Unlock Your Heart & Rewrite Your Life Story Transcript

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Intro and Sponsor Messages

In the inner voice. A heartfelt chat with Doctor Fujino. An acronym so for you to evoke your story. We're going to go through and talk about your roots, which is the Earth part, and it's all about where you came from and and really how you grew up, what kind of role you played in your family and, and even just like what was around in the world when you came into this earth, you know, what was what was happening?

And, just global affairs or trans arts, anything that sort of, you connect with when you think back to your, your childhood and we go through your values, the importance of them and the boundaries around them, and we're introducing a powerful new update from the fusion app now with flexible subscription plans to fit your journey.

Monthly, quarterly or yearly? Our new AI driven onboarding customizes your path to feeling better, faster, and enjoy a refreshed experience with stunning 3D interactive videos.

Update now empower your inner voice with fusion. Download today. Welcome to The Inner Voice, a heartfelt tap podcast. I'm Doctor Zane, I'm a psychotherapist, author, and the founder of the International Awareness Integration Institute.

So today I will be talking to Ana Rosa Parker. She's an executive and lifestyle coach and the creator of the book Your Story, a storytelling based framework that helps creative founders and entrepreneurs break free from old narratives and designs, a life and brand aligned with their true voice through story mapping or intelligence and creative strategy.

I know Rosa helps her clients unlock clarity, confidence and direction in both their work and their personal lives. Splitting her time between new York and Iceland, she brings a global cross cultural perspective to everything that she does.

And her clients include artists, innovators, visionaries that are ready to step boldly into their next chapter. I lead with authenticity. Analysis. Strategy needs creativity.

World storytelling needs more science. And where your next level of self comes along with a great conversation. She talked about how she got to her method and how it worked for her, and how it has been working for people that she has share that method with.

And I hope that you enjoy it and gain something from it as much as I did. I'll be sure to subscribe to my podcast on my YouTube channel and connect with me through my website, through johnson.com, or any of the social media.

I love to hear from you. Now go to fusion app and meet mirror, which is the AI chatbot which is trained in the insane integration theory and can answer your questions safely and is no threat.

But it's safely that you could actually have. And you know, 24 hours of code safely. I thought this was also don't forget either Apple Store or Google Play.

Go to focus on and share your thoughts with me. I love to hear from you. So anytime just sending that to me.

Welcome and Guest Introduction

Without further ado, here's an immersive work. Listen up if you want to promote your personal growth and self-awareness. I found the Fujian app last month, and I have been absolutely loving it.

I personally have never learned guided meditation, but thanks to this app, I now have learned incredible tools for

my own stress relief and emotional self awareness.

Not to mention there are self evaluation tools and professional coaching available to utilize. However, your journey to self-discovery takes you. Join Fujian today and redefine your life one step at a time.

Intentional parenting A Practical Guide to awareness integration theory written by Doctor Jafari, Doctor Suzanne Zane, and Doctor Manoogian, Sui expert in human development, is your step by step guide to raising a healthy child prepared for a culturally integrated world with supported and parenting infants to adolescents.

Using the latest evidence based scientific research on parenting. What are your copy on Amazon now? Well, welcome to the show. It's so great to have you, everyone.

Ana Rosa Parker here. Welcome. Thank you. Thank you for having me. Of course. So you are from the other side of the coast in New York? Yeah, I'm in New York City.

I've been here for the last 14 years. Nice. Where are you from originally? Iceland. I grew up in Iceland. Yeah. Born and raised there. And then I lived on the west coast as well.

I did live in Seattle for a total of like 13 years, so I went to school there. University of Washington and, Yeah. And I'm on the East Coast. For many, many years, Iceland kept coming up on the, ratio of the happiest people on the, on the world.

Did you experience that when you were there? You know, there are a couple of, elements that do enhance well-being, and that is, we have a lot of bathing, if you will, like public pools and hot springs, all kinds of, like, nature baths.

But just going to the public pool, just like, you know, not no, no frills, just public pool. But they have, you know, there's a whole ritual. You shower before and then you swim and you, you know, you soak and the hot and cold and the steam rooms so that especially in the dark winters, because it's open every day of the year, that really does elevate mood.

