



WELCOME TO THE AC BULLETIN

Dear Readers

Welcome to the second addition of the AC Bulletin.

I am delighted to take up the role of Honorary Editor of the AC e-Bulletin. Words are my passion and Life Coaching is the medium I am able to share my skills and talents by.

Over the past 25 years I have been involved in the world of personal growth and training. Today my dreams and ambitions are continually evolving with my work with both students of coaching and clients looking to take their lifestyle to the next level. How about you? Are your core beliefs moving you forward? I'd love to know what you have to say about the concept of Coaching. Your thoughts may even appear in a future copy of the AC e-Bulletin.

Our main aim for the AC e-Bulletin is to put you the reader in the picture about the latest developments within our Coaching industry. Luckily there is out there a colossal source of available information, for each of us to utilise.

To begin with every quarter we'll offer you a choice of insightful case studies, coaching tools, techniques and resources to help you achieve your ultimate goal. But of course to do that we need your help, so do please send in your favorite coaching stories, books, training workshops, tips and even quibbles!

Regarding the future we have plans. All will be revealed to you in our next issue. So keep reading and please do pass on this issue to others within your coaching community.

Moving swiftly on, as we Coaches do! I invite you to take part in our very first competition. We are looking for our own AC e-Bulletin catchphrase. Have you got one you would like to share with us? Better still can you create the catchphrase we are looking for? The catchphrase that says it all about the values and beliefs of the coaching industry.

Here's my example that I use in the course of my coach training work:

COACHING LEADS TO SUCCESS

There is mystery prize waiting to be claimed by the lucky winner - it could be you and your catchphrase. To take part in this fun competition, please send your entries in no more than 5 words by email to me at the AC. Do this before 15 August 2003. The creative winner will be announced in our very next issue - September 2003.



COACHING LEADS TO SUCCESS

Yours in Coaching

Honorary Editor, AC
Master Life Coach Trainer, NLP Practitioner,
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A Question of Coaching Tools, Skills and Techniques

Every craftsman needs tools to enable him/her to get the job done. Yet at the same time skills and choice techniques are required to put those tools to their best use.

We as professional coaches have at the ready numerous tools in our coaching tool kit.

What these tools are depends on what is required during the coaching session.

It is the Coach who chooses the tools and puts them to their best use. These tools are no more than assessment guides used to help a coachee reach an acceptable conclusion.

What tools do you favour in your coaching practice? If you would like to have your practice mentioned within the AC e-Bulletin then let us know about your coaching methods.

Every Coach has their unique style. What's yours?



QUALITY LIFE COACHING

So what is quality Life Coaching? In fact, what is Life Coaching?

Does training come into it and is there an automatic standard?

It's a minefield out there with many various ways in which coaching can be taught, learned and practiced, each offering their own unique qualities. As far as I am aware coaching happened as early as the '1500'. But not as we know it today, rather it was a carriage coach that was used to convey passengers from one place to another.

The profession of Life Coaching came from America to the United Kingdom in the early 1980's. A progression of self-development, assertiveness and confidence building. Today Life Coaching is a multi million pound business, with plenty of work for professional coaches.

My inspiration into the matrix of optimum performance has been fired by many. The book shelves at home are lined with inspirational books. Yet it was perhaps Napoleon Hill -Think and Grow Rich, who for me clarified the concept of PMA - Positive Mental Attitude and how to transform NMA (negative mental attitude) into great and meaningful achievements. Another, was Tim Gallwey in his book Inner Game of Tennis (1974) that inspired not only his readers but perhaps even the management of coaching. There are so many who have laid the pathway of our inspiring trade.

Surely, the art of coaching others would in the first instance stem from self. Self-discipline, self-worth, self-determination. I mean, it happens all the time, self-coaching that is, even when contemplating the

navel. The only difference being that we are unable to charge for that self relaxing process!

On a positive note coaching provides wonderful benefits for the coachee. Performance is measurably improved and lifestyle greatly enhanced. So how does all of this happen?

The training process

As we know it today Life Coaching takes the individual from where they are to where they want to be- fast! This is carried out by the Life Coach who has undergone a course of study to understand and meet coaching competencies in listening skills, rapport building, focus analysis and goal mapping.

