

Business/Relationship/Life Coaching

Any kind of success coaching requires a longer-term relationship with clients. You are essentially the client's cheerleader. You will help them define goals, eliminate negative emotions, eliminate limiting decisions, collapse negative anchors, and motivate them (and teach them to motivate themselves!) and hold them accountable.

Coaching should be a relatively short-term commitment with the goal of helping the client to produce success in their area of interest, and helping them to become independent (Yes, if you are a good coach, you coach them out of needing a coach).

Should be:

- Outcome-directed and solution-focused
- Geared to the present, calibrated for the future
- Short-term, long lasting results
- Clear, direct feedback
- Action oriented for positive outcomes
- Leveraging personal assets
- Cost-effective

Three C's of Coaching:

- Commitment to Success
- Contract Stating Actions
- Accountability from Session to Session

Requisites for Success – PAW:

- **Possibility:** Your client has to believe the goals are possible.
- **Ability:** They need to know they are capable of achieving them.
- **Worthiness:** They need to believe they deserve to achieve them.

Payment:

Should be less than your normal rate, and give price breaks for longer-term commitments. For instance, if your normal rate is \$200 /hr, you might charge \$600 /mo for one month of coaching (four hours at \$150 /hr). If they contract you for six months up front, perhaps you will charge \$2400 up-front (24 hours at \$100). Ultimately, it's totally up to you how/what to charge. Gauge your market and ask for what you congruently believe you deserve and can get.

The CORE Coaching System

CORE is Creating Outstanding Results for Empowerment and is based on NLP. It consists of the following seven steps:

1. Rapport

- a. All coaching must be done from a place of rapport.
- b. The client must be invested in their change and trust the coach.

2. Feedback

- a. This consists of asking questions to find out where the client is now (since the last session, or in general, if it's the first session).
- b. Give constructive feedback on progress using the Feedback Sandwich.
- c. Identify areas that need attention and improvement based on progress.

3. Creating Outcomes

- a. Outcomes are imperative to achieving success. Use the Keys to an Achievable Outcome and the SMART system to create outcomes.
- b. Be sure to specify the evidence procedure.
- c. Outcomes should be set long term, and then worked backwards. Each session, they should be reviewed and updated as needed.

4. Asking Powerful Questions

- a. This consists of dialoguing with the client about the area of life being coached for. Use of Meta Model, Reframing, Quantum Linguistics, Milton Model, Slight of Mouth and Prime Concerns are strongly encouraged.
- b. Your job is to dig up limiting decisions, limiting beliefs, negative emotions, and any other obstacle in your client's way, and eliminate them.

5. Action Plan

- a. These are the short-term outcomes that the client must do between now and the next session. If needed chunk down to the day and work backwards from the desired outcome for the next session.

6. Commitment

- a. Your client must commit – to you and themselves – to do everything in their power to achieve these goals.
- b. Use your sensory acuity and also listen for Meta Model violations and/or presuppositions that show incongruity or lack of self-confidence and belief

7. Creating Momentum for Action

- a. Finally, use tools to help them create the action needed to fulfill those commitments. This can consist of using:
 - i. TIME Techniques to insert goals into their future.
 - ii. Swish Pattern to create direction
 - iii. Values alignment to help make the correct things important
 - iv. TIME Techniques or Belief Change for limiting decisions
 - v. Use of their Motivation strategy
 - vi. Chaining anchors, etc.