



# Week Seven: Clarity Sessions, ICF, and Coaching Strategies

## Weeks Seven-Eight

### Clarity Sessions, ICF, and Coaching Strategies

Part One:

ICF Core Competencies

Coaching Skills: Co-Creating the Relationship

Motivational Interviewing

Communicating Effectively: Active Listening

Active listening has the power to Positive Psychology

Short Term Solution Focused Therapy

(SFBT Solution Focused Brief Therapy)

### ICF Core Competencies

[Check out their list here.](#)

**Notes:**



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## Coaching Skills: Diving Deeper

### Coaching Skills: Co-Creating the Relationship

Clarity and Focus

Vision

Motivation and Drive

Measurement

Stepping Out of Your Own Way

Remaining present

**Notes:**



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## Motivational Interviewing

### What is it?

**Motivational Interviewing** focuses on the intrinsic **motivation** within the client in order to encourage behavior change.

## Techniques (OARS)

### O- open ended questions

Require more than yes or no answers.

Allows client to do most of the talking.

Gives you clarity and allows you to explore the client's past beliefs and allows you to see into his/her life.

Gives them the power to come to conclusions and to decide.

Use "how" and "what" instead of "why" so that they do not have to justify their actions and can objectively explore.

Motivational Interviewing

### Notes:



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## **A-affirmation**

Statements that allow framing negative thoughts or statements into a positive light.

Affirm the healthy decisions a client has made.

Helps the client to get out of a victim mentality and feel in control of his/her positive outcomes.

## **Notes:**

## **R – reflection**

Listening technique that allows client to hear their own words.

Relies on body language also.

Examples of types of reflective listening

Repeating: Simply repeat the clients words.

Observations: State observations about his or her behavior.

Exaggeration: Repeat the client's words exaggerated.

Reframing: Allow them to see their words in a new light.

## **Notes:**



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## Notes:

### **S- summary**

Suggestion with permission

May be transitional and link to their next step.

Additional Techniques

## Notes:



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## Ask Permission

“Do you mind if we talk about...”

“I notice that on your questionnaire you said... can we talk about that?”

## Evoking Change Discussion

Discuss their success in ways that are important to them.

“What would you like to see differently about your current situation?”

“Why do you think you need to change?”

“What will happen if you do not create change?”

“What would be the positives of changing \_\_\_\_\_?”

“How would your life look in 3 years if you changed \_\_\_\_\_?”

“Why do you think your family is concerned about \_\_\_\_\_?”

Communicating Effectively: Active Listening

## Notes:



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## What is Active Listening?

### Three Levels of Active Listening:

**Internal listening** means that you listen in a context that focuses on yourself and your situation and feelings so that you can apply what you hear to your own life or your client's life based on your past experiences.

**Focused listening** allows coaches to tune into the clients needs, goals, desires, and feelings. This implies an attitude of assessment, picking up also on the client's tone and rate of speech.

**Global listening** occurs when a coach is very aware of the client's feelings and emotions which remain unexpressed. This level of active listening relies largely on intuition and empathy.

**Active listening has the power to transform your coaching.**

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## Active Listening Self Reflection

- I am able to pay attention to people who I do not know when they are speaking.
- I allow speakers to finish what they are saying before I talk.
- I am able to tune out distractions when I am listening.
- I am able to pay attention to those speaking when I don't completely agree with what they are saying.
- I maintain eye-contact when people are speaking.
- I am able to listen to rambling and complicated speaking and extract meaning or ask questions for clarity.
- I am able to remember the details of what people say to me.
- I ignore external factors such as appearance when someone is speaking to me.





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## **Intro to Positive Psychology**

One of the basic assumed beliefs within this new form of Psychology is that you are naturally drawn towards a happier future rather than necessarily always being obsessed by an unhappy past. You can be taught to think and react differently.

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## Exercises

### 1. The Gratitude Exercise

**Task:** Find three things to be grateful for within your life.

**Reasoning:** The positivity that is released from utilizing this exercise, can actually be measured scientifically. You can learn to become happier by utilizing various exercises such as this is so empowering that it practically leaves you speechless at the sheer potential that you begin to perceive which allows you to transform your life.

### 2. The “Good”/”Bad” Mindset Shift and the Power of Shifting Perceptions

Most of us have apparent parts of our lives that we consider “good” and “bad”. However, it is important for a coach using Positive Psychology to point out that the presence of either “good” or “bad” things are not what dictates your happiness. Affirmations are also very helpful for this.



