



## **Episode #18 The I am I am Technique with Jack and Diana**

---

**SEE THE SHOW NOTES AT: [www.doctorscrossing.com/18](http://www.doctorscrossing.com/18)**

---

[0:0:00]

HF: Welcome to The Doctor's Crossing Carpe Diem podcast. If you're questioning your career in medicine, you've come to the right place. I'm Heather Fork, a former dermatologist and founder of The Doctor's Crossing. As a master certified coach, I've helped hundreds of physicians find greater happiness in their career, whether in medicine, a nonclinical job, or something else. I started this podcast to help you discover the career path that's best for you and give you some resources and encouragement to make it happen. You don't need to get stuck at the white coat crossroads. So pull up a chair, my friend, and let's carpe that diem.

Hello, hello and welcome back to the Doctors Crossing Carpe Diem Podcast. You are listening to episode number 18. I've been really looking forward to doing this episode for you. I have another technique to share and I can't wait to hear what you think of it. If you missed the first technique I did on the podcast, you can find it in episode number 7. This was a technique for helping with anxiety and being more present.

Today's technique is a great one if you're having some trouble following through on the things you want to do either personally or professionally. Now, who doesn't that fit? I call it, the "I am I am" technique. It's my version of Popeye's "I Yam what I YAM". Get ready guys, because we're diving in.

First, I'm going to explain the technique to you and give an example. Then you'll get to hear my dear friend from residency Diana, and her very funny husband Jack, try out this exercise for the first time. I'm also going to tell you about an unexpected benefit that I've experienced from doing this exercise. So, don't leave after you hear them do the exercise because there is more after.

Now I can't quite remember how I came up with this technique, but I'm always looking for tools and other ways to help myself and my clients be able to make desirable changes, as efficiently and effectively as possible. Call me a self-help junkie, but I yam what I yam.

[www.doctorscrossing.com/18](http://www.doctorscrossing.com/18)



Here it is... Drum roll please. The “I am Technique”. The three letters in “I am” I-A-M walk you through the steps.

I - Intention - What is the intention for this thing that you want to do?

A - Attention - Where do you want to put your attention to focus on this intention?

M - Motivation. What is your motivation for this intention?

Let me give you an example from a client who is looking for a better job in medicine.

Her Intention – My intention is to come from a place of trust when I look for a job and also to be challenged.

Attention – I am going to put my attention on noticing when I have fear-based thoughts.

Motivation – My motivation is that I would like to work somewhere where I am more fulfilled. I’d like to work at a place where I am valued. I want to grow.

This intention came about for her because she was really feeling stuck and paralyzed in her current situation. Because every time she thought about making a change, all these fear-based thoughts would come up. And you know what those are so I don't have to go through them. She really wanted to shift her focus. So, her intention initially is to notice when fear-based thoughts come up, but with this exercise, you can change your attention. It could change on a daily basis. You could do it where you focus your attention for a week and then change it. For example, she could change it to paying attention to what are the possibilities if she changes her job. Then she could change it again to taking actual steps, So, “What am I going to do that's going to help me move forward?”

The next part of the exercise is where you make your “I am” declaration. And this helps give you conviction and commitment for this process. I also call it your mantra or your battle cry. In her example, her “I am” declaration could be, “I am coming from a place of trust and confidence in my job search”.

I am, I am. – *You are, you are!*

Okay. So, that refrain of “You are, you are” is my family. I got them to do this for me because when you do this exercise, I really want you to know that you're not alone in doing it, that there is a lot of support for you. And you could think of it as the people who love you, your supporters.



And you can also think of it as the universe echoing this back to you and partnering with you in this process.

All right, let's go now in here with my dear, dear friends, Jack and Diana, do this exercise for you. Diana. All right. It's so great to have you.

Diana: Thanks for having me.

HF: Would you like to begin by giving us a little context about where you're at right now? So, when we hear your intention, we have the bigger picture.

