



Introduction



These next few pages are intended to introduce you to coaching and the kind of coaching done by Living Words Coaching and Training. First is the What is Coaching? article or, if you are in a hurry, look at the Coaching Metaphors. To find out what coaching can do for you, jump to 'How can Coaching Help?'

And finally, contact us to discuss having a completely free no-obligation introductory session to find out how we can help.

To your highest and best

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www.livingwords.net/aboutus.html

What is Coaching?

'You can't change anything by fighting or resisting it. You change something by making it obsolete through superior methods.'

Buckminster Fuller

What is coaching?

The bottom line on this is that if you ask six different people then you will get six different answers. So I will give you my perspective on coaching and how to choose a good coach.

Broadly speaking, coaching is a means of improving individual performance and helping the individual utilize more of his or her potential. Now as I appreciate, that definition is a bit like saying that medicine is for making people 'well' so let me clarify what I mean. Just as there are those in the healing professions who use acupuncture and herbs, and those who use professionally tested drugs, there are coaches who use different psychological models for helping people achieve growth goals. And as there are healers specializing in different areas of health - literally from head to toe - there are coaches specialising in everything from dating to yoga.

Coaching can help with all of the following:

- Improvement in performance
- Breakthrough in limitation
- Activation of higher level skills and understandings
- Fulfilment of hopes, dreams, visions and goals
- Becoming more resourceful
- Further development of self as a person
- Transformation from an old way of operating to an entirely new way
- Etc

However - and there is a BIG however... Just as not all medicines are equally effective, neither are all coaches. And just as the effectiveness of a medicine is judged by the effectiveness of the changes it facilitates, so a coach can be evaluated by how effectively he facilitates a change. Common sense, right?

But what is at the heart of a coach's core effectiveness is his understanding of how the change process works. Why is this important? Because from the individual right up to a big corporation there are specific and yet common factors that affect the extent to which a change will take place. There are certainly coaches that are very good at doing what they do, but if you ask them how they do it, they don't

know. And then there are those who just dive in with a grab-bag of techniques and shot-gun you with them until they get a hit.

There is an art to coaching, but also a science. Below are a brief summary of the factors involved. Read them, and if you want to, ask yourself 'which of these do I recognise as being involved in a significant change that I have made in my life?' Don't worry if you don't tick them all because some may have been unconsciously used - and that is the point. A coach who understands how to use these factors will always be able to evaluate where in the change process you are - and work accordingly.

- Is the pain of keeping things the same great enough to want to change?
- Is there a compelling vision to move towards?
- Do I understand how things currently work, and why they need to change?
- Have I made a decision to change?
- Do I have a new inner plan for how things need to be in order to make the changes I want?
- Am I translating this into visible behaviours and practicing the changes I want to make?
- Am I able to reinforce and count the 'new baby steps' as I demonstrate the new behaviours?
- Do I have a process for testing how 'solid' and durable my changes are?

Of course, a coach needs a variety of other skills centred around listening, questioning and empathising but the important thing about knowing this is that it enables the coach to investigate what mental structures will create change using the clients own personal resources (thoughts, feelings, beliefs, memories). The coach does NOT need to be an expert on the field he is coaching in but rather just have a basic familiarity with it because his job is to facilitate the answers to the questions above - which act together to create a change, they are the 'laws of change' so to speak which, like gravity, apply in most circumstances.

Furthermore, it is helpful (if not essential) that your coach comes armed with a set of assumptions about how basically psychologically healthy people operate: their strengths and where they focus their attentions. Many coaching models come out of therapy and contain ideas about how fragile people are, and how they resist change.

If you want to improve yourself, take things to the next level and make your life better, do you want your coach to stroke your hand and think (or even worse, say) 'You poor little lamb? Who hurt you?'

No way! In coaching you need to search for 'truth' with a small 't' and that refers to the ideas you have bought into and regarded as being 'the way it is' in your mind.

Enlightenment consists not merely in the seeing of luminous shapes and visions, but in making the darkness visible. The latter procedure is more difficult, and therefore, unpopular.
Carl Jung

Coaching also consists of helping you become aware of your mental 'blind spots' and sometimes, as the inventor of Gestalt therapy Fritz Perls said 'awareness, per se, is curative'. Any coach who wishes to help others become aware of their blind spots must first, 'take the beam out his own eye' (Matthew 7:5) and this is something that I have dedicated myself to doing for the past few years.

It is an ongoing process and it can be hard without someone prepared to point out the obvious things you yourself cannot see. You have probably had the experience of seeing someone who (to them) cannot see where they are going wrong. You may have even been able to help the person expose the self-deception, and the powerful other options that were available to them, leading them to new highly effective choices of action. A coach can do this in a way that a friend often cannot because our agenda is to help you make the change, not to hide you from painful truths you need to hear in order to enjoy unprecedented levels of growth.