That's beautiful. Well, thank you for sharing that. Yeah. How did you, sprung upon the concept of the, story mapping the power of story mapping and the story mapping itself.

Can you share a little bit with us around what got you to be interested in this? Yeah, that's a great question. Well, I do believe we all carry some kind of a narrative, a story.

And what I learned personally, I was carrying something with me that wasn't necessarily updated or true. And we can be so, automatic, sort of like we, we take something on that comes from child to parents schools, anything that is sort of a more of a limiting beliefs.

Iceland, Roots, and Early Story

And we carry that with us. And it just it just sort of, it's very, it definitely contributes to feeling stuck later in life when we continue to carry on with that story.

That is not authentic to us anymore. It's not doesn't serve us something that, you know, let's talk about, for example, rejection. This one is a big thing.

And if we have gone through rejection in our lives, we might carry that through our life. So we're blocking so much and a lot of opportunities and, and just growth potentials.

So that's sort of what sparked it. But I've always been in a storytelling industry. I was in the theater and, yeah, as an actress and I started to write plays and, so I was in that world for like 15 years and, and then, I was sort of a struggling actress, and I was producing some of my own work.

I had I didn't always get what I wanted and didn't always want what I got. So I started to, you know, in a very more of, yeah, I guess more of a entrepreneurial way to contribute my storytelling and then when I was getting tired of that, I found myself in marketing.

I worked for Nordstrom and Seattle and, their headquarters out there. And I started to knock on doors, and I eventually landed a job as a marketing coordinator in the designer division, catering, you know, high end tents.

And, that is also another form of storytelling, which I did enjoy. And then I moved to New York and, I started to work with advertising agencies and in-house.

I was freelancing for a while and always in that sort of a higher end luxury, especially hospitality, came to me very early in New York. And so you can imagine when the pandemic hit that my, my job evaporated overnight.

And, and then it was another like a lot of people time to pivot yet again. And and that's when I joined the online community with other marketers and storytellers, copywriters and sort of started to unfold this idea of like, what if we can tell our own story going forward, not always stop, look back to make sense of things when we've gone to our so that detours and, not always knowing how to make decisions.

So I started to build this format, this framework then and 21 and, and then for the next two years, up to 23, I was testing it and, and, all kinds of people.

And so it's been up and running for about two years, both for individuals and work with individuals and teams leaderships. So that's kind of in a nutshell how that all came together.

That's beautiful.

From Acting to Story Mapping

It seems like it unfolded itself as a story for you, but something that you said was interesting because a lot of the conversations when we talk about storytelling, it is about our stories in the past and how you we rewrite part of what I do as a, psychotherapist is because this consistently, observe and then have my clients, become aware of the line of the story that they've created for themselves.

And a lot of it went back, like you said, but to the back stories, right? How we made up something for ourselves and then how we kind of narrated, narrated it through the whole life as we looked at it.

But it was something that you said interesting was not only about the past, but how do we take this story and create stories for the future and be from the present to the future?

Obviously, most of the time, a lot of the the ways that we kind of throw, you know, the storyline from the future to the future is something that we take from the past and kind of like, continue it.

That's like a default position for many of us. We just, you know, is a continuation of what it was in the past with a little bit of a shift or a reference.

But it seems like in your model evoke you're having a different way of looking at it. Can you share about the model you've created? Yeah, absolutely. And you're you're so right.

You know, awareness is really the key to first to become aware of the story where we are and then what we want. And, it's so interesting how much we are, like, it's just sort of a brewin underneath at all times and we're unaware of it.

So like you said, awareness is really the first one of the first steps. So that being said, why what I do with people, if it's individuals, it's more personal.

When I'm working with teams, the storytelling is more about their team and the organization working with. So but if we speak to the individual, so what we do, I, I have, a bunch of questions for all these categories.

They're five and so evoke is also an acronym. So for you to evoke your story, we're going to go through and talk about your roots, which is the earth part.

And it's all about where you came from and, and really how you grew up, what kind of role you played in your family and, and even just like what was around in the world when you came into this earth, you know, what was what was happening.

And, just global affairs or trends, arts, anything that sort of, you connect with when you lip sync back to your, your childhood and we go through your values, the importance of them and the boundaries around them, and we're also that's also where we sometimes carry something from the past, like the values from our, caretakers or parents.

