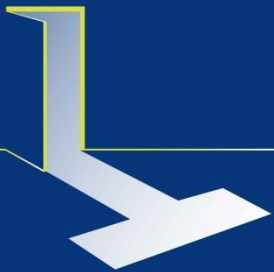


# Secrets of a Life Coach: Learn how to Coach Business Advisors to Success

revealed by experienced Accounting Marketing Strategist  
and Certified Life Strategies Coach,  
**Lisa Tierney, CLSC**



**TIERNEY Coaching & Consulting, Inc.**

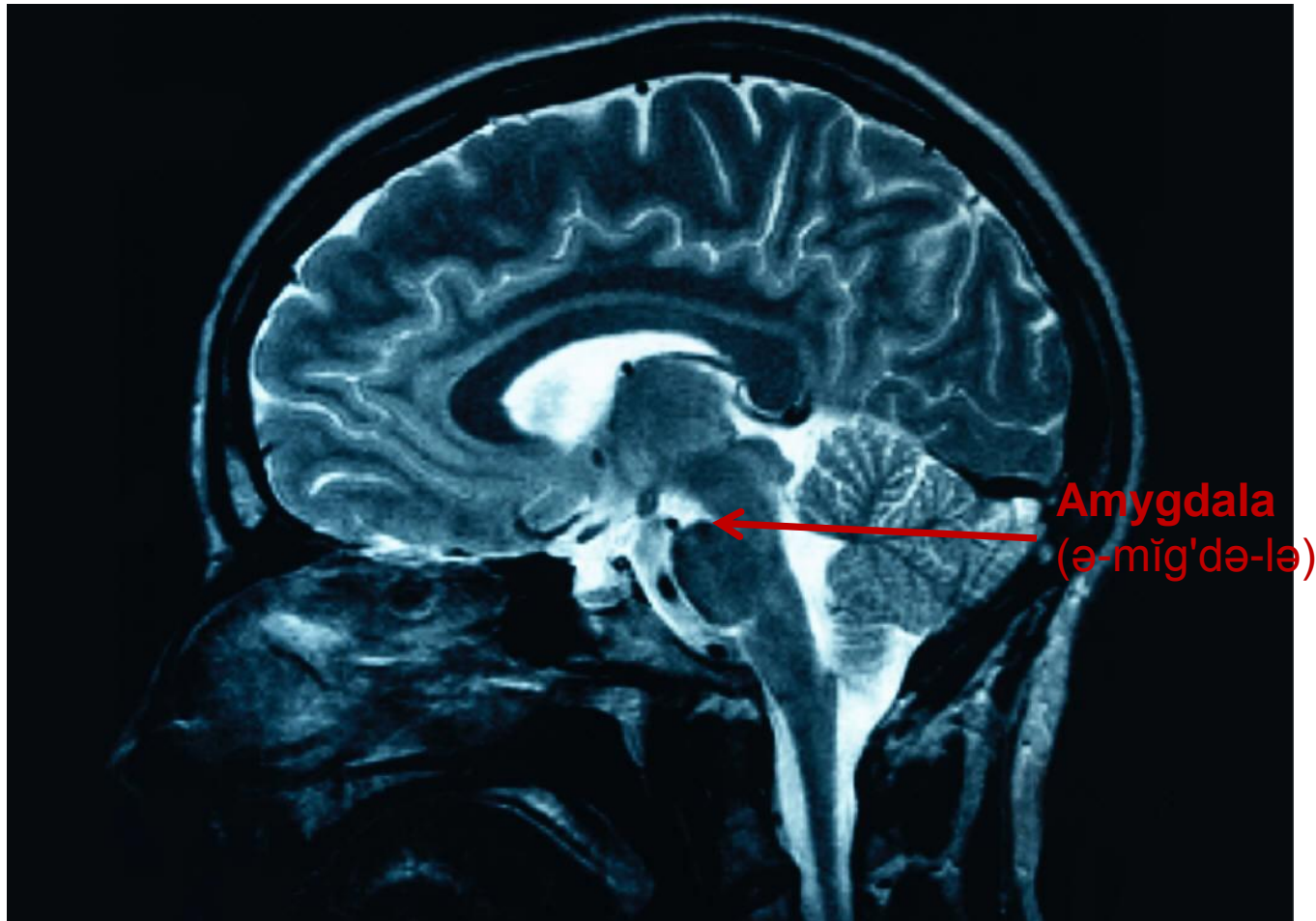
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# What Is A Coach?

