules, our roles, and our relationships. It is no longer about country. It is about Humanity – It is a new Human Era. It is time to rewrite the story.



iMatter is a bridge between spiritual and material.

THE UNKNOWN MONK

From the gravestone or tomb of an unknown monk

When I was a young man I thought I could change the world – but I found I couldn't.

As I grew older I thought I could change the community – but again I found I could not.

As I grew older still I thought perhaps I could change my family – but alas I could not.

It was only upon my death bed that I realized if I had only changed **myself**, that I might have changed my family and they might have changed the community and that might have changed the world.

WHO I AM

Bob Shenefelt is a successful entrepreneur, author, and the visionary leader behind iMatter— a professional services company that provides the tools, services and connections to business leaders who desire more authenticity, personal freedom and purpose so that their businesses can grow.

The creation of iMatter is the result of a distinguished career that leverages Shenefelt's unique abilities to create trusted relationships, share connections, listen for growth opportunities, build simple plans and inspire action toward a greater future... today.

In addition to iMatter, Shenefelt also owns RCS International, a Canadian-focused distribution company that is reinventing the shipping and packaging industry around core principles of expert customer service.

Previously, Shenefelt was the founder of Great White, a distribution firm that was named Inc. Magazine's 26th fastest growing privately-held company in 1998. Shenefelt also served as President of the Detroit Chapter of the Young Entrepreneurs Organization—YEO, in 1999.

A lifelong devotee to goal-setting and personal fulfillment, Shenefelt is the creator of a unique methodology for individual achievement in a world full of distractions, noise and unlimited options. His proven process and tools assist in providing clarity to one's purpose and help you stay on track to living a more balanced life— a life where decision-making is easier, relationships richer, distractions are less distracting, commitments are fulfilled and where business is both rewarding and more profitable.

A native of Livonia, Michigan and a graduate of Western Michigan University, Bob currently resides in Birmingham, Michigan with his wife Sheryl, 6-year-old daughter Grace and 1 ½ year-old son Nicholas.

TESTIMONIALS

WHAT ABOUT BOB

Bob has helped me see that it is possible to combine spirituality with business and accomplishments; they can work together. He has taught me the power of appreciation. I appreciate things a lot more than I used to. As a result I am happier. Through his teachings I am now more conscious of what I say which results in verbiage that is more consistent with what I mean. This has brought me closer to the person I am. Bob has shown me that it is okay to be vulnerable and let down my guard enabling me to step outside of my comfort zone and embrace new experiences.

I highly recommend Bob to anyone that wants to live in accordance with their true self.

GINO WICKMAN
FOUNDER VIRTUAL CEO

Bob and his process helped me to balance the East and West, the Love and Fear, the peace and the noise. With his assistance I have found more joy and the ability to stay true to who I am. Bob has earned my respect and trust so that I consider exploring new concepts and opportunities solely on his suggestion, sight unseen. Bob is a trusted soul who is simply a phone call away when I need him. He is a teacher who sees the greatness in me even when I had not recognized it myself.

JOHN ANDERSON
FOUNDER YEO DETROIT
CO-FOUNDER CEO ADVISORS LLC

As I have watched him walk his spiritual journey – He has helped me get in touch with my own spirituality. He gets me to look at a side of myself that I don't normally see. He has gotten me to take steps I would not have taken. He has opened my eyes. He has opened my mind. He has challenged me. He allows others to feel comfortable to try new things.

DAN GLISKY
FOUNDER COMPSAT TECHNOLOGY
PAST PRESIDENT EO

When I am around him he helps me see more possibilities. He gets me in touch with the magic of life. He reminds me of my child. He makes me happier. When I am around him I see that more is possible in the world. When I am around him I see that more is possible in my world. I can see clearer. I can see farther. He reminds me life is supposed to be fun. I have been able to experience more of who I am and more of my gift in Bob's presence. He does it as if he reaches inside you and turns on a switch and ups your voltage. He uses his own fire and enthusiasm and turns the switch on.

BURKE MILLER
FOUNDER SPIRIT RIVER INSTITUTE

YOUR iMATTER JOURNEY BEGINS

IF YOU HAVE ASKED



WHO AM I

THINK. BELIEVE. SHARE. KNOW. EXPERIENCE. BE.

iMATTER HELPS YOU DISCOVER



WHO I AM

IF YOU ARE ABLE TO:

BE REVERENT.

