PART 4 OF 5

SUCCESS PRINCIPLES

FOUNDATIONS OF COACHING SUCCESS
5-PART BECOME A SUCCESSFUL COACH SERIES
I DECIDED TO QUIT TALKING AND START TAKING ACTION

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Success Principles

In coaching, as in all things in life, there are concepts – principles – that when adopted enable us to experience better results than if we’re without them.

At your Foundations of Coaching Success Training you will go through these principles thoroughly – they are important foundation principles upon which other concepts can be built.

Success principle no. 1

Boundary conditions of thinking

EVERYTHING WE DO IS TO MOVE OUR CLIENTS BEYOND THE BOUNDARY CONDITIONS OF THEIR THINKING.
WHAT ARE "BOUNDARY CONDITIONS"?

Our boundary conditions are the conscious limits of our thinking – the edge of our known world. Another way to look at it is it's the edge of our comfort zone, or the edge of what is familiar.

Coaching is about finding ways to assist our clients to go beyond these limits. It is only beyond what we know that we will be able to find what we don’t know. Sounds obvious, but think about it. Every result we get in our lives is based on what we know. We know how to make $50,000 a year. We know how to have good relationships with three or four friends. If we knew how to make $150,000 a year we would do that. If we knew how to have close, loving and outstanding relationships with ten close friends, we would create that too.

WE DON'T BECAUSE IT IS OUTSIDE WHAT WE KNOW. IT IS OUTSIDE OUR BOUNDARY CONDITIONS.

To create transformation in any area of our life, then, involves us finding ways to go beyond what we know, to what is unknown. It is only in the unknown that the transformation we desire is available. We must go beyond the boundary conditions of our thinking.

If you look at the pictures on the next page, notice that the possibilities lie outside of your comfort zone. Now imagine that one of those dots represents a problem. It seems bigger and perhaps unmanageable because it is beyond our boundary conditions.

We can't move the problem into our comfort zone to make it manageable. We must expand our thinking – our boundary conditions – so that what was outside of our realm of possibilities is now inside them.

Once we accomplish this, the problem is now inside our comfort zone, and manageable.

HOW TO MOVE THE BOUNDARY CONDITIONS OF OUR THINKING:

Expanding our thoughts beyond the boundary conditions of our thinking is about:

- Being self-aware of when we are using old thinking to deal with new and unfamiliar situations.
- Asking different questions that focus less on the problem and more on what we need to learn to be able to manage it.
- Learning that courage can only come through action, it does not arrive by mail or just turn up one day... we must act.
- Recognising that fear is normal, and that waiting for fear to disappear is waiting for the impossible... the fear is always there... but so is courage, and when we act, we feel courage.
Success principle no. 2
Cause and effect

This principle in coaching and Meta Dynamics™ is also known as results versus reasons.

The question to ask yourself when self-coaching and your client when coaching is “Which side of the equation are you on, right now?” Are you the type of person who is the cause of the things that happen in your life, or are you at the effect of things that happen to you? And the next question is:

“WHICH SIDE IS MORE EMPOWERING?”

TO BE AT CAUSE? OR TO BE AT EFFECT?

We are either at the effect side of the equation, or at the cause side. We are either causing something to happen or we are experiencing the effects. Even doing nothing is an action!

It’s our choice!

CAUSE AND EFFECT

Great coaches have a crazy belief that you cause all the effects in your world. You create all that happens in your world. The only question as coaches that we care about is: Does believing it’s true empower us? Does believing it’s true assist us to produce the results that we are looking for? Does it improve the quality of our lives?

The only thing preventing you achieving what you want to achieve are the stories you tell yourself.
**Success principle no. 3**

**What we focus on is what we get**

WHAT WE FOCUS ON IS WHAT WE WILL FIND EVIDENCE OF, TO THE EXCLUSION OF EVERYTHING ELSE.

This principle goes to the heart of the results that we experience in our lives. We can only experience what we search for, because everything else is outside of our experience.

Carl Jung believed that we can't see anything outside of us that isn't us.

**THIS MEANS WE DON'T SEE THINGS AS THEY ARE.**

**BUT AS WE ARE.**

So the external world that we see is through the filtering lens of our personality – of who we are. Two people can look upon the same world and see it differently, based on who they are, what they sort for, and what they expect to find.

Coaching this is simply about asking your client questions about where they are choosing to focus, and if that focus is working for them and getting them the results they are seeking. Everything in coaching is about what works for us.
Success principle no. 4
The map is not the territory

This theme links to the previous theme. The best map of Melbourne or Sydney or Perth can only ever be a map, it cannot be these cities themselves. We can only ever represent the world to ourselves based on our own maps of reality, rather than reality itself.

Your map of the world will be unique to your values, attitudes, beliefs, experiences and stories. No two maps are the same. Even when we think we are on the “same page” we are still talking about our own unique map.

What this means for coaching is the importance of clarity. Your client's map needs to be defined before we can coach them. We cannot make assumptions about what a client believes simply because we know what we believe. We cannot assume a client likes something because we do.

Removing assumptions in coaching is about respecting the client's map of the world and being curious to explore it. It is through this exploration together that we learn what their map is. It's when we know their map that we can ask if that map is working for them and getting them the results that they want in their life.