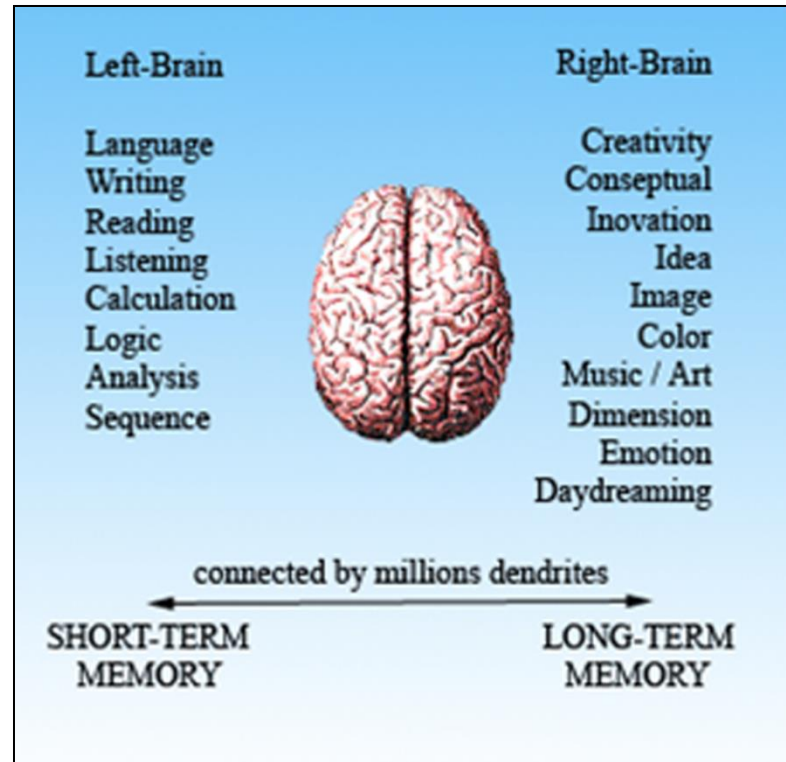
A coach is an individual who has the tools, focus, wisdom, intent, and knowledge to elicit a client's values, goals, and beliefs and then is able to create a plan of action and strategies for success toward a defined outcome or result.



# Why Does Coaching Work? **The Brain**



# How Does Coaching Work?



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# How Can I Be a Coach?

- ▶ Establishing rapport
- ▶ Active listening
- ▶ Mirroring – backtracking and pacing
- ▶ Gathering information
- ▶ Well-formed outcome
- ▶ Benefits of outcome
- ▶ Action plan



# Establishing Rapport

- Alignment
- Pacing
- Leading
- Understanding



# Active Listening

- ▶ Mind Chatter
- ▶ Internal Images
- ▶ Backtrack
- ▶ Limiting Beliefs or Pre-Suppositions
- ▶ Non-Verbal Communication Cues
- ▶ Awkward Lull vs. Discovery



# Mirroring Your Client

## (Aligning, Backtracking and Pacing)



Example:

Complaint: I'm never going to get all this work done!"

Typical and **not useful responses a person might make:**

- *Giving advice:* Why don't you just make a shorter list?
- *Fixing:* I'm so sorry for you. Here, let me help you get it done.
- *Judgmental:* Well, you just try to do too much so you can seem important.
- *Blaming:* It's not your fault – your boss must be a tyrant to work you so hard.

— So it **seems** like you are never going to get your work done, is that right?



