

# shooksvensen

## Coaches Going Corporate

### Beliefs and Emotional Addictions



# Replacing unhelpful beliefs

There is a five-step process for coaching clients to replace unhelpful beliefs. Working with beliefs will likely be an emotional and possibly difficult journey for your client. So you need to keep it as light as possible.

## Step 1: Identify their current belief

- Spend time in their current belief and listen for the deeper held beliefs here.
- Listen for excuses like “Oh, I can’t do that”. These are tell-tale signs of an underlying belief.
- Ask explicitly, “What is the belief here?” or “What rules have you made up about this?”
- Listen for comments that don’t make sense to you, or perhaps conflicting comments spoken at different times.
- Check it out with the client, often they will know their old stories.

## Step 2: Get curious

- Celebrate the first belief. It brought the client to where they are now.
- Ask how has the belief served them?
- Ask what has it cost them?

## Step 3: Explore

- Invite the client to find other possible beliefs. It is important that they are at choice.
- Create several possible beliefs to investigate. As they 'try them on', pay attention to when the client is lit up, freed up, calmed down, inspired or whatever is needed to help them move towards their goals.
- Keep in mind that the client is on a journey and each trial belief is an opportunity to learn something about themselves.
- This can be playful. You want to create an atmosphere of 'any idea is possible and acceptable'. Feel free to use creative stimuli or metaphors, and to move them physically with each new belief.

## Step 4: Plant the new belief

- Once the client has experienced a new belief that serves them, the coach's job is to help the client plant the seedlings of this new belief system.
- These seedlings need to be grown and nurtured over time. Help the client set actions to practice their new belief over time so it will be strong when they really need it.

## Step 5: Action

- With your client inspired by their new belief, come back to the session's goal, see what new actions are possible now, and create action steps for the client to take.

# Overcoming emotional addictions

Are your clients ready to overcome an emotional addiction? Fantastic!

So you know they'll need to overcome their neurophysiology and you know that making a change will be uncomfortable for them because it throws the body out of its accustomed chemical balance. But it's just discomfort, that's all. It's their internal chemistry trying to control them. They don't have to follow it. So how do you help your clients to kick these habits? They need to:

1. **Get clear about the habitual behaviour they want to**  
Anger, drama or telling themselves they're not good enough, for example.
2. **Become aware of when it happens.**  
Notice that the behaviour is happening so that it can be stopped.
3. **Prohibit the habitual behaviour or emotion.**  
They don't want to create those chemicals in their body. It's very much like smokers going cold turkey. Just stop it.
4. **Find a different behaviour so they can practise that instead.**  
This builds new receptors and a new chemical balance that becomes the new status quo. It's a practice and a choice.
5. **Be disciplined.**  
They may have to be a bit tough on themselves to outlast those hungry receptors of their unwanted behaviour. But they can.

# Some tips to help you support your clients to detox emotional addictions

## **Help them appreciate their emotional addiction's usefulness.**

Their emotion, habit or behaviour served them well in getting them to this place in their life. Invite them to thank it or appreciate it and imagine themselves letting it go.

## **Help them to expect themselves to be successful.**

Make it easier for them to know that they can kick their habit.

## **Tell your clients to treat this as rehab.**

They do not want to relapse, so they really need to starve those receptors.

## **Encourage them to get used to discomfort.**

It won't hurt them, it's just part of the change process. In fact, it's essential.

## **Have them notice a sensation, craving or event that happens before the habitual behaviour begins.**

This might help them catch the habit earlier when it's easier to control.

## **Suggest they make a plan and get support.**

Help them avoid triggering environments where their unwanted behaviours are likely to show up.

## **Coach them to find discipline within themselves and build it up.**

They can imagine it's a muscle they're working and enjoy their workouts.

**Celebrate every win with them.**

Encourage them to celebrate and be proud every time they choose something different.

**Remind your clients that they are the master of their body and their mind.**

They can overcome their body's cravings.

**Let clients give the process the time it needs.**

It takes the body some time to shed its receptors and build new ones.

**Champion them so they don't give up.**

**Encourage them to start with a small change.**

Help them to develop their capacity to change and then move to larger changes.

**Read more about how this works in 'Evolve Your Brain' by Joe Dispenza.**