Automatic Standard

Training Standards are set by the individual organisations offering the Life Coach training. However, some of those organisations subscribe to a common professional body i.e. the AC in order to raise the level of Life Coach training and to formulate a 'standard'. As we go to press in-roads are being made towards regulating that 'standard'.

'The challenge of 'stepping up'

The coachee is gently but firmly coached towards self recognition of self responsibility (The Law of Motivation) and agrees to take the challenge of 'stepping up'.

The Life Coach in turn, professionally buddies and champions the coachee, offers support which creates self empowerment and encourages the process of personal development, all of this is carried out while remaining at process. Wow. How magical.



IN SEARCH OF THE PERFECT LEADER...

Leadership is one of those fuzzy topics that inevitable gets raised in many areas of modern society. In an attempt to demystify my own views of leadership, I set myself a task to find the perfect Leader (and to help clearly define it for Coaching sessions)!

Step 1 - Definition

Before I could determine the perfect Leader, I first needed to brainstorm on what I was looking for. These are my thoughts:

- Trust
- Accountability
- Vision
- Compassion
- Takes risks
- A sense of inner calm
- Open communication
- Embraces diversity
- Accepts change
- Bounces back

Step 2 - Style

Is every leader charismatic? Do they need to have a certain personality to inspire or influence others? Thinking back at one of my past mentors (who I believe was a great leader), he was one of those “behind the spotlight” types of people who always held the room when he spoke - and it wasn’t due to his speaking style! He also passed the test for every

attribute listed above...

Step 3 - Approach

The old adage: Can Leaders be made? Like many of you who also Coach managers or businesses and see first hand how achievable it is to shift people & companies into new dimensions, I’m convinced they can! As another example, take any success story, such as a shy boy who later led a group of people into a software giant and it confirms the point. With the right resources around them, a Leader can be made, despite the odds.

Step 4 - Measurement

Being goal-focused does not always ensure we reach the highest potential. Those who practice time management know the challenge is to first complete the tasks with the highest priority vs. a multiple of goals or tasks of least importance. The perfect Leader understands that time is precious and effectiveness outweighs quantity.

Conclusion:

Broadly thinking, I suppose the morale is to set aside our stereotypical responses to what leadership is. That it isn’t always the most visible, or even an individual, per se. A perfect Leader can be an institution, a family, a group, or even a community. Perhaps also the challenge is to not search externally for a group of qualities, but to start with identifying the Leader within.

Submitted by Katherine Tulpa, Chair of the AC & Director of Urban Calm®



FREUDIAN COACHING

It is not often one associates coaching with the psychodynamic train of thought.

Tony Grant (2001) makes the point it sits uneasily alongside the cognitive and behavioral perspectives of modern coaching. However when looking at the APET model of Joe Griffin and Ivan Tyrrell (2000), it strikes me as essential when coaching, to examine the unconscious patterning of our clients occasionally, for instance when they cannot perform agreed behaviors.

Joe and Ivan compare the APET model with the traditional ABC model of Albert Ellis. In the ABC model an Activating event triggers a Belief in our client which leads to Consequences, usually in the shape of an undesirable outcome. The idea is, reframe the thinking and you change the outcome. Joe and Ivan point out in their monograph this model does not take account of modern findings of neuro-physiology that shows humans process data much more quickly emotionally that cognitively.

What the cognitive model misses is the fact the unproductive ways of thinking; “Everyone must like

me”, “if I get something wrong I am a total failure”, categorised by Aaron Beck, have their origin in our emotional brain.

Thus it is not unproductive irrational thinking that causes undesirable consequences, one of them being off balance emotionally; rather the other way around....Being off balance emotionally produces irrational black and white thinking.

The order of events in the APET model is Activating event, is interpreted within our brain by Pattern matching, this gives rise to an Emotional response, leading finally to a Thought about what is going on and how we should react. Indeed from a cognitive point of view this model makes much more sense in terms of modern parallel processing computing programs used to model human cognition.

Submitted by Bruce Grimley, B.Sc. M.Sc. C.Psychol. AC
Honorary Secretary.



COACHING TIPS

A professional Coach is always prepared. So do your homework and know who your client is and where your client wants to go.

A professional Coach is in charge of the session leaving the control to the client.

A professional Coach holds a vision and gently but firmly coaches the clients towards their own vision.

A professional Coach knows how to say NO.

A professional Coach takes the time to learn from their client.

A professional Coach recognises their limitations, and never falls into the trap of continually beating themselves up. Rather they learn the lesson and move on.

