

# The Process Of Divesting



Do you feel...  
overwhelmed? stressed out? lost? stuck? depressed? sad? anxious?

And to help yourself...  
are you trying to improve your life through self help, personal  
development, health and wellness or spirituality?

Do you feel like no matter how many “good” or “healthy” things you try to add into your  
life that you never seem to continue with them?

And that you think there must be something wrong with you or that you are a failure  
because of that?

And do you believe that if you were just more dedicated to it, things would finally  
change?

I too have felt that way and I discovered that by trying to add in self help, personal development,  
health and wellness and spirituality that I was left feeling more overwhelmed, stressed and  
disconnected. I was actually moving further away from the direction I wanted to go. It wasn't until I  
divested from these industries that I was able to move closer to who I wanted to be and how I  
wanted to feel.

Divesting from these industries is no easy feat. We have been conditioned to believe that we need  
to do all these things and that we need to listen to what these industries tell us to do if we ever want  
to improve our lives. So to go against the mainstream narrative? To actively NOT do what you are  
being told to do and to instead listen to what feels right for you? It feels scary, unnatural and it  
takes a huge leap of faith. This isn't something that happens overnight, nor is it something that you  
can overcome through logical thought alone. This process will bring up a lot of feelings within you.  
Divesting is a full body experience.





I created an outline for this process. Obviously this is just an outline and everyone's experience will be nuanced and unique to their individual situation, but to have a guideline of what to expect can keep you on the path towards freedom, a deep sense of trust and embodiment.

I call this process, the Process of Divesting. It can be applied to many different societal cultures or systems of beliefs. From diet culture, to mom guilt. From people pleasing to this black and white, binary culture we are living in. It can be applied to so many areas of our life but for the purpose of this text, it will be focused on divesting from the cultures and industries of self help, personal development, health and wellness and spirituality.

### Familiar Unintentional Discomfort

is where most people are stuck. When you are still fully invested in these industries as the only way to improve your life, your focus is usually on incorporating "healthy" and "good" things into your life. You are trying to focus on incorporating exercise, healthy eating, new habits, morning routines, meditation, yoga, getting out in nature, doing gratitude journals or journaling into your life. You're told to focus on having an abundant mindset, to think positively, to change your thoughts and manifest your reality. But instead of all of these things changing your life for the better, you actually begin to feel more feelings of overwhelm, stress, panic, depression, anxiety, numbness, feeling like a failure and feeling like there is something wrong with you.

This is the cycle of Familiar & Unintentional Discomfort.

And this is where people end up getting stuck. It is considered familiar because people are used to feeling this way. It's what you know. It's what you are used to. It's not to say that you enjoy being here or feeling this way, but it's how you feel a lot of the time. It's considered unintentional because you feel like you have no other choice. You feel like you have no control or power over this. You feel like you HAVE to do all these things if you EVER want to improve your life and that the only reason it isn't working is because there is something wrong with you.



di·vest

/də'vest, dī'vest/

rid oneself of something that no longer serves them

What if I told you that there wasn't anything wrong with you and it was actually the belief that you had to do all these things to improve your life that was the problem?

How would that make you feel?

When people are stuck in the first stage of Familiar & Unintentional discomfort they are usually focused on the external. Focused on doing all the things they are supposed to do and their inability to do all those things. It is focused on listening to others tell you what to do and what to focus on. It isn't at all focused on how you feel or expanding on your sense of being, of who you are.

*Moving into the second stage of Unfamiliar & Intentional Discomfort.*

This is where you begin to choose differently. To actively not engage with these industries, to actively not engage with this belief that you need to do certain things in order to improve your life or feel better. This will bring up a lot of uncomfortable feelings and challenge a lot of beliefs that you have believed throughout your life. This is why it is considered Unfamiliar yet Intentional discomfort. It is completely unfamiliar to you and so because of this, your mind and body will be fighting to go back to what you know and what is familiar to you. It is very easy to go back to thinking and feeling the way you are used to feeling, so you HAVE to be intentional about it. You have to intentionally stick with the uncomfortable feelings that come up. You have to feel these feelings you aren't used to feeling in order for you to move forward.

