



LIFE COACH UNIVERSITY

Life Coach University
Week 2: Coaching Objectives

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*You can not teach a man anything.
You can only help him discover it within himself.*
-Galileo Galilei

The distinctive differences between coaching and other similar industries is the mission to move the client forward.

The coaching process can be broken down into three simple and easy steps:

1. Identify the ideas, thoughts or beliefs that keep your client from getting what they want.
2. Help them shift their perspective so that they can feel good about themselves moving forward.
3. Help them capitalize on their strengths to achieve fulfillment and their full potential

Although specific goals for the clients will vary; the primary objective of the coaching experience will have the same focus -- to help the client:

- Become more self-aware
- Discover what is keeping them stuck
- Create more prosperity, balance and fulfillment within their lives and work

The purpose of coaching is **to unlock people's potential to maximize their own performance**. It is helping them to learn rather than teaching or telling them.

[Coaching Objectives](#) - Coach Not Fix

Questions to ask to identify your objective as a coach.

1. What's your end goal?
2. Where do you want this person to be at the end of this experience?

5 Essential Skills of a Life Coach

- 1. Effective Communication:** There is a vast difference between communication and effective communication; especially in the world of coaching. To communicate effectively as a coach means to:
 - Listen intently for what the client is not SAYING (the conversation underneath the conversation)
 - Remain objective; listening for the clients truth instead of infusing our personal beliefs into the experience. This limits the client from their own discoveries and hinders the opportunity for long-term sustainable change.
 - Be open to opposing interpretations. Trust that the client knows what's best for them, but "don't believe what they say". Use their words as a guide to lead them to their truth, but free them to uncover it on their own.
- 2. Awareness:** Awareness is simply bringing subconscious ideas, attitudes and beliefs to consciousness. It's important that we are always searching for that deeper connection with the subconscious mind, as it dictates 95% of the decisions that we make and determine all of our outcomes.
 - Awareness is the only way to self-mastery and experiencing a truly fulfilled life.
- 3. Responsible & Responsive Actions:** It's imperative that as the coach, our actions do not interfere with the clients growth experience. We must respect physical boundaries and create an environment that allows our client to feel safe to explore. This frees them to take steps throughout their journey without outside influences.
- 4. Eye Contact:** Emotions are expressed in the body. Because much of what goes on within us, happens with our emotions; it's easily felt or seen with body language, eye movement, even breathing. Pay close attention to the changes in the body, skin color, sudden or subtle movements as this all impacts the coaching experience greatly and could be the difference between stagnation and a breakthrough.
- 5. Intuition:** Coaching is 25% skill and 75% intuition. Knowing when to ask a question is almost even more important than knowing which question to ask. Remember, our job is not to be brilliant but to be fully present and aware that it's time to uncover the truth. Being connected to self is the only way to enhance this

aspect of the coaching experience. You are meeting with another spiritual being who believes that they are having a natural experience and our job is to elevate their minds in a way that transforms their lives in every possible way; we do not have the power to do this alone. But we do have the power within us to help the client create this shift for themselves.

Language, Observation & Assessment

Our job as a coach is to provide the client with a new language, through experiences, relationships & meaning.

We use language to comprehend and design our world.

Language allows us to coordinate and connect with others.

Once the language resonates, you then adopt the belief and then take action to activate the necessary change to embody it.

The language of our actions and behaviors:

- Unlearning
- What is what you're doing, saying?
- As a coach we listen for what our clients aren't saying
- Behavior follows the interpretation of the client

Homework:

Observation

Practice identifying the objective when going into any conversation with anyone this week.

Assigned text:

Evoking Excellence - ch. 3

Laser Focused coaching - ch. 2-3

