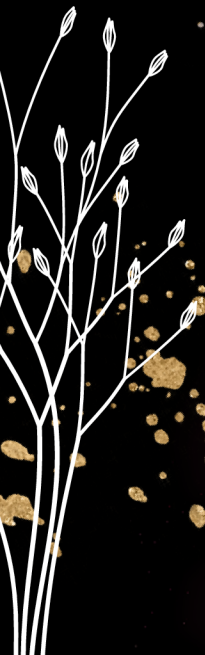




*From Insight
to Intentional Action*

CARD DECK REFLECTION COMPANION GUIDE™



Founder's Statement

I have always believed that the most meaningful growth does not come from doing more, but from understanding more, about how we think, how we respond, and how we shape the outcomes we say we want.

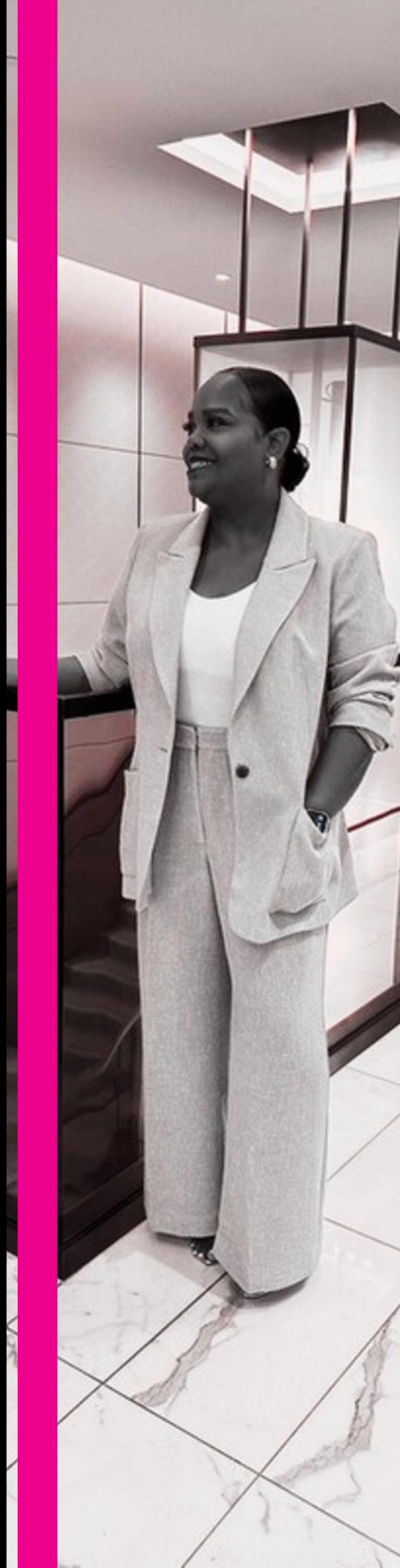
As a business psychologist, my work centers on a simple but often overlooked truth: awareness is only valuable when it leads to aligned action. Without that translation, even the most insightful reflections remain untapped potential.

Through Business Meets Real Life™, I work with individuals and entrepreneurs at the intersection of mindset, emotional intelligence, and behavior, helping them uncover the patterns that quietly influence their decisions, relationships, and performance. These patterns are rarely obvious, yet they are often the difference between movement and stagnation, clarity and confusion, intention and misalignment.

This reflection deck, and the companion guide you are holding, were created to offer more than moments of pause. They are designed to help you think with greater precision, notice what often goes unexamined, and make choices that are more aligned with who you are and where you are going.

Growth, in this way, becomes less about striving and more about alignment.

Stacey Pitts Caldwell, MBA PhD(c)
BUSINESS PSYCHOLOGIST



WELCOME

The Reflection Deck cards are designed to pause your thinking. This guide is designed to **move your life and leadership forward**. Reflection without action creates awareness. Reflection with structure creates transformation.

HOW TO USE THIS COMPANION GUIDE

Use this alongside your deck in one of three ways:

①

DAILY RESET (5–10)

Pull one card and complete the “Quick Reflection Framework.”