Moving through this process does not necessarily require you to believe that you can believe in yourself or even believe that you are worthy to go through this process. All this requires is being so sick and tired of the feeling of being stuck in the old ways and being stuck in the never ending cycle of unintentional and familiar discomfort. EITHER WAY you are going to feel a level of discomfort.

**CHOOSE YOUR DISCOMFORT.**





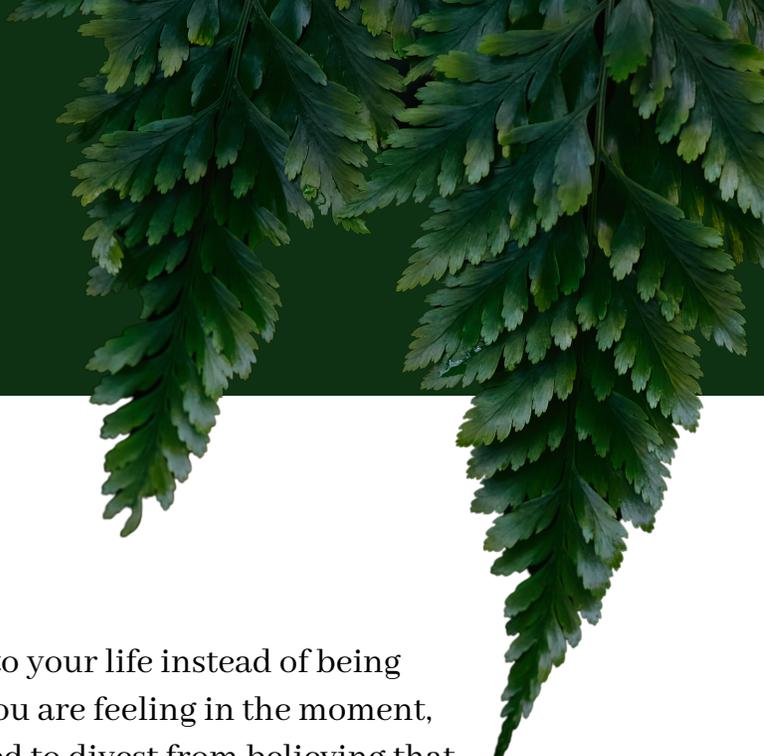
Now I want to make a distinction here between this feeling of discomfort. These industries, the ones you are deciding to divest from, use a very similar tactic. They say that change is uncomfortable and the only way to move forward is to be uncomfortable. For example, they will say that in order to create a better life you need to get up early and create a morning routine. They will say that your body will fight it and try to convince you that you should sleep in...but that if you give in to that voice you have failed and you will never change because you refuse to feel the discomfort that comes with making a positive life change. Same thing with exercise or eating healthy. They will say that it will feel uncomfortable but that you have to fight the urge to go back to what you know and continue to focus on eating a certain way or exercising daily. They say that's the only way to create a better life.

The difference between those feelings of discomfort and the feelings of discomfort that comes from divesting from these industries, is one is focusing on the discomfort of DOING things and focusing on listening to others and ignoring how your body feels while the other form of discomfort is focusing on listening to your body and how you are really feeling instead of listening to others and it is focused on DOING LESS but BECOMING more. One is the familiar yet unintentional discomfort and one is the intentional yet unfamiliar discomfort.

I also want to clarify here that I do not believe that exercise, eating "healthy", journalling, having a positive mindset, focusing on gratitude or creating a morning routine is BAD. Because they aren't. These things CAN be helpful.

They CAN be nourishing. They CAN be beneficial. But they aren't just inherently that way. They can also be harmful. So, if doing certain things fill you up, feel nourishing, feel expansive and you feel connected to them in a way that brings peace and relief, then by all means continue to do them.





