

Coaching Tools and Tactics for Client Success Session 4624 Canfitpro Toronto 2019

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Goals for Today

- ▶ **AWARENESS** = deepen our understanding of why behaviour change is so challenging
- ▶ **INSIGHTS** = explore some powerful concepts that may unlock valuable tactics and tools to add to our toolbox
- ▶ **ACTION**= leave with a ready to use action plan to upgrade your coaching skills and deliver sustainable client success

Reflections....

- ▶ Do you get frustrated when your clients do not achieve their goals or get side tracked?
- ▶ Who really “owns” client results?

Reflections ...

- ▶ Why do our clients fail to achieve their goals?
- ▶ Can we help our clients be more “coachable”?
- ▶ Are you open to some new concepts that could support your ability to deliver success?

Why is Change so Challenging?

Coaching ...

- ▶ A coach is a trained professional who has the **skills, strategies** and **tools** to help individuals create positive changes, see new possibilities and define the steps to be taken to achieve both short and long term goals

Coaching...

- ▶ We help people go from where they are to where they want to go.....
- ▶ Coaches give us **perspective** and they help us see and understand things that we can't see or understand for ourselves
- ▶ Coaching is based on **accountability to yourself** which is the foundation that creates results

Coaching Philosophy

- ▶ **You** are the **expert** of your life.
- ▶ You have all the solutions you need to be the best version of yourself.
- ▶ My role as your coach is to **guide** you to **discover, clarify** and be **accountable** to your solutions

Coaching Philosophy

- ▶ **Empower** your clients to be accountable to their dreams + goals, their action steps and their results
- ▶ We are all a work in progress

Coaching Focus

- ▶ As a Coach we focus on the client's **Values** (what's important? I want to be healthy and live a long life) and **Beliefs** (I hate exercise, I love desert, I love to be athletic, I love salad) and their **Identity** (I am fat, I am a poor eater, I am not good enough..., I am confident, I am an athlete, I got this...)

Approach

- ▶ As the Fitness / Personal Trainer we are positioned as the **Expert**, we **Deliver** solutions and **Tell** Clients what to do during sessions
- ▶ As a Coach we are positioned as a **Guide**, we help clients **Discover** solutions and we **Listen** to their ideas and possible choices during sessions
- ▶ Behaviour Change is **COMPLEX**. Could a hybrid approach be valuable for success?

Listen - Guide

A coach spends:

- ▶ **80 – 90%** of their time Listening
- ▶ **10 – 20%** of their time Guiding and Directing solutions
- ▶ We all want to feel safe, valued and heard

The Outcome

- ▶ Clients Empowered
- ▶ They own their Results
- ▶ Sustainable Change
- ▶ Everyone WINS !!!!
- ▶ **More Coachable**

To Help Your Clients be More Coachable.....

Leverage Coaching

- ▶ Concepts
- ▶ Tactics
- ▶ Tools

The Power of Our Mind: Conscious + Subconscious

- ▶ The Iceberg concept

The Conscious Mind

- ▶ Life is BUSY
- ▶ Vegas in our Heads
- ▶ “Busyness” Trap
- ▶ Hustle Mentality
- ▶ Distraction vs Discipline
- ▶ Drifting on Autopilot
- ▶ Decision Fatigue
- ▶ 10% of our daily life is managed by our conscious mind

The Conscious Mind

Distraction or Discipline?

- ▶ This week, is it aimlessness and distraction or ambition and discipline? We choose
- ▶ Brendon Burchard

The Conscious Mind

Mental Energy / Decision Fatigue

- ▶ Research by Psychologists has shown that we have a finite amount of cognitive ability also referred to as Mental Energy
- ▶ Too many conscious decisions in a day leads to “Decision Fatigue”
- ▶ The Results are that we may experience:
 - ▶ Reduced Clarity (focus)
 - ▶ Impulse Buying (debt)
 - ▶ Less Willpower / Poor Choices (food)
 - ▶ No Choices (exercise)
 - ▶ Under Achievement (lifestyle)
 - ▶ Drift and Living on “Autopilot”

The Conscious Mind

- ▶ Can we really logically think our way to achieving our goals through hard work and determination?
- ▶ Is there more to sustainable behaviour change?