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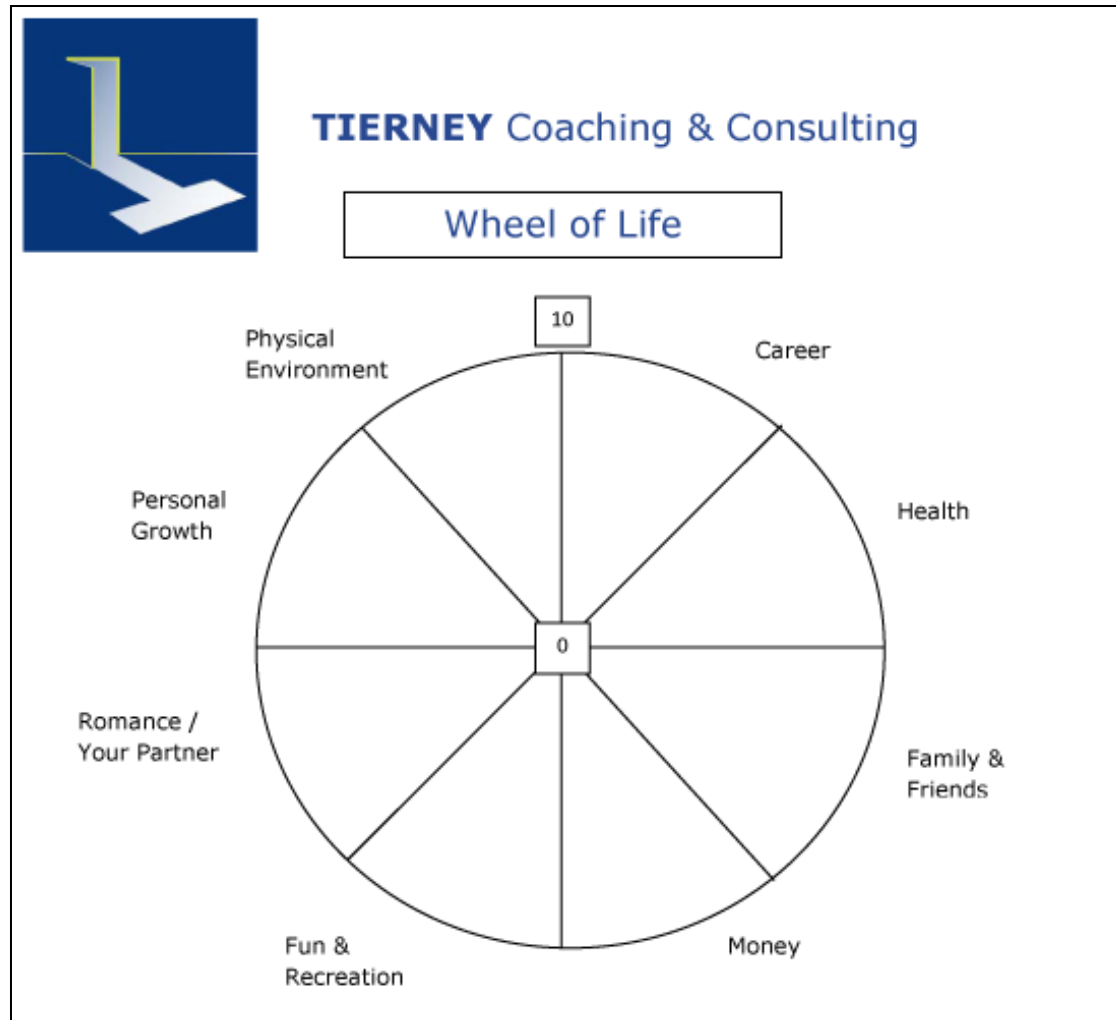
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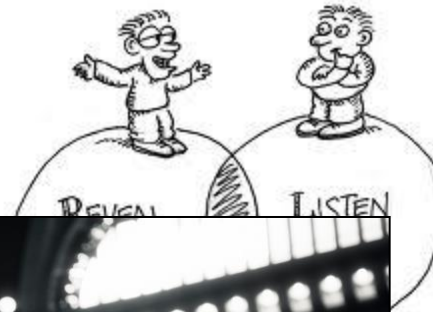
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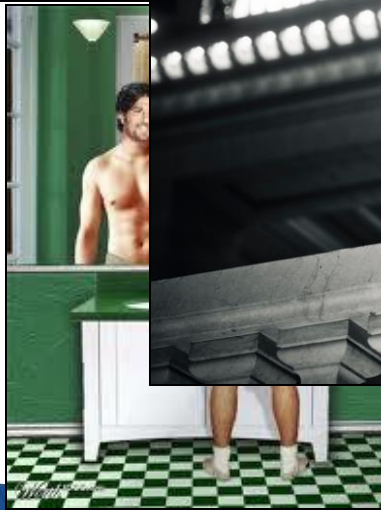
# Gathering Information