In a way, coaching can be akin to helping bring a new life into the world and surprisingly the word 'matrix' actually means womb. A coach work in the matrix of the mind to form new ways of thinking and acting and it is not always comfortable but virtually always worthwhile.

Coaching is about growth and transformation and like the butterfly we need to struggle to 'birth' out of the chrysalis of our old ways, but our wings become stronger in the process. If a coach cannot 'hold the space' and allow the new you to emerge out of the conversations that take place, if he 'cuts you out' then you might flap about because you have not developed the strength to fly in this new form.

This is where a coach needs to test whether a potential client has the strength to face him or herself. So if you are a person that knows for yourself that you are, then you have passed the first test!

Coaching also needs patience because both client and coach need to explore the construction of the particular problem and/or intended change. Radical changes can and sometimes do occur in one session but sometimes it takes time to find the leverage point. And then, as Archimedes said 'give me a long enough lever and I will move the world'. We find the leverage point and the whole world shifts.

At other times we need to just sit on the merry-go-round and go in circles re-visiting the issue from different angles. But the good thing is that each time you come back around you can notice something new, leading to the tipping point of the change.

And this is not the only place you'll notice the changes. As the place where the changes are seen will be seen on the outside, that is where you'll have the proof that you've changed - when you're actually doing the new behaviours which lead to the improved results you want in the first place.

The thing about the coaching relationship is that it is a bit like the way Morpheus described the Matrix to Neo. Nobody can really tell you what being in a coaching partnership is like, you have to see it for yourself just like you don't know what it is like to parachute or win an Olympic medal if you never have.

But you can still be curious...

So, in summary, you might want to ask what your coach assumes about change and if he or she understands how the process works.

It doesn't mean that person is not a good coach if they can help people without understanding how they do it, but it does raise questions about what they will do if they are working with you and get stuck. Do they have a way out based on a working model of human functioning – or will they just guess?

The End

Douglas Cartwright is a Meta-Coach who wants to help you Live Your Words. He has extensive training and experience in facilitating people to improve their performance. If the above article has interested you visit <http://www.livingwords.net> and contact us for your free introductory session to find out how we can serve YOU.

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Coaching Metaphors

Coaching, in essence, consists of a fierce conversation that gets to the heart of what needs to change and how. However, it is also a difficult process to describe if you have never experienced it. So we put together these metaphors that may give you a more tangible idea of what it can be like! Enjoy and remember they are just for illustrative purposes...!

Coaching is like sports training

Coaching is akin to having sports training. It involves the mind and the body, identifies where your strengths and weaknesses are, and helps you build up your (mental) muscles and flexibility so you can run your race, and jump the hurdles more effectively.



Coaching is like tuning a high-performance car

Having coaching is like taking a high-performance sports car in for a tune up. The mechanic knows what to adjust and even replace to make the engine run more effective and work in concert with the driver to produce a smoother and faster performance.



Coaching is like cheering on a butterfly emerging from the chrysalis

For a coach, coaching is like encouraging a butterfly to emerge from a chrysalis. He can only cheerlead and ask questions that may help because he knows it is in the struggle to emerge into the sunlight that the butterfly strengthens its wings. If he or she, in a moment of sympathy, cuts the butterfly out, then it will not be strong enough to fly.



How can coaching help me?

A Living Words Coach facilitates you to find and apply your own answers to the following “How do I...?” questions:

How do I?

- ...awaken my visions of what I can be, have and do?
- ...set goals and measure progress as I get there?
- ...resolve conflicting frames of mind?
- ...create an inner game plan of supportive beliefs and strategies?
- ...facilitate the action steps to get there?
- ...coach my body to feel the importance of these goals?
- ...embody and live out great principles in everyday life?
- ...respond more positively to others?
- ...create a more congruent and focused performance?
- ...transform or update limiting beliefs?
- ...make changes at the highest level of my mind which then ripple down throughout my life?
- ...become more focused and intentional in my work/relationships?
- ...deal with emotional ‘dragons’ that make me ‘roar’ at myself and others?
- ...stamp out excuses like cockroaches of the mind?
- ...create increased personal power, accountability and response-ability?
- ...develop more flexible thinking patterns?

And much more...

Are there any contexts in your life where you would like to work on the above? Do you need to? [Contact us](#) for a free discussion of what your options are.

The Slightly more Technical bit...

All of the above phenomena occur above conscious awareness and we may not know why we do what we do. Sometimes this is akin to purposefully pressing an ‘A’ on the keyboard and getting an ‘X’! Huh?

We coach you to become aware of and change these higher level patterns so you can become more effective, focused and streamlined in your approach to your dreams, goals, outcomes and tasks.

For instance, if a person has trouble finishing projects then this reflects a general pattern that sits in his or her mind at a higher level than everyday thought. Therefore, it cannot be tackled easily just by willpower alone because the pattern itself is not changed, and after exerting one’s will the pattern might just snap back into place like an elastic band.