Diana: Yeah, sure. So, my quick story is I've been a practicing dermatologist for 24 years. I quit my job last August and have been focused on creating a happier, more enriching work life for myself. But about 12 years ago, I diagnosed myself with celiac disease and that really informed the way I practice medicine, the way I looked at health, the way I interacted with patients and the way I overhauled my whole eating pattern and relationship with nutrition. And that factors into what I'm trying to accomplish now.

HF: All right. And what is it that you're working on?

Diana: I am working on a new venture that is focused on "Food is medicine" for people with autoimmune diseases. So, it's a blog that started a couple months ago that I'm working on with a friend who's a rheumatologist, and we are curating recipes for people with autoimmune diseases, all of which are gluten free. And we're also creating content around the science behind why we're making these recommendations and ultimately creating some videos with a Canyon Ranch Chef to make it easy to accomplish these goals.

HF: I love this. And I remember when you diagnosed yourself with dermatitis herpetiformis and that's how you figured it out that you had celiac when no one else was figuring it out.

Diana: Right. That's right. I had been questioning what was wrong with me for a couple of decades and kept coming up empty.



HF: What you're working on now that you're transitioning is something that's really connected with what your own experience has been. All right. For this exercise, what would you like your intention to be?

Diana: I think quickly my intention is that I am here to serve and to find more happiness in my work. And I'm all in on this endeavor.

HF: All right, great. And so, this intention is related to this new endeavor that you're doing with the blogging and the recipes and helping people who have conditions that could be improved through nutrition.

Diana: Exactly.

HF: Okay. Where do you want to put your attention on to help with this intention?

Diana: I think in the short term, I want to realize more of a structured game plan and work on marketing so that I can monetize this new venture and bring the message to more people.

HF: Okay, great. And as I mentioned earlier, where you are putting your attention can change. This could be a focus for a couple of days, a couple of weeks, couple of months, but it can change also as your needs change.

Diana: Right.

HF: And what is your motivation for this intention?

Diana: My motivation is to maximize health and happiness, both for myself and for people I hope to connect with, to create more balance and to take more agency over your health by focusing on what you're eating.

HF: Okay. Do you have an "I am" declaration statement that kind of helps you rally, also you refer to it as your battle cry for this?

Diana: I do. I do.



HF: Okay, we'd love to hear it.

Diana: Okay. I am here to serve, to find more happiness and I'm all in.

*- You are, you are!*

HF: Okay. All right, great. Now, Jack, would you like to introduce yourself and tell us a little bit about what's going on and how your intention fits into this picture? We won't say the intention yet, but just introduce yourself. We'd love to get to know you.

Jack: Hi, Heather, my name is Jack. I'm an architect in Manhattan and since March of last year, I've been working mostly from home. So, I'm home a lot and have a home office and am making the most of being homebound in a very interesting way, almost a year now.

HF: Yeah. And Jack I've known you since Diana and I were in residency and it's been really lovely to see your career evolve and the different things that you're doing with your architecture. So, let's begin with, what is your intention that you'd like to be working on?

Jack: I think one of the pitfalls of working from home is I've been a little more sedentary than I would have if I had been out in the field and allowed to be more kinetic. So, I've gained a little extra weight that I normally wouldn't be carrying around. So, I think in the short term, I'm definitely trying to get healthy again or a little more healthy than I've been.

HF: I think most people can relate to this weight gain as COVID-19, as I've heard it called it. Just happening to like pretty much everybody, including my cats. Is there a specific weight goal you have?

Jack: Well, are your cats wearing like elastic bands stretch sweat pants like I am? I'd like to get sub 200 pounds. Also, I'd like to buy things that are large and not extra-large.

HF: Okay. All right, great. Sub 200 and go for the large.



Jack: Yes. I might have to pull off a limb to get there, but I'm working on it.

HF: Well, I'm sure there are a lot of other people who are having similar intentions. You're going to have a fan club. All right. What would you like to put your attention on to help meet this intention?