And then we have a sort of updated, with awareness. So we do that and we talk about objectives, your goals and the dreams. And it's very common that our dreams are so far away and so shiny and sparkly.

And then our goals are very, almost like a to do list, you know, so help people merge that because we can really plan, and take the actions toward that bigger dream as well.

And, yeah. Mapping into this. Yeah. So all these questions, the categories that's about them just seeing where you are now to bring that awareness in where you are and and even your image or your style sort of by your taste.

You know what? How do you show up in this space? Where do you you know, when you go to work events? If you're an artist, you know, or an actor traditions and and also just networking events, anything that is or social media.

Right. So this is really just to kind of see where we are right now to bring that awareness into it. Then we out of that, we have a little narrative that comes together with it, how I build it out.

So you take your narrative and now we are going to map your future. And that how I map that is really just like a film. It's a three act structure. And we start with your cold opening.

That's where you are right now. And we're going to get to that, you know, through we're going to go through the antagonist and everything. And we talk about the, the the big goal and the when when you're setting in motion, and we talk about how you overcome that antagonist and all kinds of those can be rituals, techniques, anything that you can overcome your own sort of, sabotaging.

We all have something that we repeat. And, and this doesn't allow us to go forward. So once we bring awareness into that, we see how we've been, you know, it's very common.

The people start with a lot of energy to set in motion, and then it feels like it's almost getting closer than they find an excuse to stop or just set it aside.

It's not prioritized anymore. And there are all kinds of behaviors like that. And so it's really fun to do it, though. Take something that is, you know, feels more serious and put it into a story, more storyboard, or story mapping.

And through all this is, the heart's thread really a pun intended is, I use, hard coherence techniques. I started with Art Institute to. So you can connect the brain with your heart and really, you know, be aware of where where you're going and where it's coming from.

Is it coming from your, you know, inner like intuition or your inner intelligence? While we're all, like, balancing the nervous system and toning that vagus nerve.

So you're bringing a lot of the, the, thought process, the emotional process, the, perceptual process and a physical

process kind of together and creating, how a person is operating in the world and how do they get from here, where they are, to the big goal that they're saying that they want to have?

And, and, having it more from a different perspective, of, of how to get there versus just the to do list that this week. I'm going to do this. And then the next week I'm going to do this because, although the tasks are set, but there's awareness and a little bit of more focus on the way that the person is running their own show.

Absolutely. They're moving forward. Yeah. Like your character in your own film in a way. Yeah. And so how do you want to directed and produce it. And or you want to take it and see it.

I guess you can also see the different parts of you as different roles that are being played within the same, construct right away. Yeah. Yeah, absolutely. Really want this.

The Evolve Framework and Future Storytelling

But another part of you comes in and, and you know, and what. Yeah. I mean, and it's really, I have never worked with a client that hasn't been a little bit surprised when they're sort of unpacking where they are and, and what they're carrying with them.

Because we can work with the eye and, and talk to ourselves all day long. But there's if there's not somebody there to challenge you, and then when it comes into a little bit later into accountability, we don't get that from I know I is, supposed to just tell you you're great.

And let me tell you what I can give you, but whatever it is that you say to me, I'll just say, sure, sure, sure. That's great. So that way of mirroring, it's not necessarily ideal, although, you know, it appears or it pretends to have the compassion, but you're talking also about another level of mirroring, which that mirroring brings some sort of accountability in front of us.

And it isn't just, you know, tell me that I'm great and don't worry about it, because if my results don't show or if I don't feel that, then just, you know, either the machine or another person just saying you're great.

You're great. Move on. Doesn't necessarily give me all the, skills that I actually need. Right? Yeah. Right. Yes. And having, you know, having a system, having tools, having some kind of a format that have been tried and tested before, it's just really reassuring.

And it's, it's a guidance that takes you through something and, and you just become more alive as it happens. And, and you start to see how you, you know, sort of, not going through I talk about a through line just to go through it.

You know, it's so easy to take these little detours and avoid certain things that are uncomfortable and so on. But it's when we really elevate our baseline, really when we go through certain things and we do the stuff that we don't want to do necessarily, that elevates our consciousness as well.