②

DEEP WORK (20–30 MINUTES)

Use one prompt and complete the “Expanded Insight Exercise.”

③

LEADERSHIP APPLICATION (WEEKLY)

Use prompts to guide decisions, conversations, or strategic direction.

BMRL Reflection Framework™

*Every prompt should move
through these 4 phases:*

01

AWARENESS

What is true right now?



02

MEANING

Why does this matter?



03

PATTERN RECOGNITION

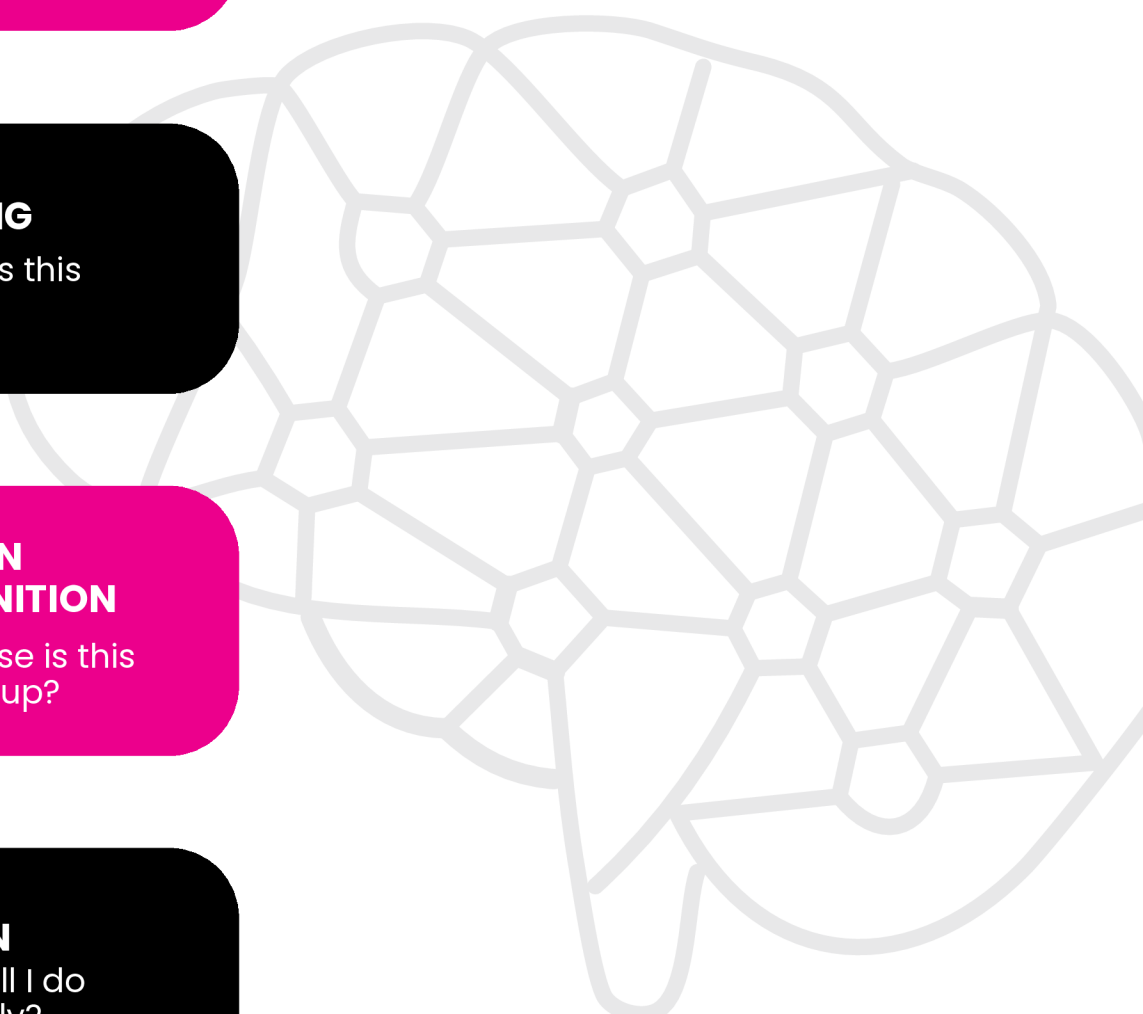
Where else is this showing up?