“ ”





All Interactions Can be Perceived from One Of Three Different Perspectives:



# Self, Other, or Observer



# Gathering Information



## Define the Present State or Challenge

**AUTHORITY:** Who makes the decisions, who is in control?

**Internal control** (From inside the person out into the world)

**External control** (Power and control come from the outside world over the person)

## **MOTIVATION DIRECTION:**

**Towards what is wanted** (Proactive, directive, decisive, able to risk)

**Away from what is not wanted** (Reactive, fearful, hesitant, limited)



# Gathering Information



Example:

Complaint: I'm never going to get all this work done!"

We need to get to the real root of the problem, which might be one or more of the following:

- *Taking responsibility for everything*
- *Time urgency*
- *Trying to be accepted or good enough*
- *Trying to be perfect*
- *Not having the skills to do the work*
- *Setting appropriate boundaries*



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# Gathering Information

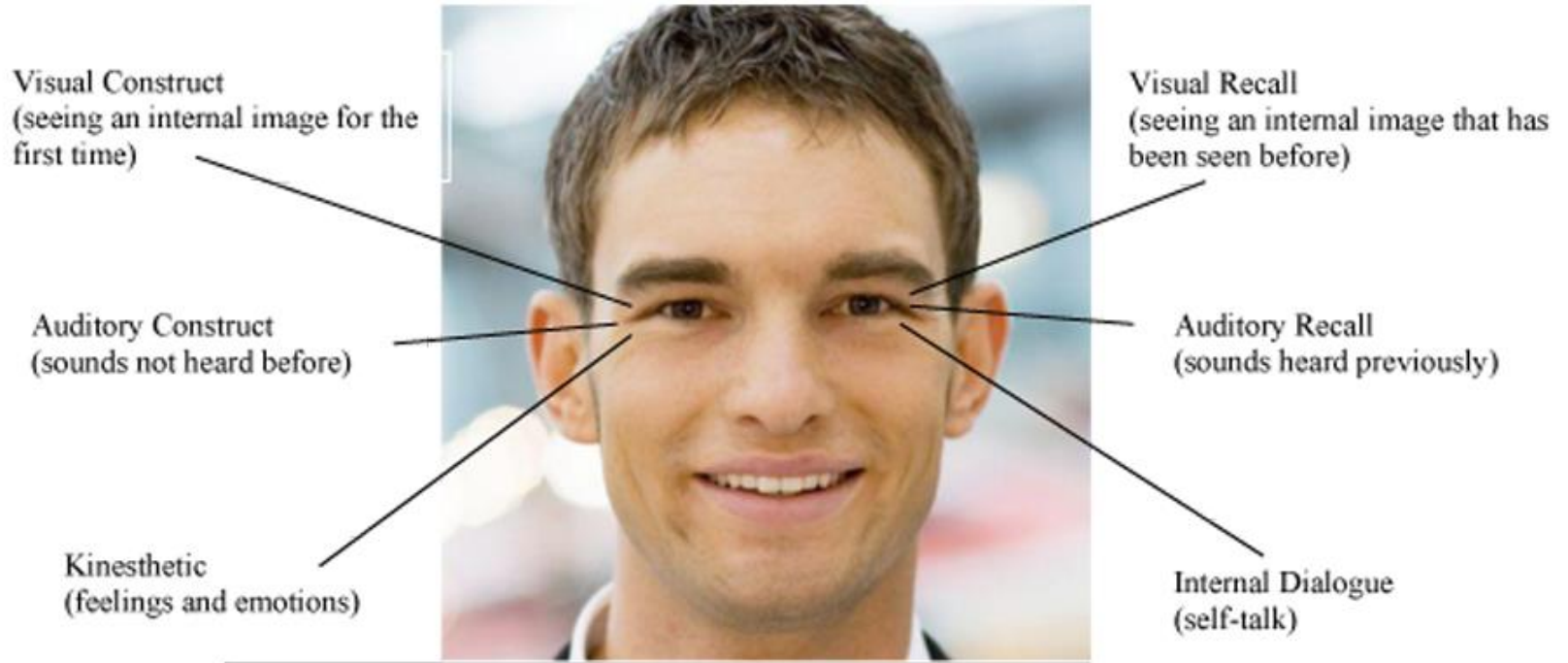


Example of some **GREAT QUESTIONS** and sentence-starters:

- I'm curious....,
- I was wondering....,
- What I offer is....,
- Would you find value in...?,
- What would happen if...?,
- So that we are all clear, what I heard you say is...(backtrack)....



Eye Accessing Cues – Direction of eye movement as you look at another person.



Opening question: **“What do you want to be different in your life** (or context of client’s choice)?” This question leads the client to focusing on what they do want.



# A Desired Outcome

## Typical Challenges faced by Coaches:



Lack of Motivation

Procrastination

Disorganization/Clutter

Indecision

Tardiness

Anxiety/Worry

Lack of Self Worth

Reactivity/Out of Control

Setting Boundaries

Self-Care

Health Issues

Phobias

Anger

Addictions

Relationships

Transitions

Skill Building

## Structure of a Good Motivation Strategy:

Compelling benefits of the outcome

Understanding of both what is wanted – **and not** wanted

Focus on the goal or end result



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# Get to the Heart of the Matter (attach to an emotional benefit)