A professional Coach respects time, that is to say they appreciate being 'in-time' and are able to develop a 'through-time' perspective.

A professional Coach is curious about themselves.

A professional Coach knows how and when to remain at process and dip into client content.



EMOTIONAL FREEDOM

Regularly in my life I am reminded of that initial discovery I came across many years ago. That thought provoking concept that has literally changed my life.

It was while I was at a family and friends reunion. You know the kind I mean, full of emotion, tears, hugs and memories. Everyone, eating and drinking and talking to excess.

As the day progressed family and friends seemed to be enjoying themselves. There was lots of hilarity and laughter to be seen and heard. Children rushing everywhere, cousins showing off how they'd grown, so quickly! The room was filled to overflowing with my aunts and uncles who were fondly reminiscing the 'good old days'. There were distant cousins with their respective appendages and old family friends. Then I noticed it. I saw what was going on. Right in front of my eyes I could see and hear the varying levels of emotions.

What an insight. Each relative and guest in that room was displaying 'emotions'. A powerful combination of inner beliefs and outer actions. Each and every human being has their unique pattern.

That day changed my life for ever. I understood that emotions play a determining factor within our life. So if I could replace certain 'patterns' for another, I could literally master my own life and have emotional freedom.

That is the crux of being a Coach. We each learn how to recognise our emotional freedom techniques and move our lifestyles to the next level. We can also pass it on to our clients. Perhaps its time to get emotional and explore ourselves within the concept of coaching!



TO MOVE AHEAD

Trainee Coaches often ask the question 'How do I move ahead'?

Well, once the ground work has been done and you are up and running in your coaching practice, the break-even stage has appeared and you can start to calculate profit, that's the ideal time to focus on the next level of your business.

Basic level is when you decide to undergo a LifeCoach training, graduate and set up a coaching practice. This basic level will provide you with a regular income and that initial ambition to begin.

Moving ahead includes maximizing client capacity and income both in the short term and 'bigger picture'. The resulting outcome will be the transformation of your coaching practice into a larger business. Your perceived potential will differ from when you began as a practicing coach to where you are now and of course to where you want to go.

It's exciting to 'think big' and imagine the outcome. To

increase the level of income and provide a be-spoke coaching service.

Take a look at your business as it operates today. What do you see? Are you realising your initial goals and living your vision? If need be ask you Coach (you do have one, don't you?) to coach you in this momentous project.

Possibly, this summer is the ideal time to take an audit of what your business is doing for you and your current clients. You may be pleasantly surprised to discover that what you have has served you well at the basic level I mentioned earlier, but now its time to involve yourself in substantial investment of both time and money to capture your true potential.

No matter how engaged you are in your work your long-term strategies can get pushed to the bottom of your daily running of the business

Go on, take a peek and dream your dream, then create a plan to move ahead...



CASE STUDY

Clive, a 35 years-old Bank teller living in South London, looked back on his life and confirms that coaching gave him just what he needed - an energised boost to his confidence.

He had shared with his coach the problems he had about his lack of confidence when serving customers at work. It didn't matter who the customer was, young, mature, male or female. The fact was Clive found it difficult to communicate face to face.

He was efficient at his job. But something was lacking. Something needed to be done. It needed to be done quickly. His close friend had asked him to be his best man at his wedding in 12 weeks time.

While in the staff canteen, Clive saw an advertisement on the notice board. Get a Life, get a Coach. Clive made contact.

The coach gently but firmly built a steady rapport while listening to Clive's commentary.

An appointment was set up and Clive went off to meet his coach face to face. This Clive felt was the beginning of his personal lifestyle growth.

Over the following 3 months Clive worked closely with his Coach. Clive did overcome his lack of confidence and personal empowerment re-entered his life. With the help of his coach he took charge of his life and claimed responsibility for his actions.

The wedding day drew closer and Clive made his speech at his friend's reception. It was a resounding success. Clive has now applied for a senior position in his bank.



THE FINAL WORD

Clients who undertake Coaching only do so seriously when they recognise the true benefits of doing so. To this goal (of more clients!) I encourage you to keep abreast of the trends within our industry and contribute to this newsletter; after all we can only

provide the resources you want to know about if you tell us what you want and what you know. All contributions welcome and will be considered for printing within these pages on its value to our readers.

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