

TRANSFORMATIONAL COACHING PROGRAM

WELCOME & PROGRAM INFORMATION

CONGRATULATIONS + WELCOME:

Congratulations on taking this courageous step and for investing in you to become your best self. Coaching is a journey with ups and downs, breakdowns and breakthroughs. While I can't promise you where you will end up, I can promise you that if you truly invest in our partnership and are willing to show up, to be challenged and to challenge yourself, you will set off on a new path that brings more results, more joy, more power and more fulfillment in all the important areas of life.

There are a few important things I want you to know as we embark on this journey together.

CONFIDENTIALITY:

The foundation for a great coaching partnership is trust and safety. My promise is to hold our conversations in the strictest sense of confidentiality, aligned with the ethics and professional standards of the coaching profession.

Coaching is a safe space, where you are free to share anything and everything knowing it is a safe, confidential and non-judgmental space. The only exception in which I would break confidentiality, would be in the case that you or someone else is in danger.

I encourage you to share vulnerably, courageously, and openly in service of maximizing this great investment in yourself.

WHAT IS COACHING EXACTLY?

The origin of the name for coaching has its roots in that of a stagecoach. A stagecoach, or coach in the vehicular sense, is a vehicle that moves you from where you are to where you want to go, often, getting you there faster than trying to get there by your own devices.

Coaching is that precisely, a vehicle to get you from where you are now, to where you want to go, faster and more precisely.



WHAT IS COACHING EXACTLY? [CONTINUED]

As your coach, I will help you to clarify where you are and where you want to go. I will help you navigate potential obstacles and discover more effective, efficient ways to get where you are going. I will challenge you to think creatively, bigger and differently.

Ultimately, however, you are the driver and I'm your partner. What I mean by that, is that you are in charge of this process and I'm your guide. Just like a person who climbs Mount Everest, you will do the climbing, you will do the deciding about where you want to go and when, you will take the action, I will be your Sherpa. I will point you in the best direction, I will partner with you on the climb, I will help you to do it faster and with more power, but I can't climb for you.

Legendary Coach of Silicon Valley Bill Campbell holds my favorite definition of the word: "a Coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be."

COACHING, CONSULTING + THERAPY:

In coaching, you are the expert of your life. I relate to you as having your own answers, and being whole, complete and capable, nothing to fix, nothing wrong with you. This means, I will be looking to you to lead the conversation, to come to coaching prepared to get what you want and to choose which direction you want to go.

This is the power of coaching. Coaching calls forth your best self, outside of limiting beliefs about your capability, your adequacy, your background, and any other circumstantial limit on your possibility. Together, we'll partner to move through the mess that resides between you and your next breakthrough.

You can see a visual depiction of these three distinctions below.

HOW COACHING IS DIFFERENT FROM THERAPY:

While there may be vulnerable, occasionally past based conversations in our coaching, therapy is specifically about healing past traumas or abuses.

In coaching, we relate to you as whole and complete and not as your past. Coaching does tend to help people overcome past beliefs and heal certain things in their lives similar to therapy, however this is not the primary focus of coaching. Should there be a case, where you are having difficulty moving past a particular belief, I will on occasion recommend healing-based modalities such as therapy.

HOW COACHING IS DIFFERENT FROM CONSULTING:

Consulting fundamentally, places the consultant as the expert. As a consultant, it is the job of the expert to assess the problem and provide solutions to that problem.

In coaching, the client is the expert of his/her life, the coach is there to help the client connect to their own expertise. In addition, the coach doesn't relate to the client or the client's projects as something needing fixing. As your coach, we will simply define the gap and look for what's next move toward the outcomes you desire.

In summary, as your coach, I promise to relate to you as your greatness, whole and complete. I will count on you to define the direction of our work together, to be responsible for getting what you need to move yourself forward. I will stand for your greatness even in the times you might not see it for yourself.



WHAT THE SURVEY SAYS

COACHING BORROW FROM BOTH CONSULTING AND THERAPY

CONSULTING	COACHING		THERAPY
<ul style="list-style-type: none"> Paid to come up with answer Focuses on organizational performance Strives for objectivity Provides quantitative analysis of problem 	<ul style="list-style-type: none"> Advises individual leaders on business matters Involves management in goal setting Based on organizational ethics Paid for by the company 	<ul style="list-style-type: none"> Focuses on the future Fosters individual performance in a business context Helps executives discover their own path 	<ul style="list-style-type: none"> Paid ask the right questions Tackles difficult issues at work and home Focuses on individual behavioral change Explores subjective experience
		<ul style="list-style-type: none"> Focuses on the past Diagnoses and treats dysfunctionality Based on medical ethics Paid for by the individual 	

SOURCE: COUTU AND KAUFFMAN, HBR 2009

COACHING REQUEST:

In service of you getting the most from coaching, I will often ask you at the beginning of each coaching session: "What is your request for coaching?", said another way, "What would you like to get from our conversation today?" This is one of the most valuable questions I will ask you each week because it challenges you to identify what is most important to take away from our conversation in service of getting where you want to go.

You are the expert of your life, holding all of the wisdom and power for the direction of your projects. This is an opportunity to practice tapping into that wisdom.

If you are like me and most of my clients, the first thought will be, "I don't know," even after years of practice. I encourage you to push through this first level of not knowing. Often times, it helps to simply bring what is on your mind, what you're challenged with at the moment.

There is often judgement with not knowing, but there is no right or wrong answer here. Consider this question as an invitation to be supported on what matters most to you in the moment. It is a like a compass that gives us initial direction of where we intend to go for the session.

As your coach, I will help to clarify what you are looking for. As we move forward, you will create 3-4 project areas. This is the best place to look for a coaching request. You might ask yourself,

"What could I get today, from this session, that would help me to move my projects forward?"