BUT if doing these things make you feel more overwhelmed, more stressed, more tired, more anxious and...

if your focus is always on trying to fit these things into your life instead of being able to focus on being present and be aware of how you are feeling in the moment, then they are more harmful than helpful and you need to divest from believing that you need to do them. This is not to say that by divesting from them you will NEVER do them, it just means that you are divesting from this belief that you NEED to do them to have a better life. Once you have divested from this belief then you are FREE to choose if, when and how you would like to include them into your life.

### *Powerful, Embodied, Deep Trust*

Now you may be asking, well if I'm not going to focus on doing these things then what am I going to focus on? How is my life going to get any better?

There are many different ways you can go about this process and there is no right or wrong way. The key here is that you are paying attention to how you are feeling, which can be a lot for some because we have been taught that feeling is bad or scary or weak. But how we feel can inform us of a lot of things. Use these feelings as a guide. Be curious about them. Be curious about how your body responds to them. Try interacting with them differently than you usually would. Experiment with different things, see how they feel in your body. Remember, this stage is not about doing. Its more about expanding your being. Getting to know yourself and who you really are and how you really feel.

Also know that doubt, confusion, feeling lost, going back and forth between your new way of being and your old way of being is completely normal. Observe this process and how it feels in your body. And give yourself permission to just be. It can feel exhausting to go against what you have always known. Be gentle with yourself throughout the process.



# A Few

# Reminders...

## 1: Focus small and focus on the now.

If you try to focus on every area of your life or everything you want to achieve or work on or improve on, you are going to become frozen in overwhelm. Focusing on one small thing will ripple into other areas of your life. It isn't separate. Say for example you want to work on who you are as a parent. By focusing on that specific area of your life, who you become and the skills you learn in that dynamic will ripple into other areas of your life such as your romantic relationships, your working relationships and more. Focusing on one small thing can make a huge impact in your overall life.

You cannot control the outcome. You cannot only focus on the end goal. You can have a general idea of where you want to end up, but by trying to control the outcome you begin to lose the ability to be present with who you are now and where you are right now in your life. Bring your focus to what is going on right now. The day to day interactions, the day to day actions is how you move forward, how you grow and how you begin to shift. Sometimes the focus is on just getting through the next load of laundry or just cleaning out one closet. Sometimes is just being present and engaged in a discussion or argument. Taking baby steps forward is the quickest way forward in a sustainable and effective way.

## 2: Focus on moving at the "Speed of Trust" - Adrienne Maree Brown

It is so easy to get caught up in this idea that we need to get it all figured out now so we can move forward quicker. We can easily be overwhelmed at needing to do everything now and everything fast. We are constantly being sold "life changing" solutions but you have to "buy now before they are gone" We fear that if we don't act now we will miss out forever.

This process is about learning to trust yourself. It's about learning to trust the process and really get to know yourself. Trust that when it feels right for you, it is right and that when it is right for you the opportunity will present itself. Move at the speed of trust and feel that within your bones.



# A Few

# Reminders...

## 3: Focus on Feeling & Connection

If and when you are going to add anything into your life, focus on how it makes you feel and what your connection to it feels like. DO NOT add anything into your life that feels empty that you don't feel connected to. *Empty action forward does not deliver on the promises it sells.* It only leads to overwhelm and increased stress.

## 4: Experiment, Experiment, Experiment

You are in this process to get to know yourself better. To expand on who it is you are. Experiment with the things that scare you. Experiment with different ways of being. Experiment with engaging and interacting differently with situations and those around you. Any way to gain any more information about yourself, any way to gain more experience of feeling different things is only going to expand on your being. It's going to expand on your ability to trust yourself and feel powerful within yourself. Have fun experimenting.

## In Conclusion...

After you have been working on this and getting to know yourself by divesting from these industries, you will feel like you are entering the stage of feeling powerful, embodied and having a deep trust within yourself. And with this comes more freedom. You are no longer controlled by what these industries or others tell you you need to be and what to do. You handle difficulty and confusion with more ease because you have gained the skills to handle these moments more effectively.

This is a journey that never ends. There will always be new layers and new things to learn about yourself and others around you and the more you engage with this process of divesting, the more comfortable you will get with the feelings that come up throughout the process. Please reach out for any needed support.