This is higher performance coaching because we do NOT teach you how (for instance) to run a business more effectively but coach you to find a way to use your mental strategies and resources to maximum effect as you manage yourself whilst doing business.

Equally, if you have a skill at which you want to improve and you know there is a gap between the level you could be performing and what you actually produce, we will facilitate you closing that gap.

Although the process of coaching can be difficult to describe the results are tangible. [Click here](#) to go to the testimonials of previous clients.

Living Words Coaching can help you if you are interested in:

Improving your performance

Breaking through your limitations

Activating higher level skills and understandings which help you succeed

Becoming more resourceful

Further developing yourself as a person

Transforming from an old way of operating to an entirely new way

· Improvement in performance

Become more focused and deal with distractions more easily.

Develop internal motivation and power.

Identify where to streamline your skills and take your effectiveness to the next level. Rise up to the next level at what you do.

Case Study: A client had a busy workload and was also embarking on a course of study to improve her professional qualifications. One of her work duties was to complete a review of each session she spent with her clients but she couldn't seem to get her to fill into the forms and she knew that if she fell behind with this work it would impact her ability to work on her studies. During coaching she discovered that she had framed doing 'detail work' as 'boring, tedious and a 'waste of time'. Her coach helped her redefine the significance of this work as 'part of what she needed to do to be successful' and her whole attitude toward doing this 'boring work' changed.

· Breaking through your limitations

Exterminate the excuses you use to get in the way of your success.

Confront and transform emotional dragons; finding their 'treasure' and using it to your advantage to stimulate your performance.

Case Study: Jim* tended to think the best of people who owed him money. The problem was that this attitude was leaving him deeper and deeper in the red as he found ways to excuse customers - and accept their excuses. With coaching he developed a new mind-set and new attitude towards debt-collection and started pursuing legal recourse for the largest sums outstanding.

· Activation of higher level skills and understandings

Develop more flexible thinking patterns which lead to greater choice in situations that demand resourcefulness and advanced thinking skills.

Develop more congruence and integrity for speaking and acting

· Fulfillment of hopes, dreams, visions and goals

Coaching you to bring out and develop the resources you need in order to fulfill your hopes and dreams, clarifying what is important to you.

Case Study: Dean* was struggling with spending too much time on entertainment: television, films, and computer games. It was getting to the point where he would interrupt his work (at home) to play or watch and then spend hours doing so whilst ignoring the nagging feeling that he should not be doing it. After coaching, he was able to re-orient film and game playing into its proper place in his life, it became much less important and now he is able to work full days without the urge to play taking him over.

Becoming more resourceful

Increasing your strength of character, resilience, fortitude, accenting positive emotional states and transforming negative ones

Case study: A leader was struggling to make his views known when communicating with another leader. He felt intimidated and wanted to be able to speak forthrightly to him. After coaching and some work using the social panorama model he was able to think more effectively about his interactions with the other leader and able to draw on his personal resources to speak up.

· Further development of self as a person

Developing your identity to enable you to rise to your dreams, take on new responsibilities, leave behind out of date limiting beliefs about yourself.

Self-confidence and self-efficacy (the belief that you can handle whatever comes up)

Case study: An IT-technician turned business owner was finding making sales calls difficult as he was thinking like a technician, not a sales man and giving long technical explanations. Furthermore, he was feeling that the people he spoke to knew far more than he did. This mind-set was making him avoid picking up the phone. Through coaching he was helped to develop a view of himself consistent with a sales person.

· Transformation from an old way of operating to an entirely new way

Develop new perspectives, gather more information on a situation, learn how to identify your own blind spots and work around them.

Experience rippling transformation across your mind and body system increasing your confidence that you can direct more of your mind and body on purpose.

And much more...

There are a lot of different coaching services on the market and to distinguish ours and highlight the benefits for you we would like to offer you a free introductory session where you will:

Get a taste and an experience of what coaching can do for you.

Be able to talk about the kind of changes you want to make with a change expert.

See the impact that coaching could have in your life and evaluate what program would be best for you.

See below for details.

Free introductory session

Coaching is a dynamic process where the client and the coach work together to stimulate developmental and transformational changes that will unleash and actualise untapped potential. These changes are realised and observable in new behaviours.

Whilst coaching deals with fixing and resolving of problems that interfere with performance it does not dwell on painful issues but rather is forward looking towards solutions.

We would like to offer you a free 1.5 hour introductory session (by phone, SKYPE or in person) and, in it, we will discuss the kinds of changes you might want to make.

You will get a brief experience of Meta-Coaching. You will also get an explanation of how meta-coaching works and how the processes would be used to orchestrate the improvements you want to walk away with.

Many people find these sessions to be one of the best things they have done for themselves in a long time.

Contact us on : 00 44 208 426 9131 or at freeintro@livingwords.net

To your highest and best!

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