Tap **both sides of the brain** with the  
“perfect scenario”

**Utilize all senses** – especially the  
kinesthetic benefit to achieving the goal

Create a **Compelling Image** associated  
with this desired outcome





# Get to the Heart of the Matter (attach to an emotional benefit)



- Feed-back
- Feed-forward

## The Power of Words and Beliefs -

- “| *wish*...”
- “| *hope*...”
- “| *expect*...”



# Developing A Plan of Action

## A Well-Formed Outcome

1. What do you want?
2. When do you want it?
3. How will you know when you have it?
4. What aspects of your life will be affected by achieving this goal?
5. What stops you from having your goal?
6. What resources do you already have to achieve this goal?
7. What additional resources do you need to achieve this goal?
8. What is the first step in accomplishing your goal?



- Rapport
- Active Listening
- Mirroring
- Gathering Information
- Desired Outcome
- Emotional Benefit
- Start a Plan



# For the visual learners....



“ ”  
■





Build Rapport



Actively Listen



Mirror

Gathering Info

“ ”

Focus on Desired Outcome



Get to the Heart of the Matter



Start a Plan of Action



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# COACHING SESSION – Participation Exercise (Small Groups)

1. Get into **Small Groups** (5-6 people)
2. Select a **“Client”**
3. Select Your “Spokesperson **Coach**”
4. **Note-taker** (Observer of the Session)
5. Begin by having the “Client” **Identify a Life Area**
6. The Coach(es) extract details of **Improved State**



- ▶ Establish Rapport
- ▶ Elicit the Client's current challenge
- ▶ Mirror the state of the present situation
- ▶ Gather Information - (Moving From or Toward?) /  
(Does the Client possess the Authority necessary?)
- ▶ Well-Formed Outcome (including Emotional Benefit)
- ▶ Commit to a First Step (specifics, timing) of Action Plan



# Attributes of Good Coaching

- Focused on Outcome
- Trust and Respect
- Impartiality
- Model for Success
- Keeps it Positive and Moving Forward
- Proactive vs. Reactionary
- Broader Perspective of Truth





# The Four Agreements

*The Four Agreements: A Practical Guide to Personal Freedom* was published in 1997 - written by Don Miguel Ruiz, a Toltec Indian.

