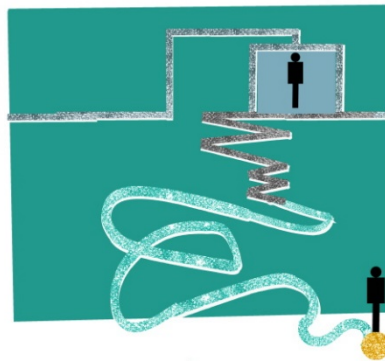


# shooksvensen

## Coaches Going Corporate

### From Resistance to Play



# Explanations that create safety and buy-in

Here are a few ways to educate your client about what you, as a coach are doing. By explaining the tool you are about to use, or the options a client has, you will be setting context and letting them know where you are about to go. This creates safety for them.

## Explain that coaching is personal development

In order to create sustainable change, we need a personal development approach. If your client wants real, sustainable change they will have to change something internally.

For example you could say, "Einstein said that a problem cannot be resolved with the same level of thinking that created the problem. So to get to a new solution, there needs to be another level of thinking. This means we get to check out how you think about the situation, re- evaluate it and possibly change your mindset. This is what I mean by internal work and personal development. It's practical."

## Explain what you are trying to achieve

Your coaching tools don't have to be kept hidden. If your client doesn't understand why you asked a particular question or they don't head in a direction you were aiming for, simply explain what you are trying to achieve.

For example, "When I asked that question, I was trying to get you to notice what's powerful about yourself."

## Explain what you are doing, to normalise the weird and creative

A creative exercise may seem like weirdness just for the sake of it to some clients.

So many of our coaching tools are designed to help the client get out of intense focusing and problem solving and into the creative brain. Teach your clients that this is the purpose of a creative exercise — to tap into different parts of the brain, new thinking and new creative solutions.

For example, "When we are using the logical and linear parts of our brain, we don't have easy access to other parts which are more creative. Are you willing to try

something different for the sake of engaging your creative mind? It might seem a bit weird or uncomfortable at first. But you might be surprised. I think if you'll trust me on this one, you'll be happy with the results."

## Explain how your coaching tool works

Logical, linear-thinking clients will often need to understand what you're up to before they engage in an activity with you.

It's important that you understand how your coaching tools work so that you can explain what you're doing.

For example, "The reason I'm asking you to stand up and feel what it's like is because it helps your body learn and remember. Just like when you learned to ride a bicycle. It's not an intellectual activity. If you actually practice, it will be easier to access this when you need it."

## Explain the client's options

If your client is complaining about a situation you can explain that they really only have three options.

1. Attempt to change the situation around them.
2. Change themselves to adapt to the situation.
3. Leave.

Explaining these choices to them often creates a shift in perspective, or a willingness to look at ways forwards with their situation instead of just complaining about it.

To be honest, there is also a fourth option of doing nothing and continue complaining.

For example, "I get you don't like this situation. There are only three options you have: change it, change yourself or leave. We cannot coach or change anyone else, but we can coach you on what you need to ask for in order to change the situation. Or you might need to change yourself by changing a perspective, belief or attitude. Or we can help you find the courage to leave. I should also mention that really there's a fourth option too — you can do nothing and keep complaining; it is a choice."

# The neuroscience behind your coaching tools

Sprinkling a little brain science in your coaching can go a long way with your more logical, linear-thinking clients, to help them understand what is happening in their brain when they try a new coaching tool. Here are some examples.

## How our brain creates rules

When you are helping clients to understand the beliefs and rules that drive their behaviour, it can help to let them know that it is a normal process that their brain makes rules — habitual ways of thinking.

For example, “Our brains are always aiming for efficiency, and wants to create rules for how to do things instead of always having to think about how to do something every time it occurs. It is normal for your brain to automatically go to an old rule of what to do when you are trying to do something new.”

## Why we ask our clients to close their eyes

Asking your client to close their eyes can help them to step back from problem solving, tap into their creativity or relax and participate in a visualisation. If your client feels wary they may appreciate an explanation of why it is useful to close their eyes.

For example, “Closing your eyes shuts off the visual processing part of your brain and allows you to tap into other parts of your brain. This pulls you out of hard focus on the problem and allows you tap into other creative areas of your brain to find new answers.”

## How body movement builds experiential memory

We have different types of memory. There is one type of intellectual memory where information is stored, a second type of memory where we recall previous events, and a third type — experiential memory — that helps us remember how to do something, for example, how to ride a bicycle.

If your client only talks about a new thought, belief or behaviour, it will live in their intellectual memory only; they won't have a memory of ever using the knowledge nor will they have the ability to use it.

Have your client physically and emotionally enact the new thought, belief or

behaviour and it will help them embed it in all memory areas, so it will be there to use when needed.

For example, "I'm asking you to physically tap into this new belief because it will be harder to remember if we just talk about it. If you embody it now, it will help you to remember this in your body and mind, so that it will be available to you again when you need it."

## The chemistry of change is uncomfortable

When we ask a client to step into a new way of being, or 'stand as if', often they will say it doesn't feel right.

Our bodies have a chemical status quo so anything new isn't going to feel right as it is unfamiliar and creates new body chemistry. It can help clients to understand that it is normal for change to feel uncomfortable.

For example, "Our normal way of standing or thinking has chemicals that are produced in our bodies. When we do something different, it creates different chemicals and is not going to feel right. So when you try something new, it is normal that it will feel uncomfortable until you have practiced it, and become accustomed to the new way, the new chemicals."

# Ways to encourage your client to try a new experience

Your client will be willing to go with you when you have built trust and credibility. This takes time. You might start by just being with a new client who is very resistant, and later once you are in great relationship with them, all that might be required is a little nudge. Here are a few ways to encourage your client to try a new coaching experience.

## Make sure they feel heard and understood where they are

Clients need to know that they're not wrong. That their current thoughts, behaviours and attitudes are fine. Those need to be accepted and acknowledged before trying to change them. Think about what is going on with them and respect their space if they aren't ready for the stretch. They need to be willing to move on or coaching doesn't really work.

For example, "You seem a bit hesitant trying on this new behaviour. This doesn't mean that your old behaviour is wrong — we've just noticed that it's not working so well for you right now. It's always a choice."

## Refer back to your agreements

It is far easier to refer back to an agreement made earlier, than to try and create permission in the moment, especially when emotions are hot.

For example, "When we had our initial session, you stated that you would do your best to be game to try to new things for the sake of changing your thinking, for finding new creative solutions and getting out of old patterns. Well here is one of those opportunities — are you willing?"

## Do it with them

Whatever you ask your clients to do, be sure you are willing to do it with them. Do what you need to do to help them get into the frame of mind of wherever it is you're taking them. Your comfort level with the body movement, or creative exercise you are doing with them will give them permission.

## Cajole and encourage playfulness

Often all it will take is a little cajoling to get your client to try something new. If you are open and relaxed about trying something new, your client will often adopt this attitude too.

For example, "Come on, have a go for a minute, you can always go back."

Of course this needs to be said with some amount of enthusiasm and meaning. And you need to let them stop if they want to.