

The Fulfillment Chronicles

Dynamics of Personal Development

July 2024

It will help to have some perspective on working in the personal development space, what is available, where it resides, how to choose preferred resources, and how to optimize what resources to engage and when to engage them. Let's assume for the sake of argument that our initiative is relatively new, our relevant knowledge is sparse, and our initial horizons relatively short. Let's set this thought exercise in the US in July 2024.

Our personal development initiative likely results from a new urgent need to resolve a specific difficulty up to and including the desire for a comprehensive fulfillment plan for our entire lifetime. Starting out, we might logically assume we are lacking in self knowledge, that we don't know what we don't know, that we don't understand our risk tolerance or goals, and we don't know where to begin. Nevertheless, our interest in self help is genuine. Let's start with some historical references in self help in order to set the stage for its current explosive growth this century.

Mr. Phil Cicio (<https://www.philcicio.com/history-of-personal-development/>) tracks early and late self help initiatives in North American, so read his overview when you have the time. Excerpts include:

- Essentially, personal growth and development has been an issue for 6000 years. Think Confucius, Plato, Socrates, and Aristotle. Then came
- Benjamin Franklin, American Inventor and Statesman, January 17, 1706 – April 17, 1790, published **13 VIRTUES** at the age of 20 in 1726.
- Wallace D. Wattles, American author, 1860 – 1911, the 1910 classic **The Science of Getting Rich**.
- **Napoleon Hill, American author, 1883 – 1970, 1937 published** Think and Grow Rich. Andrew Carnegie, Carnegie Steel Corporation, in 1908 meets with Napoleon Hill.
- Earl Nightingale, Radio Personality, Motivational Speaker and Author, 1921 – 1989, co-founded The Nightingale-Conant Corporation with Lloyd Conant in 1960, wrote **Earl Nightingale's Greatest Discovery** in 1989.
- Bob Proctor, Canadian Philosopher and Author, 1935 –, founded Bob Proctor Life Success Consulting, and wrote **You Were Born Rich**.
- Jim Rohn, America Author, Speaker, Philosopher and Self Help Expert, September 17, 1930 – December 5, 2009, author of **7 Strategies for Wealth & Happiness, The Art of Exceptional Living, Unshakable**, and others.
- Dale Carnegie, American Author and Lecturer, 1888 – 1955, wrote **How to Win Friends and Influence People** in 1936
- John C Maxwell, American Author, Speaker and Minister, November 1, 1935 –, author of **Laws of Leadership, 16 Undeniable Laws of Communication**, and others.

- Dr. Norman Vincent Peale, American Author and Motivational speaker, 1898 – 1993, wrote **The Power of Positive Thinking** originally published in 1956.
- And since 2000, self help has grown. 2006 release of the movie “**The Secret**” starring Bob Proctor and Jack Canfield, written by Rhonda Byrnes, created a following.

Self help has become a popular initiative in the US and worldwide. Books, podcasts, professional help, and other resources have grown to the point where the resources are virtually un-navigable for the novice. And the veracity of the resources has become critical to keeping the inspiration and motivation practical and actionable enough to deliver desired results. Here are a few data points,

- 245 Coaching Schools in the US
- 13 Coach Certification Agencies
- Individualized Coaching @2024. There are 34,200 certified coaches in USA, 109,000 worldwide. That is a \$2.1B/year industry in the US. 72% of coaches are women. Customer satisfaction runs 80 to 99%. The ROI for individual or company coaching is 221% with benefits being 3.44x the cost of the coaching. In addition to coaches, in USA there are 56,536 psychiatrists, 728,600 social workers, and 363,850 education, guidance and career counselors offering professional guidance.
- @2024, on Amazon in the Self Help category there are 126 books available. Publishers release around 15,000 self-help books in the United States each year. Personal development and self-help books make up one of the fastest-growing non-fiction categories. Women make up the majority of self-help book readers, and African Americans have the highest percentage of self-help book buyers.
- Self-improvement market size: Marketdata estimates that the self-improvement market in the U.S. was worth \$13.4 billion in 2022. The market bounced back about 24% in two years, fueled by growth in personal coaching services, self-help books and audio books, and self-help apps. (Sep 8, 2023).