Jack: I think with me, one of my big things is, aside from healthy eating, because I think breakfast, lunch and dinner can be healthy meals, but my biggest thing is snacking. So, I think, finding healthy snacks is the way to go. My office had been in the dining room the past year or 10 months. And the dining room is of course next to the kitchen. I can't walk through the kitchen without opening the refrigerator to see what's in the refrigerator and granted I might do it twice an hour. I'd like to snack healthier and maybe less frequently.

HF: All right. Now, before we were recording, you told a story about Diana and the garbage bag. Do you want to repeat that story?

Jack: Sure. Both of our kids are away at college. Our younger one went two weekends ago and our older son left last week. And one of his friends picked him up and they were going to drive to Boston together. And right as we were done packing up the car and they were about to leave, Diana came out of the house with a large, like tall kitchen bag that was filled and she handed it to him and he looked at her quizzically and she whispered in his ear and he nodded and put it in the back of the car and they went off. And a few hours later I came, I was in the house and I went to the pantry and let's just say the cupboard was bare.

HF: Oh, all your snacks and things?

Jack: Oh, my chips, my sauces, my nuts, the pistachios and cashews, like everything was gone.

HF: You were robbed.

Jack: Yeah, we were robbed.

HF: Oh, my gosh. Oh, my gosh. So, Diana, you're helping here, it seems. You're trying to help.



Diana: I'm very much trying to help.

Jack: I don't know if "help" is the right word. Hopefully in a couple of months I'll look back and think it was very helpful.

HF: Okay. So, I just have to insert something here because you know I love the Enneagram. And Diana, you are a type two on the Enneagram, which is, we know what - The helper. You're always there two steps ahead helping. Well, we won't go any further than that.

All right. Now Jack, let's all get back to you. Your "I am" and let's go to the motivation. What is your motivation for this intention of losing weight?

Jack: I think my motivation is just to be healthier in general and be around longer. I'm already starting to see, I stopped drinking and other things and all of a sudden, my Peloton scores are getting higher and when we walk like we're going further or faster. So, I'm already noticing that I'm making progress in different ways. I feel like I'm starting to see things. So, the benefits are definitely there.

HF: And that really helps with motivation because if you're not seeing or feeling any benefits, it's really hard to stay motivated.

Jack: Yes, well said.

HF: Do you have your "I am" declaration, your battle cry to help keep you motivated?

Jack: Based on what I just said, I think I'm already making progress. That would be my battle cry.

- *You are, you are!*

HF: Yes, yes. Okay, lovely. Now guys I was thinking, why don't we just take a few minutes to do a quick meditation and put your intentions out to the universe and see what guidance comes back to you. Now, this will be shorter than it's typical because I recommend about 10 minutes,



but we'll see what happens in a few minutes and then I'll check back with you and see if any guidance came to you. Would you like to do that?

Diana: Sure.

Jack: Sure.

HF: Sounds good. When we do this, the point is not to try to think about these things. Don't try to come up with some answers or guidance or advice. Just release it to the universe, know that the universe is supporting you in these intentions and is already helping you. All right. So, it's just sort of an effortless releasing, not working on it. Okay?

Diana: Okay.

90 seconds interval

HF: All right, here we go. Well, let me check in with you Diana first and see if anything came to you.

Diana: What came to me, was "Trust the process".

HF: Oh, I love that. And what does that mean to you?

Diana: I think it means letting go of some of the kind of controlling aspects of this or metrics that I could use, which sometimes can be self-defeating.

HF: Yeah. So, when you're trusting the process, what are you actually trusting in?

Diana: I think ultimately myself.

HF: I think that's a great place to put trust in. That's really lovely. And I agree. I think it is a great message for all of us. Jack, did anything come to you?

Jack: I had trouble concentrating because I'm so damn hungry.





HF: And there are no snacks in the cupboard. The cupboards are bare.