BE VULNERABLE.

BE OPEN.

SHARE.

SUSPEND DISBELIEF.

DREAM.

THEN iMATTER IS FOR YOU.

I UNDERSTAND WHAT IS EXPECTED OF ME AND COMMIT TO iMATTER WITH MY SIGNATURE

PREPARATION

1

WHAT DO PEOPLE WANT?

2

WHAT FRUSTRATES PEOPLE?

PREPARATION

3

THINGS I AM NOT GOOD AT
THINGS I DON'T LIKE

4

THINGS I AM GOOD AT
THINGS I DON'T LIKE

5

THINGS I LIKE
THINGS I AM NOT GOOD AT

6

THINGS I AM GOOD AT
THINGS I LIKE

7

THINGS I AM GREAT AT
THINGS I LOVE

PREPARATION

8

WHO AM I?

9

WHAT FRUSTRATES ME?

PREPARATION

10
FAVORITE BOOKS

1 _____
WHY _____
2 _____
WHY _____
3 _____
WHY _____

11
FAVORITE MOVIES

1 _____
WHY _____
2 _____
WHY _____
3 _____
WHY _____

12
FAVORITE CHARACTERS

1 _____
WHY _____
2 _____
WHY _____
3 _____
WHY _____

PREPARATION

13
FAVORITE SONGS

1 _____
WHY _____
2 _____
WHY _____
3 _____
WHY _____

14
FAVORITE THINGS

1 _____
WHY _____
2 _____
WHY _____
3 _____
WHY _____

15
FAVORITE PLACES

1 _____
WHY _____
2 _____
WHY _____
3 _____
WHY _____

16

THINGS I WAS TOLD AS A KID

17

WHAT IS THE ONE THING I WANT FOR MY KIDS

18

WHO ARE MY MENTORS

SUGGESTION: SEND YOUR MENTOR A THANK-YOU NOTE (MENTORS MAY BE CHARACTERS OF FICTION)