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## Short Term Solution Focused Therapy (SBFT) Solution Focused Brief Therapy)

- Developed by Steve deShazar
- SBFT is practical, and goal-driven. This form of therapy focuses on clear, concise, realistic goal setting.
- The work with the client is directed toward developing and achieving the client's vision of solutions.
- You really work to focus and affirm the small successes.
- Techniques and Questions to Clarify the Client's Problems and Desired Solutions

### Looking for previous solutions

“Are there times when this has been less of a problem?”

“What did you (or others) do that was helpful?”

“What did you do before when you solved this problem that helped you so much?”

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## Techniques and Questions to Clarify the Client's Problems and Desired Solutions

### Looking For Exceptions

Looking with the client for exceptions to their problem. There are many times that the problem could occur, or would usually occur, but does not. Why?

“When you didn't have this problem before, what were you doing differently?”

“Tell me about the 2 years that you didn't have this problem. How were your behaviors different then?”

“What is different about the times this is less of a problem?”

*Note: A previous solution is something that the client has tried on their own that has worked, but later discontinued. An exception is something that happens instead of the problem, often spontaneously and without conscious intention.*

### Notes:



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### **Present and future-focused questions vs. past-oriented focus**

The questions asked by SF therapists are usually focused on the present or on the future.

Belief that problems are solved the best when we focus on what is already working rather than the origin of the problem.

“What will you be doing in the next week that will indicate to you that you have made progress?”

“When we meet again for our next appointment, how will you feel differently to know that you are getting closer to your goals?”

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## Compliments

Compliments are another essential part of solution focused brief therapy.

Validating what clients are already doing well, and acknowledging how difficult their problems are encourages the client to change while giving the message that the coach really cares.

Compliments in sessions also help to reinforce what the client is doing really well and what changes are working for them.

In SF therapy, compliments are often conveyed in the form of appreciatively toned questions of “How did you do that?” that invite the client to self-compliment by virtue of answering the question.

“Wow, that’s awesome! Tell me what you did to achieve that result.”

“I am so proud of you. How did you make that progress so quickly?”

## Additionally Considerations

Invite the Client to Do More of What Is Working

Miracle Question (MQ)

Scaling Questions

Coping Questions



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## Part Two: Clarity Sessions

### Primary Considerations

- **These are things you are probably unsure about that you can consider later when preparing for clarity sessions.**
  - How might you structure and engage prospective clients in a clarity session?
  - How long will it be?
  - What will the structure be?

How will you get the word out?

### Be a Problem Solver

- Once you have experience, you can do these things in clarity sessions to exemplify problem solving:
  - How has your coaching solved real problems? Be very specific.
  - If you're already coaching, find some examples of where your coaching had a great business outcome. If you can put a dollar value on that outcome, it's helpful.



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## Strategy

- You don't need to be pushy to sell your coaching. You do need to be specific.
- You must understand who you want to sell to, how you can help them and be able to demonstrate success. These are the keys to easier sales calls.
- Once you've identified your niche, there's a good chance that you really are the best person in it – if you can demonstrate that, the clients will come.

## Using Your Story to Sell

- Following a Clarity Session or Before to Gain Interest from Prospective Clients- the Choice is Yours
- Strategize: Will you share your story to gain prospective clients before, during, or after clarity sessions? We all have different stories which are appropriate at varying times.

## Notes:





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## Writing Your Story & Bio

Consider the following tips when writing a bio that sells and inspires.

- Identify your crucible moment.
  - This means reflecting on the pivotal turning points within your life. What qualifies you to coach in the area of your target market? What are the moments in your life that forced you to decide who you are and what you are capable of. How have these turning points impacted you and your life as a whole?

## Notes:

## Writing Your Story & Bio

- Emphasize what you've learned and how you've created a system that can be replicated by others and that will guide them to achieving their goals.
- Explain your "Why".
- Identify your past fears and blocks which you have overcome. Was it the voice of fear or a difficult relationship?



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- Finish strong with a call to action. Leave them feeling inspired, but also provide them with a next step or a way to take action. This could be a link to schedule a clarity call or a way to contact you.

## **Clarity Session Steps**

- Before: Send a questionnaire. Review it before the clarity session to become familiar with your prospective client.
- 1. Define: Tune into their values and primary concern
- 2. Find core issue if you can
- 3. Set goals: leave them with a taste of your coaching style
- 4. Check in with them after 2-5 days; gauge their goal progress and offer your package again

## **Notes:**