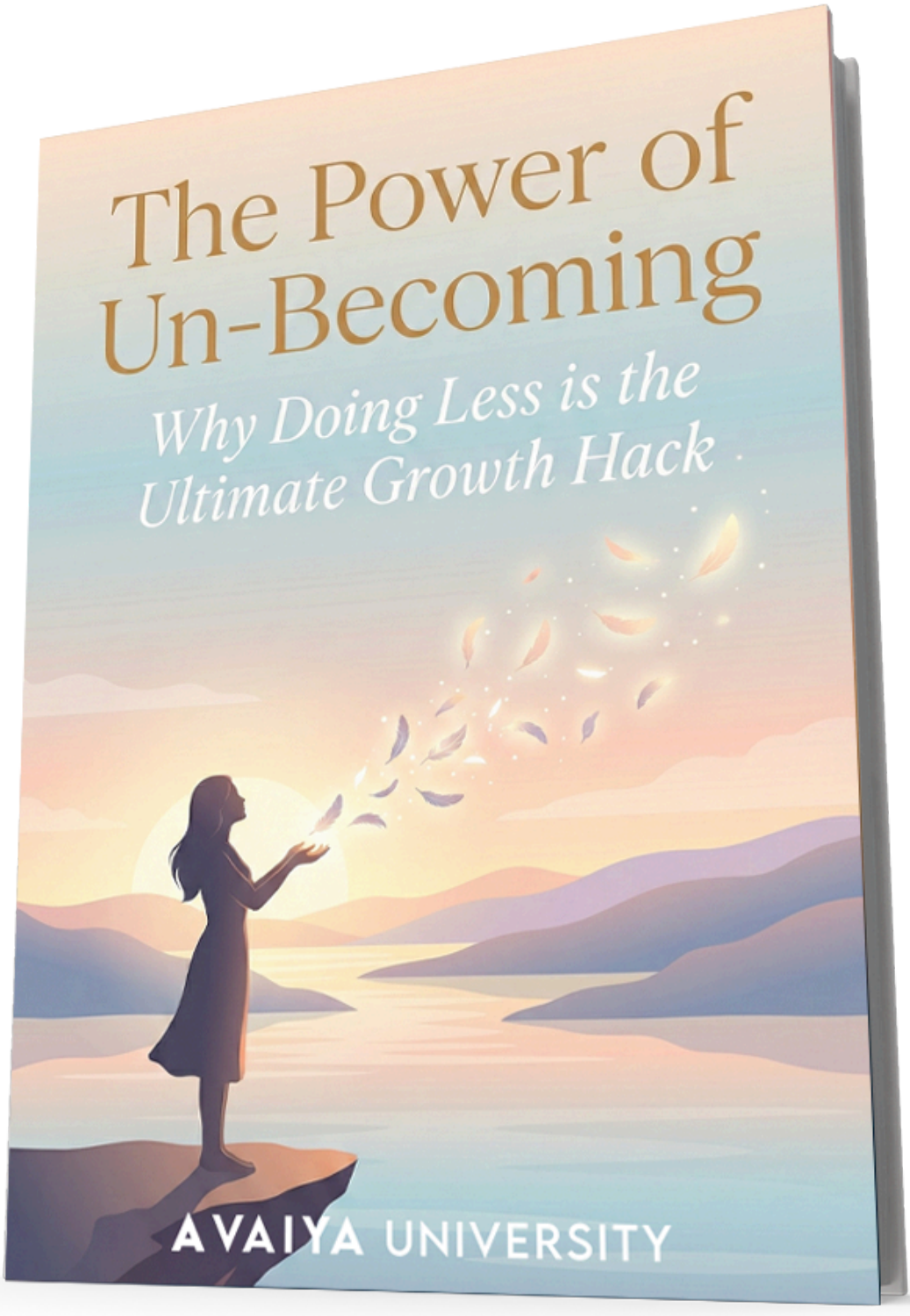

The Power of Un-Becoming
Why Doing Less is the Ultimate Growth Hack
AVAIYA UNIVERSITY

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Putting Down the Heavy Backpack…

Let’s take a collective deep breath.

If you look around right now, the world is constantly shouting at us to *do more, be more, and add more*. Hustle culture tells us that if we aren’t optimizing every single second of our day, we’re falling behind. We’re told we need to add new habits, new side hustles, new skincare routines, and new versions of ourselves just to keep up.

But here’s the truth: **You’re probably exhausted.** And it’s not because you aren’t strong enough. It’s because you’re carrying a backpack filled with rocks that don't even belong to you. These rocks are the *expectations of others*, the false identities we’ve picked up along the way, and the endless list of things we think we *should* be doing.

Author Paulo Coelho beautifully captured a different way to live. He suggested that maybe the journey of life isn't about becoming anything new. Maybe it’s about **un-becoming** everything that isn't really you, so you can finally be who you were meant to be in the first place.