19

WHAT AM I HERE TO TEACH

20

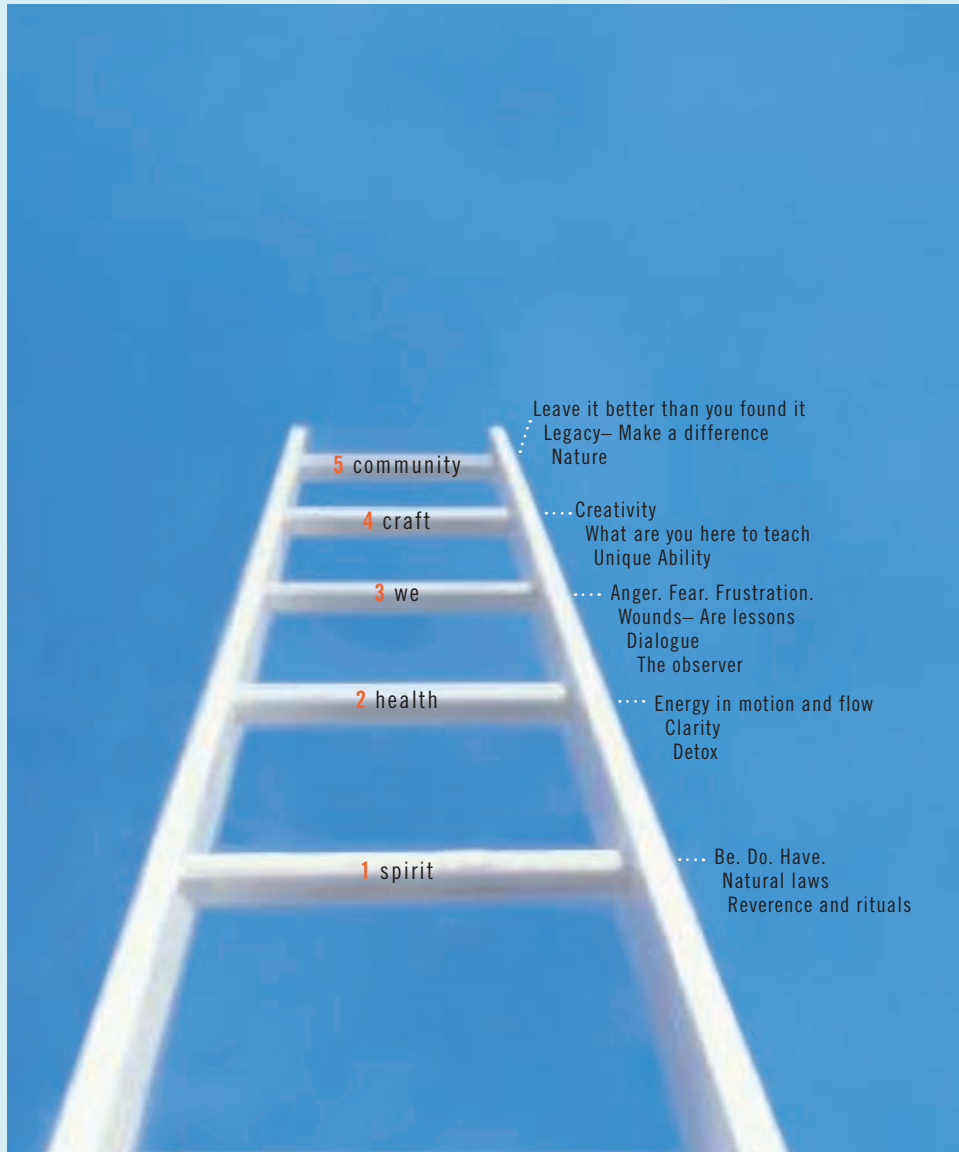
THINGS I WANT TO DO IN MY LIFETIME

21

IF WE WERE TO MEET 3 MONTHS FROM TODAY_
WHAT WOULD HAVE TO HAPPEN TO DEEM THIS A SUCCESSFUL RELATIONSHIP?

THE LADDER

EACH SECTION REPRESENTS THE AREAS IN LIFE THAT MATTER MOST



WHAT MATTERS MOST TO ME

PREPARATION

<p style="text-align: center;">1</p> <p style="text-align: center;">SPIRIT MATTERS AWARENESS CONNECTIONS</p> <p style="text-align: center;">WHAT MATTERS MOST TO MY SPIRIT?</p>	<p>1 _____</p> <p>WHY _____</p> <p>2 _____</p> <p>WHY _____</p> <p>3 _____</p> <p>WHY _____ <input style="width: 50px; height: 20px;" type="text" value="%"/></p>
<p style="text-align: center;">2</p> <p style="text-align: center;">HEALTH MATTERS BODY NUTRITION</p> <p style="text-align: center;">WHAT MATTERS MOST TO MY HEALTH?</p>	<p>1 _____</p> <p>WHY _____</p> <p>2 _____</p> <p>WHY _____</p> <p>3 _____</p> <p>WHY _____ <input style="width: 50px; height: 20px;" type="text" value="%"/></p>
<p style="text-align: center;">3</p> <p style="text-align: center;">WE MATTERS RELATIONSHIPS PEER GROUP</p> <p style="text-align: center;">WHAT MATTERS MOST TO MY RELATIONSHIPS?</p>	<p>1 _____</p> <p>WHY _____</p> <p>2 _____</p> <p>WHY _____</p> <p>3 _____</p> <p>WHY _____ <input style="width: 50px; height: 20px;" type="text" value="%"/></p>
<p style="text-align: center;">4</p> <p style="text-align: center;">CRAFT MATTERS CAREER MONEY</p> <p style="text-align: center;">WHAT MATTERS MOST TO MY CRAFT?</p>	<p>1 _____</p> <p>WHY _____</p> <p>2 _____</p> <p>WHY _____</p> <p>3 _____</p> <p>WHY _____ <input style="width: 50px; height: 20px;" type="text" value="%"/></p>
<p style="text-align: center;">5</p> <p style="text-align: center;">COMMUNITY MATTERS ENVIRONMENT CONSCIENCE</p> <p style="text-align: center;">WHAT MATTERS MOST TO MY COMMUNITY?</p>	<p>1 _____</p> <p>WHY _____</p> <p>2 _____</p> <p>WHY _____</p> <p>3 _____</p> <p>WHY _____ <input style="width: 50px; height: 20px;" type="text" value="%"/></p>