The Subconscious Mind

- ▶ Beliefs
- ▶ Values
- ▶ Emotions
- ▶ Habits
- ▶ Imagination
- ▶ Intuition
- ▶ Safety / Protection
- ▶ 90% of our daily life is managed by our subconscious mind

The Subconscious Mind

Beliefs + Values + Behaviours

- ▶ Models of Reality (our internal hardware)
- ▶ The Lens through which we make sense of the world
- ▶ Social Conditioning = age 0 to 7 we absorb what we are exposed to through authority figures (parents, family, teachers, coaches) = NOT by choice
- ▶ Do you have “old” / “outdated” beliefs, values or behaviours?
- ▶ Level Up?

The Subconscious Mind

Beliefs + Values + Behaviours

- ▶ Money doesn't grow on trees
- ▶ Work hard to be successful
- ▶ University degree to be smart
- ▶ You will always be fat
- ▶ Clean your plate, there are starving children in the world
- ▶ Others?
- ▶ Are they still True for You?
- ▶ Swappable?

The Subconscious Mind

Beliefs + Values + Behaviours

- ▶ Does how you think about yourself affect your ability to change your behaviour?
- ▶ Do our thoughts become things?

The Subconscious Mind

Automatic Negative Thoughts = ANTS

- ▶ We naturally see the world through a **negative** lens
- ▶ Our primitive (subconscious) brain is 2 million years old = not designed to make us happy
- ▶ We are wired for fear, worry and stress = we are wired for **survival**
- ▶ If we follow our survival brain we will feel bad – a lot
- ▶ We have a highway to negative and a dirt road to happiness
- ▶ Our subconscious mind manages **90%** of our daily routines

The Subconscious Mind

Habits are Powerful

- ▶ Habits are our internal software, our systems for living each day...
- ▶ Are you running your life on "outdated" software that needs to be "refreshed"?
 - ▶ Virus protection
 - ▶ Optimized operating system

Optimize Yourself

- ▶ "It is very important to have a feedback loop, where you're constantly thinking about what you've done and how you could be doing better. I think that's the single best piece of advice: Constantly thinking about how you could be doing things better and questioning yourself."
Elon Musk

The Subconscious Mind

Alignment

- ▶ Jonathon Haidt – "The Happiness Hypothesis"
- ▶ Who wins... the Elephant or the Rider?
- ▶ When change fails, it's the Elephant's fault
- ▶ No alignment between the Conscious (Thoughts) and the Sub-Conscious Mind (Beliefs + Behaviours)

Insights....

- ▶ 90% of our daily life is managed by our subconscious mind, yet we expect our conscious mind (the other 10%) to be the source of behaviour change and lifestyle success
- ▶ We establish many of our values, beliefs and behaviours as a child through social conditioning as our models of reality
- ▶ Our daily mindset is run by ANTs and our default setting is fear and negativity. If we don't have alignment between our conscious and our subconscious mind in relation to behaviour change, old patterns always win (the elephant)
- ▶ How can we navigate change by choice, not by chance?

Action....

- ▶ Our power to change behaviour lies in updating our subconscious mind (values, beliefs, behaviours, habits)
- ▶ Successful change comes when there is alignment between our conscious mind and our subconscious mind
- ▶ The small steps we take everyday (habits) are where we accomplish excellence
- ▶ Taking control of our mindset fuels our choices and our confidence

Coaching Tactics

- ▶ Awareness
- ▶ Reflection
- ▶ Powerful Mind Hacks

Tactics: Awareness

- ▶ Our mind is a powerful resource
- ▶ **We Live in the world of 10%, but our every day choices lie deep within the 90%**
- ▶ Living in full speed keeps us utilizing yesterday's behaviour patterns

Awareness = Push pause on "doing" to create space for making choices that deliver the results we desire and move us forward toward our dreams and goals

- ▶ Build your own optimization plan

Tactics: Reflection

- ▶ Discovery
- ▶ Curiosity
- ▶ **What's working for me in my life?**
- ▶ **Where am I out of Alignment?** Are there behaviours that are holding me back? Are there parts of my life that need upgrading?
- ▶ Am I happy with where my life is at right now?
- ▶ Push PAUSE...

Tactics: Mind Hacks

- ▶ **Question your Beliefs**
- ▶ Create a new model of how the world works for me = upgrade / swap out old beliefs
- ▶ **Daily Habits**
- ▶ Refresh your daily habits to delete outdated software and input new behaviours that fuel change
- ▶ **Peak Mindset**
- ▶ Take control over how you show up each day and how you respond to the challenges you face
- ▶ Be in the drivers seat of the journey of your life....