So what does the acronym evoke, really? Pertains to Earth values, objectives, knowledge and essence. So share about essence. Yeah. Essence is how you show up, for yourself.

And the world and, even if not, you know, I'm a visual person, but not everyone is, and that's okay. But everyone has a taste or a take a preference. So it's being mindful about making these decisions when you are putting together yourself, your wardrobe, your space, your business, visuals, your social media.

It all represents you. You. So having that awareness gives you an extra confidence and a more, authority or like, agency in your voice so you have more awareness of really who you are, how you show up.

And like three dimensionally. So when you're looking at the, story mapping, it's interesting that you're calling this story mapping. What was the reason to choose this wording around it?

What is in the context of this story that, you chose to call it story mapping? Yeah, that's a good question. And it is because of how the the questions are laid out and how they go, the structure of them and how they come together into.

So, for example, if you have five question, I'm going to ask you five questions about your roots as in the Earth category, how it is laid out. Isn't it.

It's not like a linear structure. So it's more divergent thinking there. And then you come together and you sum it up in one, in one sentence. So that's sort of a mapped out.

And you take that into, a narrative or a category, like, just a short story, a little narrative that is like a paragraph. And how that is mapped out is really about the story mapping, because you're also bringing out and off the page is something that is alive, that is you.

And it's your, choices and the decision making up to today and how you want to change your decision making. And, and then we take it into the film. So that becomes like more of a, a movement.

In the end, the mapping there. And then there's a third part, and that's a has a lot to do with accountability. And, bringing it all to life. And that's where, again, you want to have someone to, with your accountability to, to show that you show up and take it through it.

It's really hard to do something like that on your own. It's possible we all can do it. Yeah, no. It's necessary. I also agree with you that it's necessary to have another, eyes out there.

Ears out there, that you talk not only about yourself, but they're mirror you because you can't really see a lot of our, blind points, let's say, then.

Yeah. Someone in front of you, a coach, a therapist. They see it and they share it with you, and then you get to see. And a lot of times when you are talking out loud and sharing it and as you say, writing it, it comes to you.

Because sometimes we are stuck in one lane of our thought process, and in that moment, we're not that we don't have access to all of us. And when this is talk to another person, we hear our own voice.

We hear another person's perspective, their, reaction to us and what we say. Or sometimes they reframe what we say. And then the way we write that, perspective, it's it expands it.

So really does expand it. And we get to see another expanded level of ourselves coming back to us, which is so important when, you want to create your goals and set up and move forward, instead of coming only from one angle of your life and setting that goal moving forward, you're already expanded before you set the actions of moving forward.

Yeah, absolutely. And there's, there's some uncertainty in that. You're not just sort of a basking forward, not knowing where to go when you have that framework or system or some kind of a somebody you're working with.

It really makes all the difference. Especially because I'm in I for so long. I was just always entrepreneurial, but I didn't have guidance or a mentor until much later in life.

And I think it's really important to, that we connect and are together to, to figure this out, especially when AI is playing such a big role in our lives that, yeah.

And again, the the accountability and the the support and the mirroring, you know, having that and it's, it's it can be intimate if you're working with one on one and then it's also fun in a group.

And then now I'm, you know, offering I just filmed with my husband, actually, he filmed with me the, the, the video course that we're doing, like a masterclass online.

So that way people can do it on their own in their own time.

Rejection, Validation, and Personal Growth

But there is, a part of it that is, we, we put our input or they get feedback because I also bought classes so many online that there's no back and forth, and then it just feels like you're just putting everything into the void.

You don't know that. I just really wanted to offer, a feedback also with whether it's, you know, voice memos or personalized videos. It just it makes it always it makes all the difference for myself, when I'm creating something new to have someone on the other side.

So when you're looking at, your own story mapping and your third act, what do you see, about yourself? I had to really have someone, to, to work with, to, to see that because we do get so, not just lost, but we're not.

We have a lot of blind spots. And what I started to see that, because I went through a rejection in my life, through, father and, you know, some family members and you know that I'm in the arts as an actor.

And so it was just very a lot of closed doors. I'm always, you know, I, I feel like my life has been an audition, the whole thing. So seeing that, that there was something that I was always carrying a little bit with me that I worked really, really hard to, remove, it's I think it's it's going to take the rest of my life, probably to get there all the way.