- ▶ **Be impeccable with your word**
- ▶ **Don't take anything personally**
- ▶ **Don't make assumptions**
- ▶ **Always do your best**



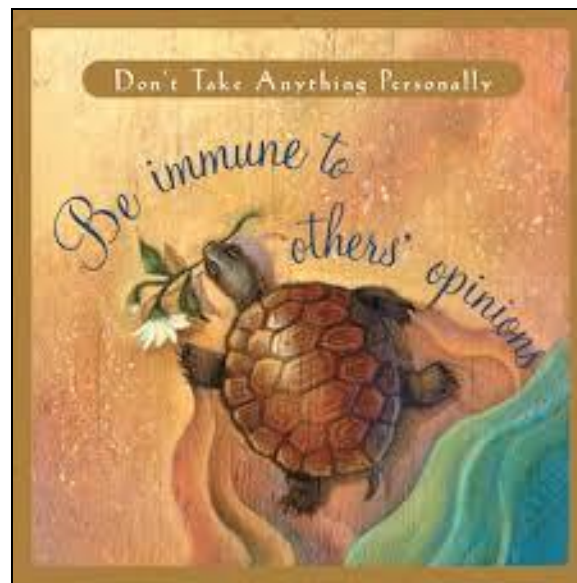
# 1. Speaking with Impeccable Truth

- ▶ Be respectful of yourself and others
- ▶ Be clear – and talk plainly
- ▶ The Truth, The Whole Truth and Nothing But The TRUTH



## 2. Never Take it Personally

- ▶ Understand possible personal agendas
- ▶ Be objective when asking a question
- ▶ Diffuse from emotion; use your breath

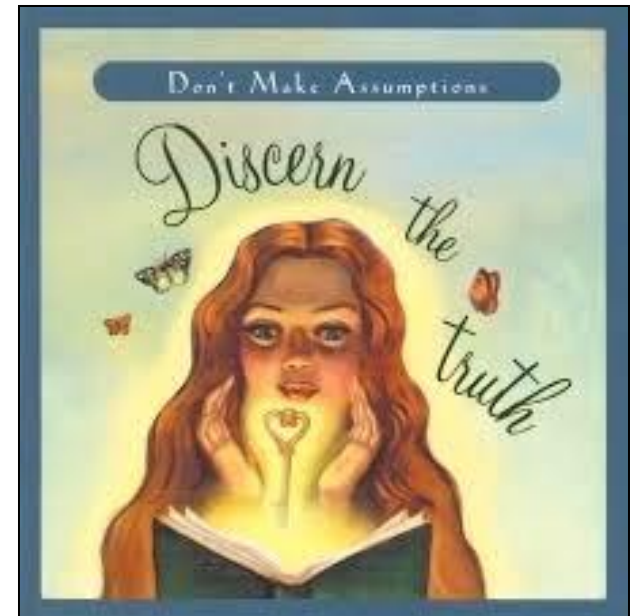


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# 3. Don't Assume

- ▶ Ask questions for clarification
- ▶ Mirror the objective
- ▶ “Tell me more” ....
- ▶ Identify any obstacles or objections
- ▶ Clearly define “success” or completion



# 4. Always Do Your Best

- ▶ Your best will change from day to day
- ▶ Your best will change throughout the day
- ▶ And so will others' best
- ▶ Ask yourself, “Is now the time?”



# Suggestions for USING / Applying these Four Agreements

- Book Club
- Workshop – me or someone else facilitates
- A 4 month program – a group picks one agreement to work on each month
- The buddy system

The *Four Agreements* heightens a state of awareness around communication and behavior...they really work!



# Tolstoy's Tips for Coaching

When is the best time to do something?

**Now.**

Who are the most important people?

**The ones you are with.**

What is the most important thing to do?

**To make those you are with happy.**