STRUCTURE OF A COACHING SESSION

Coaching sessions tend to follow a particular structure. This structure is a tried and tested structure to best move you forward week to week. Of course, coaching is not a rigid conversation, so it may deviate from this basic structure, as needed.

Also, in the first 4-6 sessions, I will be guiding a bit more closely to set the agenda for the sessions until you get familiar with the process.

0-5 MINUTES:

Check in. Practice sharing authentically what you noticed during the week, struggles, challenges, wins and anything else you see as important to share. The key here is direct, authentic sharing.

5-15 MINUTES:

Share coaching request and work with coach to clarify precisely what you would like to come away with from the session.

15-45 MINUTES:

Coaching to the request for the session.

45-50 MINUTES:

Co-create and discuss important actions and practices for the week from the coaching session and projects.

50-55 MINUTES:

Begin wrapping up the coaching session.

Continues on the next page



55-60 MINUTES:

We will always close the session with these three questions

What is the value that you generated from today's coaching session?

- This question serves to have you claim the value you are taking from the conversation. This reinforces the learning, awareness and insight generated from the session.

Is there anything missing, incomplete or disempowering?

- As your coach, my goal is to leave you complete and empowered at the end of your coaching session. Occasionally, there may be something in the session that may have hit you the wrong way, or something to follow up on that we forget about. This is the opportunity to address any of those things directly and to leave you complete and empowered.

For whom would you like to be acknowledged for being?

- This question is worded funny and can be confronting particularly to new clients. This question has two very important intentions:

1. You may have noticed that people in the world are under acknowledged. Being acknowledged for one's greatness is as essential for a human being's performance as water. This is a built-in practice of being acknowledged.

2. One of the most important things you can get from coaching is learning to relate to and acknowledge your own inherent greatness. I will challenge you to practice identifying aspects of your being to be acknowledged for. Traditionally, acknowledgement is only given through the lens of things that we have done, demonstrated or achieved. This creates a false belief that our value is attached to how we perform, or what we have done. The practice of being acknowledged for who you are being, not what you have done, serves to build a stronger, more powerful relationship to your essential greatness.

WHAT TO BRING

Just you and a willingness to coach. However, if you do feel the need to bring something, I'd recommend paper and pen, along with previous notes/assignments.

PAYMENT

Payment in full for our coaching engagement is due prior to the first coaching session. If you prefer to pay monthly, simply request a monthly option and you will be set up on an automatic payment plan prior to the first coaching session.



SCHEDULING + CANCELLATION

Your coaching engagement includes 3, 60-minute coaching sessions per calendar month to be conducted weekly, as well as unlimited check-ins via email/text and occasional spot coaching as needed between sessions.

Client sessions are available on Tuesdays, Wednesday, and Thursdays. Typically, we will work together to find a time that works consistently for both of us in the first few weeks. Sometimes, it takes a few weeks to work out a consistent schedule which is normal and expected. In the event that you need to reschedule a coaching session, I'm happy to accommodate your request with at least 24-hour's notice.

I promise to make myself available for your coaching session each week. However, in the event that you need to cancel for some reason and can't reschedule during the week, that coaching session will not be made up and cannot be transferred to following weeks unless previously agreed upon.

CORE CONCEPTS IN OUR COACHING ENGAGEMENT

All people are different, have different beliefs, challenges and goals, which is why every coaching engagement is custom designed to uniquely support the client I'm working with. However, there are some foundational concepts and a basic roadmap that serves each client that I would like to lay out here. While there is a basic plan that I follow, it is not always followed in a particular order for every client, as each client has different needs and starts in different places. As your coach, I will be listening for the most appropriate times to introduce particular concepts and tools to best support your progress.

The origin of the program is steeped in a few different approaches that we'll mix and fold in together including ontological coaching, positive psychology, performance psychology, and leadership philosophy.

The basic roadmap for our work together can be summarized in three important steps that are happening both sequentially and simultaneously. They follow this order: Phase 1 – Identity (6-8 weeks), Phase 2 – Vision (4-6 weeks), Phase 3 – Process (6 weeks and beyond).



PHASE 1 – IDENTITY

This phase is about elevating your state of being and awareness of self, it's about connecting you to who you are in your essential greatness (tangibly and intangibly), free from limiting beliefs, the internal critic, and the survival mechanism.

This is essential to your power and effectiveness, and without this shift you will be limited in what you can create by your limited perception of what's possible for you and in the world. By getting present to who we are and our internal compass, we are in the best position to identify where we want to go.

Core concepts covered here include: Introduction to the iOS, Essence, Survival Mechanism, Strengths Inventory, Acknowledgement, Clearing Exercise, Wellbeing, Self-Awareness Practices, Assessments.

PHASE 2 – VISION

This phase is about bringing this new state of being into the real world and places a heavy emphasis on designing your projects. In this stage, you will learn new tools, frameworks and exercises designed to implement transformative change in your life. Here you will learn to bring concepts, new learnings and awareness to life. Your dreams and possibilities will move from ideas to action plans.

Core Concepts covered here include: Declare and Fulfill, Heavy Emphasis on Project Design, Completion

PHASE 3 – PROCESS

This phase is about execution, moving forward and producing results. This phase is also about addressing the obstacles that will show up along the way. In some ways, this is where you begin to hit your stride and begin actualizing the plan that you have set out for yourself. The focus is on experimentation, stretching the comfort zone and making progress on your project areas.

Core Concepts covered here include: Project Design, Completion, Addressing Breakdowns, Creating Breakthroughs, Results Focus, Time and Integrity, Leadership Skills, Habit Formation, Sustainable Systems and Practices