Tools: Life Inventory

- ▶ **Annual Review / Monthly and Weekly Reflect**
- ▶ Life is a journey through many different landscapes
- ▶ There are peaks and valleys, meadows, forests and deserts. How's your view today?

Tools: Life Inventory

- ▶ **Experiences: Love Relationships, Friendships, Adventure, Environment**
- ▶ **Growth: Health + Fitness, Intellectual Life, Skills, Spiritual Life**
- ▶ **Contribution: Career + Finances, Creative Life, Family Life, Community Life**
- ▶ Change begins with Awareness and Desire to upgrade your life
- ▶ Navigate your life by choice, not by chance

Tools: Powerful Questions Try These...

- ▶ Discover key motivators, deep desires, dreams
- ▶ What's important to you?
- ▶ What would you like to accomplish in your fitness / nutrition plan?
- ▶ If things were better with your fitness / eating plans how would that feel?
- ▶ What would you look like if you accomplished your goal?

Tools: Powerful Questions

- ▶ What do you hear people saying when you accomplish your goal?
- ▶ How would you like things to be different?
- ▶ It sounds like you know the challenges you face, if you were my coach how would you recommend I solve this challenge?
- ▶ How confident do you feel about your ability to accomplish this goal?

Insight

- ▶ Coaches are Guides, Clients are Experts
- ▶ Questions help you undercover what the Client really desires
- ▶ Questions help clients get clear about their own motivation for change
- ▶ Clients have the answers, they just need to feel empowered enough to turn them in to actions

Tools: Goal Setting

- ▶ Use empowering Language to helping clients set and achieve goals
- ▶ My client Barb wants to lose weight (20 pounds) in the next 3 months
- ▶ Currently she weighs 175 and wants to be down to 155 by January 15th, 2020.
- ▶ How would we frame her weight loss goal using empowering language?

Tools: Visualize

- ▶ **Discover** - what does success look like, feel like and sound like in pictures
- ▶ **Access Intuition** – daily visual prompts reprogram beliefs from negative to positive = create a vision board

Tools: Intentions

- ▶ **I AM** - use I am statements to program your subconscious mind to believe that they are already true
- ▶ **Quiet the Critic** – Input positive and empowering statements
- ▶ **Create the future you** – I am strong, I am healthy, I am happy

Tools: Gratitude

- ▶ **Glasses** - put on your gratitude glasses each morning and you will begin to see the world through a more positive lens
- ▶ **Happy Now** – being grateful for what you have now allows you to be happy now while still striving for a better future
- ▶ **Mindset Matters** – thoughts become things

Coaching Tactics + Tools

- ▶ Remember the Elephant and the Rider.... Who wins?
- ▶ Success comes when the conscious + subconscious mind are in alignment

Insights

Actions

- ▶ Be more Aware of your thoughts, behaviours and beliefs and help your client to become more aware of theirs too
- ▶ Upgrade your beliefs (what's old and outdated?) and refresh your daily habits (optimization plan)
- ▶ Add coaching tools to your client relationship to help build alignment between the conscious + subconscious mind
- ▶ Take control over your mindset daily = meditate, I am statements, intentions, journal, gratitude
- ▶ Make time for stillness and Reflect on your optimization plan. Listen for the subconscious mind to reveal your true deepest desires

Resources

- ▶ Tools of Titans / Tribe of Mentors Tim Ferris
- ▶ The Code of the Extraordinary Mind Vischen Lakhiani / Mindvalley Academy
- ▶ Switch Chip + Dan Heath
- ▶ Who Moved My Cheese? Dr. Spencer Johnson
- ▶ The Happiness Project Gretchen Rubin
- ▶ Thrive Arianna Huffington
- ▶ High Performance Habits Brendon Burchard
- ▶ The 5 AM Club Robin Sharma

Resources

- ▶ 24 Questions for Humans Craig Harper
- ▶ Braving the Wilderness Brené Brown
- ▶ Ikigai Yukari Mitsuhashi
- ▶ The Art of Stillness Pico Iyer
- ▶ Awareness Anthony De Mello
- ▶ The You Project Podcast – Craig Harper

Good Luck.....

- ▶ Can I help you rejuvenate your life or business ?
- ▶ Want to feel empowered as you write the next chapter of your life story?
- ▶ Let's connect for a complimentary coaching session soon...
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