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TRANSFORMATION COACH



Questions for change

Noticing the stories that hold you back — and writing new ones

Why this guide exists

We all carry stories about who we are and what's possible for us. Some stories lift us up. Others keep us small.

Often, these stories were formed years ago — from experiences at school, work, or home. The problem isn't that we have stories. The problem is when we don't realise they're running the show.

💡 *You are not your stories. You're the one who can rewrite them.*

You don't need to work through everything in one sitting. Even noticing one story today is enough.

Step 1: Notice the old story

Think of a situation where you've felt stuck or limited recently. Write down the story you tell yourself in that moment.

Prompts:

- What do I tell myself when I feel I'm not enough?
- What do I say to myself when I fail or fall short?
- What labels or identities do I repeat about myself (e.g. "I'm bad with money," "I'm not leadership material")?

📖 Reflection space:

Once you've noticed the story, the next step is to gently question it.

Step 2: Question the story

Now, gently challenge it.

Prompts:

- Is this story absolutely true?
- Where did it come from — me, or someone else's voice?
- What evidence do I have that challenges it?
- Who would I be without this story?

 Reflection space:

 *In corporate, I used to tell myself “I can’t speak up in senior meetings — I’ll just sound out of my depth.” Over time, I realised this wasn’t true. The moment I began asking honest questions, I found I was respected for clarity and presence, not for pretending to have all the answers.*

With this clarity, you’re ready to begin writing something new.

Step 3: Write a new story

Old stories often come from fear. New stories come from possibility.

Prompts:

- What’s a more empowering story I could choose instead?
- If I spoke to myself like a close friend, what would I say?
- What story would I want to live into for the next chapter of my life?

 Reflection space:

 *When I left the Navy, my story was “I don’t have anything to offer the civilian world.” That story kept me small for years. My new story became: “I know how to adapt under pressure, and that’s valuable anywhere.” Everything changed when I started living into that.*

Closing

Your old stories don't define you. They're just patterns of thought. You always have the power to notice them, question them, and write new ones.

Start small. Pick one old story today and write one new one. Let it be enough.

👉 *If this guide helped you notice a story, imagine what could open up in a coaching conversation — space to see yourself clearly, challenge what holds you back, and step into something new.*