Today, we’re shifting our focus from "mental toughness" (which usually just means forcing yourself to carry a heavier backpack) to **Emotional Fitness**. And the greatest exercise in Emotional Fitness is learning how to subtract.

Let’s unpack that bag.

Part 1: The Tyranny of the "Shoulds"

Before we can un-become, we have to look at what's currently holding us together. For most of us, it's a sticky web of "shoulds."

- *I should say yes to this committee.*
- *I should be further along in my career.*
- *I should have a perfectly clean house.*
- *I should always be available for my friends.*

In psychology, getting trapped in these thoughts is actually a recognized mental roadblock. When we "should" all over ourselves, we create instant guilt and anxiety. We force ourselves to act out of obligation rather than alignment.

Un-becoming starts when we stop accepting these "shoulds" as facts and start treating them as optional suggestions.

Part 2: The ReThink Workbook

To help you build your Emotional Fitness, we've put together two **ReThink** exercises. These are designed to help you catch those heavy expectations and gently set them down. Grab a pen, and let's do this together.

ReThink Exercise 1: Catching the "Should"

This exercise helps you rewire the way you talk to yourself.

1. Catch It: Next time you feel stressed or guilty, pause and listen to your inner monologue. What is the "should" that is stressing you out right now? Write it down below.*(Example: "I should go to that networking event even though I'm exhausted.")*

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2. ReThink It: Rewrite the sentence above, but replace the word "should" with "could."

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3. Choose It: Now that it's a "could" (which means you have a choice!), ask yourself: *Do I actually want to do this, or am I just trying to please someone else? What do I choose to do instead? (Example: "I could go to the event, but I choose to stay home and rest because my energy is depleted.")*

ReThink Exercise 2: The Subtraction List

We're conditioned to write "To-Do" lists. Today, we're writing a Subtraction List.

Your goal this week isn't to add a new habit. It's to find **one thing** to completely let go of. Answer the questions below to find out what you need to subtract.

What is one obligation on my calendar this week that is draining my soul?

What is one expectation I'm holding about my body, my career, or my timeline that I can release?

What is one false identity (e.g., "I'm the person who always fixes everyone's problems") that I can step out of today?

🎯 **YOUR SUBTRACTION ACTION:** Look at your three answers above. Pick just ONE thing to cross off your list this week. Write it in the box below, and give yourself full permission to let it go.

This week, I am choosing to un-become the need to:

_____

_____

Notice how much lighter you feel when you do.

Outro: You're Already Enough

We want to leave you with this gentle reminder: You aren't a renovation project. You don't need to be gutted, expanded, or completely rebuilt.

Emotional Fitness isn't about building a thicker skin; it's about developing a softer, more authentic heart. It's about having the courage to look at the life you've built, recognize the parts that were designed to please other people, and lovingly say, *"I don't need this anymore."*

As you move through this week, we invite you to practice the beautiful art of doing less. Subtract the noise. Drop the "shoulds." Un-become the stress.

Underneath it all, the real you is already there—and they're pretty amazing.

And as always, we want to remind you that we're all on this "AVAIYA Journey" together.

We're all life explorers here, but—we aren't always moving at the same speed. And you know what? That's completely okay.

At AVAIYA, we believe we're all on our own individual "AVAIYA Journey," yet we're traveling side-by-side.

You're gonna love the days when you're piloting a rocket ship, breaking barriers, and flying high. But there're also going to be days where you feel like a car stuck in traffic.

You might even have days where you break down on the side of the road and just need to sit there for a while, feeling a little frustrated or sad. And hey, that's okay, too. Whenever you're finally ready, you just lace up your sneakers and walk the path—one step at a time—back toward your best life.

We'll Meet You Where You Are.

At **AVAIYA**, we don't care if you're speeding down the highway or taking the scenic route. We just want to make sure you have exactly what you need to keep moving.

Think of us as your roadside support and your launchpad all rolled into one:

When you're walking, we're the bridge to get you over the gap.

When you're driving, we're the premium fuel to keep your engine running.

And when you're finally ready to fly? We're the runway.

How We Support You

Every single week, we send out supportive resources designed to meet you at the moment.

Keep an eye out for our free **Tuesday Tune-ups** and our **Thrifty Thursdays.**

Take advantage of the resources that'll support you right now, and if one week doesn't speak to you, don't worry—next week will most likely have just what you need.

Plus, we'll continue to create our Deep-Dive Free Online Conferences and other supportive materials to keep your tank full.

No matter where you're trying to get to—or how long it takes you to get there—we're building new pathways to help you arrive.

Keep ReThinking,

iKE ALLEN & Ande Anderson, MS, RD

Co-Founders of **AVAIYA** University