We can't 'logic' someone to change their map. We can't simply see a flaw in someone's map and point it out and expect them to change. We must treat their map with respect because on some level their map is working for them. It might keep them safe from hurt, or keep them feeling happy, or comfortable. Whatever it gives them, it means they will continue with that map regardless of its flaws.
**Success principle no. 5**  
**There is no failure only feedback**

WHEN THE COACH EMBRACES THIS THEME OR BELIEF, THEY BECOME A LEARNING MACHINE.

Having the perception that you cannot experience failure allows you far more freedom to be willing to play and to explore and learn and grow.

Everything that happens (including the results we don’t want), is simply feedback. It is telling us we can adjust our choices, our behaviour or our beliefs to get a different type of feedback.

If we choose, we can develop the behavioural flexibility to keep adjusting what we do and what we choose until we get the results we want, because we don’t take feedback personally. Coaches welcome feedback as an opportunity to learn more about ourselves and about our world.

**Success principle no. 6**  
**Responsibility for change**

IN ANY COACHING OR TRAINING (EVEN WHEN COMPLETING THIS COURSE), THE KEY IS TO TAKE 100% RESPONSIBILITY FOR THE RESULTS THAT YOU GET.

How you choose to experience anything in this world is 100% up to you. No one ‘makes’ us feel bored, disconnected, angry, sad, fearful or miserable. The same way no one makes us feel excited, connected, whole, loved, appreciated or successful. We determine how we will experience our world. We are responsible for how we choose to change our lives.

This is an empowering belief to take on board. It means that we can choose to experience our world any way that we want to.
Success principle no. 7
Coaching is about integrity and intent

EVERYTHING IN COACHING IS ABOUT OUR INTENT.

If you are ‘kinda’ committed to the coaching relationship, your client will also be ‘kinda’ committed. If you lack belief in your ability, etc, etc, - you can imagine the rest. Everything we do in coaching we need to do in a place of certainty about the effectively of these tools. If we doubt their effectiveness, our client will detect this doubt and respond in a like manner. If we come from a place of certainty about our abilities with these tools, our client will follow that certainty and will adopt it too. Anything less than that is not serving our clients.

If we have the intent that we will believe in our client’s ability to create transformation for themselves, then our intent is in alignment with what our client wants to achieve. Anything less than this is not serving our client.

If we think coaching is about ‘rescuing’ our client from pain and disappointment, then we are not seeing the opportunity our client has for growth.

If we see our client as less than whole, then we are not seeing their true magnificence. Everyone has magnificence within them, if we can’t see it, then we are not seeing our client for their truth, we are seeing them for what they fear and believe they lack.

The truth is: a client will come to us most likely not believing they are capable, or good enough, or successful or lovable. If we buy into these limitations, then we are buying their ‘story’ and not the truth of who they really are.

Within each of us is everything we need... all the resources, the possibilities, the love, courage and resourcefulness we need. To see a client as less than that is to buy their limiting beliefs.

Removing ‘blindspots’ in coaching is about intent. Is our intent to see our client’s flaws or assist them to tap into their own full potential? Is our intent to be an ‘expert’ or to allow our client to become the expert of their own life?
Success principle no. 8
Curiosity is key

The key to successful coaching for the coach to cultivate an open mind about how the client will create change and what the change will look and feel like. Curiosity is about being willing to question the way things are and then find new ways and solutions.

It is about the coach being willing to say:-

✓ “I don’t know!”
✓ “I wonder…….”
✓ “What do you think?”

Success principle no. 9
Embrace uncertainty

Coaches have to be willing to venture into the unknown. Coaches must navigate clients into the unknown. Coaches and clients need to embrace uncertainty. It is the key to unlocking the future. The client should see the certainty of the coach’s willingness and ability to accept uncertainty.
Success principle no. 10
Be the best you can be

IT IS ABOUT EXCELLENCE AND NOT ABOUT PERFECTION.
BEING THE BEST MEANS ALWAYS LOOKING FOR THE NEXT STRETCH OR IMPROVEMENT

Embrace Constant And Never Ending Improvement (CANI): As a serious and committed coach, you want to keep learning about self and human behaviour. You are committed to CANI, in terms of both personal and professional development.

Coaches who are serious about their growth participate in regular trainings to advance their knowledge and experience in the profession. They are at the top of the game.

For example, here are the overarching coaching core competency categories by industry-recognising body International Coach Guild (ICG) to focus on for your own CANI:

- Self-Management
- Relationship Management
- Communication Skills
- Technical Coaching Skills
- Facilitating Progress

Be OK with Uncertainty: The human mind likes control and stability. We love the familiar, the status quo, the predictable.

But here’s the thing. “Stable” could block growth.

That applies beautifully to being a coach. You don’t know what’s going to happen, but you’re willing to go there and explore the depths with your client.

Great coaches venture into uncertainty willingly. They navigate the clients into the unknown. It’s the key to unlocking the future.

There is so much more to decoding the Success Principles that you can use as a coach in your sessions which we explore in depth at your Foundations of Coaching Success (FOCS) Training.

Experience the full unpack of the 10 Success Principles in action at the live, face-to-face trainings where coaches take the next step to build the foundations of great coaching career.

Connect with the WOW team today on 1800 094 927 to find out if you’re eligible for the Foundations of Coaching Success training.
NOTES:
CURIous tO lEARN MORE ABOUT bECOMING a SUCCESSFUL COACH?

Connect with the WOW Team today on **1800 094 927** to find out if you are eligible to attend Foundations of Coaching Success training at no cost*

*Tickets from $2997 (some special exceptions apply, ask the WOW team for more) Numbers are strictly limited and acceptance is by application ONLY.