Jack: I know I can do this. I've done this before. I just think it's a matter of learning or relearning new habits, better habits, every couple of years with my genetics you sort of have to intervene and do something to readjust your weight to get back onto the curve. But I can do this. And I have faith in myself, I guess. It's funny because there's always a healthy option. It's interesting Heather, because at my office when we used to have office meetings once a week, they'd bring in pizza. And it was like a couple of pizzas, which feed everyone in the office, but no one ever thought of ordering a salad or no one ever thought of bringing in some type of grilled chicken for people. So, I think I need to take control of a situation and do the best with myself.

HF: I love this. You guys did fantastic.

Jack: So did you.

HF: Thank you, thank you. Faith and trust. That is powerful. You are, you are fabulous and on it and I love you guys.

Jack: Oh, have a great day.

HF: Thank you, thank you for doing the "I am I am". And we'll check back with you down the road and see how things are going.

Diana: Sounds great.

HF: All right, all right. Take care guys.

Jack: Bye-bye.

HF: Bye-bye.

Diana: Bye-bye.



HF: All right. Hi, again. I thought they did a really great job and I'm so grateful to them. And I have to say we recorded it on Superbowl Sunday and Jack already had some really healthy snacks planned out though. They're already on it. I didn't tell you about this bonus part of the exercise about asking for guidance. And this is the surprising benefit that I've experienced.

At first, when I did this technique, I didn't pair it for some time for a short meditation, but then on a lark, I thought, "Well, let me just try that and see how that works". So, I got a notepad and a pen handy, and I would do a 10-minute meditation on this intention. But I wasn't consciously thinking about it. I was trying not to think about it during those 10 minutes. I just release this intention to the universe. And then after the time was up, I would just write down whatever came to me. And I started getting some very helpful insights.

So, it encouraged me to do it again the next night and then the next night. So instead of not really wanting to do any kind of meditation practice because I just felt like it was just checking a box, now I really look forward to it and almost can't wait to do it and see what insights I get. I encourage you to give this a try. And with Jack and Diana, we only did a minute and a half. So, you don't have to do 10 minutes if that feels like too long. Just even try a couple of minutes and see what you get.

I've even used this for simple, silly things like shopping, believe it or not. I've been having a lot of trouble figuring out what background I want to use when I record my videos for you for this LinkedIn course. And it's just been like puzzling me and just frustrating. So, when I went to HomeGoods the other day, before I got out of my car, I said, let me do my "I am" technique for finding the things I really want in my background that would make you feel welcome and comfortable and it would be aesthetically pleasing.

I went into the store and I found almost everything I needed there. The right furniture, the right art, a really cool elephant that's going to be in the backdrop and a vase. So, use it for anything you like.

All right, guys. So that's it. And if you'd like to download a cheat sheet with the instructions for this exercise, and some more examples, something you could share with others, you can grab it at [doctorscrossing.com/iam](https://doctorscrossing.com/iam)

[www.doctorscrossing.com/18](https://www.doctorscrossing.com/18)



And also, I'll link to it in the show notes on the website for this episode. I'm super excited to hear how this works for you and see your "I am" statements. I am I am. So please email me. All right. That's all for now. I'll see you in the next episode and don't forget to carpe that diem.

You've been listening to the Doctor's Crossing Carpe Diem podcast. If you've enjoyed what you've heard, I'd love it if you'd take a moment to rate and review this podcast and hit the subscribe button below so you don't miss an episode. If you'd like some additional resources, head on over to my website at [doctorscrossing.com](http://doctorscrossing.com) and check out the free resources tab. You can also go to [doctorscrossing.com/free-resources](http://doctorscrossing.com/free-resources). And if you want to find more podcast episodes, you can also find them on the website under the podcast tab. And I hope to see you back in the next episode. Bye for now.

[00:23:33]

*Podcast details*

**END OF TRANSCRIPT**