

EFFECTIVE AF



MASTER YOUR MINDSET. LEAD YOUR LIFE. LIVE ON PURPOSE.

What is Effective AF?

Effective AF (Apex Focus) is a transformational journey of self-mastery, clarity, and purpose. It's more than a productivity system—it's a way of being.

Rooted in sacred Indigenous teachings and universal archetypes (like the Sage, Artist, Outlaw, and Hero), this program empowers individuals to:

- Align inner vision with outer action
- Replace distraction with clarity
- Build trust, resilience, and authentic influence

Who is it for?

People who are ready to:

- Break old patterns and reclaim personal power
- Develop strong, trust-based relationships
- Lead with purpose and emotional intelligence
- Transform how they think, decide, and live

What you'll learn

Ways of Being: Learn from 7 powerful archetypes to deepen self-awareness, effectiveness, and leadership.

- Apex Focus: Master the 4 core practices to cut through noise and stay anchored in what truly matters:
- Mindset Mastery: Shift limiting paradigms into empowering truths.
- Relationship Wisdom: Use the Relationship Ledger to build trust through intentional deposits.
- Empathic Listening: Move beyond reactive communication to real connection.
- Purposeful Planning: Use weekly compass tools and roles-based planning to take action with integrity.
- Legacy Living: Define your Apex Living Statement to live—and lead—with vision.

Why it Works

Because effectiveness isn't about doing more—it's about becoming more. The Effective AF program helps you live in alignment with your truest self while creating real impact for others.



Built in Canada Training



780.499.4459



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