But it's incredible how much we can do with the work of also connecting to our hearts. And that's why I bring in the heart coherence and the heart mesh techniques that I've learned to to really so we can start to look within.

It's very I mean, people are just really looking externally a lot. We're so in this digital age, they're looking at something that looks really good on Instagram.

It's like, yeah, I'm going to do that or this is inspiring. I could, you know, take a quote and try to live by that. We're all so different. So if we don't do it personally with ourselves, we're not going to have that outcome, just by looking externally.

So, yeah, for me, it was definitely the rejection. So I feel like right now what I don't need for the first time, maybe a year ago, I saw this start to consider was validation.

And I think that's so huge when I don't need validation from from others because I've created something that I've seen that helps others and has helped me.

I think when you get to that place after going through it all, you know, I'm not taking that the comfortable a little bit towards. That's when you start to see those kind of benefits that are huge.

Very much yes. So you're saying you're, experiencing as from your own, path, from your own experience, from going through the pain and your resilience moving forward, that you're sharing what worked for you, the questions that you answered to get you here, your offering, putting it in a framework of evoke and that that's where the experience is showing up and sharing.

And also what I'm hearing from you is like, there is a part of you that experiences arrival like, I've arrived. I don't need other people to keep telling me if I've arrived or not, that they're based on experience, based on what I sense were based on the evidence of what people are sharing with me.

There is a part of me that has arrived, and I want to share that with other people. And I love that. I love how you frame that. Yeah. That's true. That is true. Yeah.

And I believe we all do that. Entrepreneurs, coaches, we we use a lot of our own experience. And then we test that of course with on other people all kinds of different people to see.

But it's I think it always comes down to closing a certain gap that has been there. You know, you're you're here, but how can I get to the next level?

What's, what's in there and what's in between? It's some kind of a competing desire as limiting believe is it's old story that is on a loop and we can't get out of it very much.

Yeah. No. And that's very true. Like for me and I think most of the psychotherapists and coaches have gone through that. We also come from a pain inside that we started searching to kind of heal ourselves and then whatever path that healed us, we brought it and expanded it and worked.

Exactly how I created awareness. Integration theory is the same conversations of what worked for me. All the traumas that I had to go through and what worked for me and brought it to how to how to work it and then, you know, give it to others, which possibly with the same path, kind of like works for them, you know, they move forward for them and going, is there anything we haven't share that you really, really want people to know, whether it's about yourself, background, path or, something that you've learned through these past couple of years as the model Evo has, created results for whether it was individuals or team members.

Yeah. Thank you for that question. I just want to reiterate, I think that we we have the power to create our own story. It life doesn't happen to us. That happens can happen by us.

And we will go through challenges as we expand and elevate and, you know, whatever religion or spiritual practice you, you have, that sort of, we know that that we expand and we go through that.

Closing Thoughts and Resources

But having being in the seed of that authorship is, is very powerful. I just encourage my people work with me or or not just to really start to explore what your story is.

And, where you came, if you know where you came from and where you want to go, to start to feel and like how you want to get, how you want to get the how you want to travel, really in your story.

And there's so much about that I offer is also about creating this like moments in life. We're also here. We're not always have to be looking towards where we want to get to, just adding that mindfulness of, being in the moment is it's very valuable.

And it just it just enhances life and it's beauty so much more. Where and how can people find you? Yeah. So, on my website and or wspa.com and then also on Instagram and another website is evoke your story.com.

There's a waitlist there. You can just put your name in if you want to and, join the, the digital course and, and, you know, connect with us, on Instagram.

Evoke your story. Beautiful. Well, thank you for taking the time to be with us. Thank you for taking the time to hang out with me and and chat. That was great.

So lovely to meet you. Same here and everyone. If you like what you hear, if you think that you could definitely use this knowledge and your friends can also use this knowledge and, you know, find themselves in what we talked about, please share, the podcast, share the YouTube and let them know that we're here.

And a was purpose here with her model evoke and give us any other questions that you have and then I will definitely make sure that it arose against those questions.

And for all of you who are, with us, please go and check out the Fusion Lab and, create an amazing life for yourself and everyone around you. And until next week, bye bye.

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