*WHAT % OF YOUR TIME DO YOU SPEND IN EACH AREA

PREPARATION

1

**WHAT MATTERS MOST IS TO BE SHARED.
WHO ARE THE TOP 5-10 PEOPLE YOU WILL SHARE IT WITH AND BE OPEN TO HONEST FEEDBACK?**
CONSIDER BUSINESS PARTNERS, PEERS, COLLEAGUES, FRIENDS & FAMILY

PREPARATION

TOP GOALS FOR THE 90 DAY PLAN_ ROUGH DRAFT

1

SPIRIT MATTERS

AWARENESS
CONNECTIONS

TOP GOALS TO IMPACT MY SPIRITUAL GROWTH ARE:

1 _____

2 _____

3 _____

2

HEALTH MATTERS

BODY
NUTRITION

TOP GOALS TO IMPACT MY HEALTH ARE:

1 _____

2 _____

3 _____

3

WE MATTERS

RELATIONSHIPS
PEER GROUP

TOP GOALS TO IMPACT MY RELATIONSHIPS ARE:

1 _____

2 _____

3 _____

4

CRAFT MATTERS

CAREER
MONEY

TOP GOALS TO IMPACT MY CRAFT ARE:

1 _____

2 _____

3 _____

5

COMMUNITY MATTERS

ENVIRONMENT
CONSCIENCE

TOP GOALS TO IMPACT MY COMMUNITY ARE:

1 _____

2 _____

3 _____

PREPARATION

TOP GOALS FOR THE 90 DAY PLAN

1

SPIRIT MATTERS

AWARENESS
CONNECTIONS

TOP GOALS TO IMPACT MY SPIRITUAL GROWTH ARE:

1

2

3

%

2

HEALTH MATTERS

BODY
NUTRITION

TOP GOALS TO IMPACT MY HEALTH ARE:

1

2

3

%

3

WE MATTERS

RELATIONSHIPS
PEER GROUP

TOP GOALS TO IMPACT MY RELATIONSHIPS ARE:

1

2

3

%

4

CRAFT MATTERS

CAREER
MONEY

TOP GOALS TO IMPACT MY CRAFT ARE:

1

2

3

%

5

COMMUNITY MATTERS

ENVIRONMENT
CONSCIENCE

TOP GOALS TO IMPACT MY COMMUNITY ARE:

1

2

3

%

FOR MORE INFORMATION
PLEASE CONTACT:

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BOOT CAMP

WHO AM I



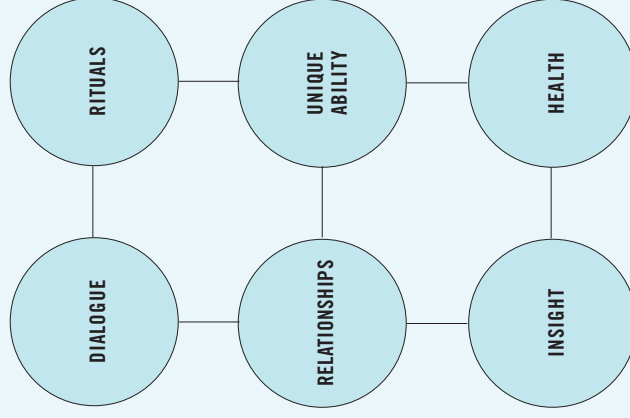
- Introduction Meeting
- Review the Process
- Moving Forward

JAM SESSIONS



- 1 Review Preparation
Impact Planner— Rough Draft
- 2 Impact Planner

90 DAYS OF HELL / 90 DAYS OF HEAVEN



- Introduce New Topic
- Action Plan Review
- New Tools

WHO I AM



- Review Testimonial / R Factor
- Celebrate
- Be It

BOOT CAMP

RETREAT
FACILITATING



- Overnight Intensive with Group
- 4 Elements Exercise
- Anchor In

VISION COACHING

Let's Talk

TEAM BUILDING