04

ACTION

What will I do differently?



DAILY REFLECTION

PROMPT DRAWN:

What comes up immediately?

What is this revealing about me?

Where is this showing up in my life or leadership?

One small action I will take:

EXPANDED INSIGHT EXERCISE

PROMPT DRAWN:

Step 1: Surface the Truth | What is the honest answer to this question?

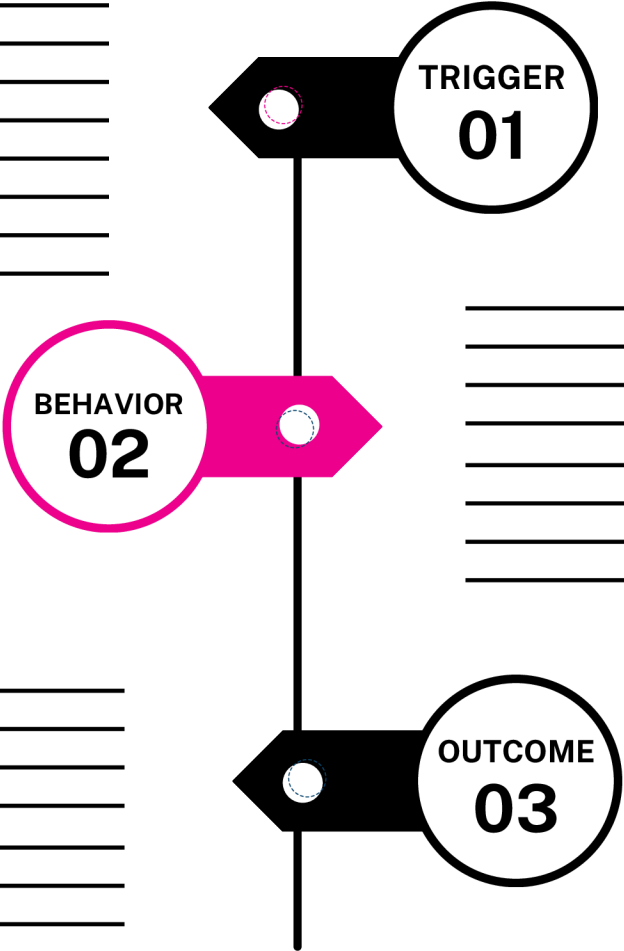
Step 2: Identify the Root | What belief, fear, or habit is driving this?

**Step 3: Challenge the Narrative | Is this belief objectively true, or conditioned?
What evidence contradicts it?**

Step 4: Reframe | What is a more empowering, accurate belief?

PATTERN BREAKER TOOL

Identify the Loop:



Break the Loop:
What will I do differently at the trigger point?

LEADERSHIP APPLICATION

Use your cards in real-time leadership contexts:

BEFORE A DECISION

- What bias or fear may be influencing this?
- Does this align with my stated priorities?

BEFORE A CONVERSATION

- What outcome do I want?
- How do I want to show up?

AFTER AN OUTCOME

- What worked?
- What would I adjust next time?

AT THE END OF EACH WEEK

WEEKLY ALIGNMENT CHECK IN

What did I learn about myself?

Where was I aligned vs. misaligned

What pattern is emerging?

What will I carry into next week?

FROM REFLECTION TO RESULTS

Most people stop at insight.
High performers convert insight into behavior.
Your advantage is not what you know.

It is what you consistently apply.

READY TO GO **DEEPER?**

WORK WITH BMRL THROUGH:

- COACHING
- LEADERSHIP DEVELOPMENT
- ENTREPRENEURIAL MINDSET TRAINING
- AND MORE

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