Professional help from coaches, counselors, therapists, et al is available to address personal development overall and specific point solution requirements like PTSD, Law of Attraction, ADHD, Health/Wellness, Career Change, Strategic Thinking and Planning, and Personal Finance just to name a few. Access to these coaching resources for “life” and “happiness” can be had at **Life Coach Hub** with a 3500 directory of CPCs, Psychiatrists, Therapists, and MDs, at the **Life Coach Magazine Directory, at Life Coach Directory**, at **Noomii** and at **ICF’s Credentialed Coach Finder** hosting 33,366 total (14,467 in USA) Associate, Professional, Master Certified Coaches specializing in communications, health/wellness, interpersonal relationships, job/career change, organizational leadership development, personal growth, self confidence, strategic thinking/planning, team effectiveness, and work-life balance. Certification is important to results according to the International Coaching Federation, “Anyone can call themselves a coach. ICF-credentialed coaches are professional coaches who have met stringent education and experience requirements, and have demonstrated a thorough understanding of the coaching competencies that set the standard in the profession. In addition, ICF-credentialed coaches adhere to strict ethical guidelines as part of ICF’s mission to protect and serve coaching consumers.” But, remember there are about 13 credentialing agencies in self help and 245 or so coaching schools with or without credentialing. Then there is the issue of Return on Investment

(ROI). Personal life coaching runs \$75 to \$200 per hour, \$120 per hour average. Four 30-minute sessions may cost \$300 a month, and eight 90-minute sessions can cost \$2,000. Professional help is not an easy decision to make.

How do we move forward in a world of 15,000 self help books per year, 91 self help podcasts, and a million professional help offerings as tabled below? Which of these fits our needs and has priority? With the multiplicity of resources and professional help options, it's a lot to take in! And, it's hard to know where to start. Because we don't know what we don't know, we need some minimum level of knowledge in personal development to move forward and make good decisions about growing our personal development. Otherwise, we are just making uninformed decisions, hoping for the best of results, and probably wasting our resources and money too! This is where **Lifelong Fulfillment (below)** comes in. **Lifelong Fulfillment**, combined with **Vision In Action, Live!** podcasts, provide baseline information in personal development, vetted self help books, podcasts, professional help advice, and dependable personal development processes. The book, website, and podcast are comprehensive and complete. They allow us to make informed decisions about what's appropriate, a priority, and actionable with **Lifelong Fulfillment** and/or other point solutions and professional help. They deliver better choices, better results, and don't waste precious resources. They optimize the ability to engage the right credentialed point solutions dependably.

<u>Lifelong Fulfillment</u>	<u>Point Solutions</u>	<u>Personal Development Resources</u>
<p>Baselines – personality profiles and assessments, education & environment & economics perspective, planning and execution, focus and management</p> <p>Self Help Books - Lifelong Fulfillment plus 165 prequalified</p> <p>Self Help Podcasts - 128 prequalified episodes</p> <p>Professional Help – qualification criterion, point solutions on Vision In Action, Live!</p>	<p>Authoritative Factual Trustworthy</p> <p>=====</p> <p>Books Research Papers Databases Statistics Expert Persons Podcasts Professional Help</p> <p>=====</p> <p>Expert Qualifications</p> <p>MS, PhD, ... Professional Certifications Licensed Decades of Performance</p>	<p>Your Commitment, Time, Energy, Focus over a Lifetime</p> <p>Self Help Books - >=125 on Amazon, 15,000/yr published.</p> <p>Self Help Podcasts – >=91.</p> <p>Professional Help - 1,183,186 US Coaches, Consultants, Mentors, Advisors, Therapists, Psychologists, Psychiatrists, Counselors, Social Workers</p>

Comprehensive, expert, credentialed solution for personal development that delivers education, focus, process, progress, and ROI. James Boswell, **Lifelong Fulfillment**, 2024

Go to www.lifelongfulfillment.com for the eBook, FAQs, Resources, **The Fulfillment Chronicles**, and **Vision In Action, Live!**

Point Solution Book Review

Finding Your Own North Star, Claiming The Life You Were Meant To Live, Martha Beck, PHD, 2001

Excellent, in depth, and knowledgeable coverage of continuous personal development throughout one's life.

Dr. Beck is an authority in the personal development field with the academic and personal life experience that justifies her guidance for individuals. She holds BS, MS, PHD degrees, taught at American Graduate School of International Management, conducted research with Dr. John Kotter at Harvard Business School, and has personal experience with motherhood, marriage, divorce, career changes, and leaving the Church of Latter Day Saints. She speaks to theory and practice from her broad base of experience. Her advice is practical and inspirational.

With that said, she develops the steps in life for achieving lifelong fulfillment. She demonstrates how to conduct a diagnosis of your level of personal discontent, your readiness for change, and how to mobilize initiative and resources to engage the personal development you seek. She discusses how to change confusion and discontent into understanding one's desires. She helps her audience deal with the emotional turmoil of being stuck and discontent with something or everything, and move on to rational and definite life goals that are personally satisfying. And she introduces the change life cycle of Death & Rebirth, Dreaming & Scheming, The Hero's Saga, and The Promised Land. Taken together the processes are dependable and repeatable resources for making important changes in one's life circumstances and achieving self direction, happiness, fulfillment, wisdom, and flow of self actualization.

Jim Boswell
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Point Solution Podcast

[Your personality and your brain | Scott Schwefel - YouTube](#) (Careers by Personality Types)

[How to build Psychological Richness Today Dr Erin Westgate](#)

[Factfulness: Ten Reasons We're Wrong About the World by ...](#) (Hans Rosling)