



Graduate School of Coaching
Certified Coach Training from CoachVille

Proficiency #05 Learning Guide **Expands the Client's Best Efforts**

Introduction

Expands the client's best efforts.

One of the reasons clients hire a coach is to support them to do more in a shorter period of time than they would do on their own. Hence, the Certified Coach acts as both a catalyst and accelerant. By supporting the client to do more than they have done or think that they are capable of doing, significant value is added.

Examples:

1. Congratulate, then ask for 2 to 10 times more.
2. Expand their envelope/reality/thinking.
3. Point out the next level/place to operate from.
4. The key distinction is expansion not pushing.

The purpose of this learning guide is to help you...

1. Understand the concept of expanding the client's best efforts.
2. Learn how to use with this proficiency with your client.
3. Understand how working with this proficiency will speed your client's progress.
4. Learn how to avoid the mistakes that coaches make when using this proficiency.

During the one-hour overview TeleClass, the instructor will cover the following...

1. Explain what is meant by "Expands the Client's Best Efforts."
2. Role play with class members to illustrate how to use this proficiency with clients.
3. Use examples of questions that will help the client in this process.
4. Point out some of the mistakes a coach can make when using this proficiency.

What is meant by "Expands the client's best efforts?"

#5. Expand Client's Best Efforts

1. COACH MORE STRONGLY



2. INCREASE CLIENT'S EFFECTIVENESS



3. REPOSITION THE EFFORT



Three ways to help the client to accomplish more:

1. Coach them more strongly with more energy, tighter focus, added structure, transformative conversations.
2. Help the client increase current capabilities or learn new skills from you or others.
3. Help the client find a better goal to work on or develop a more effective strategy to reach the goal faster.

© 2002 by coachville.com. license required for use.



What are the general truths about expanding your client's best efforts?

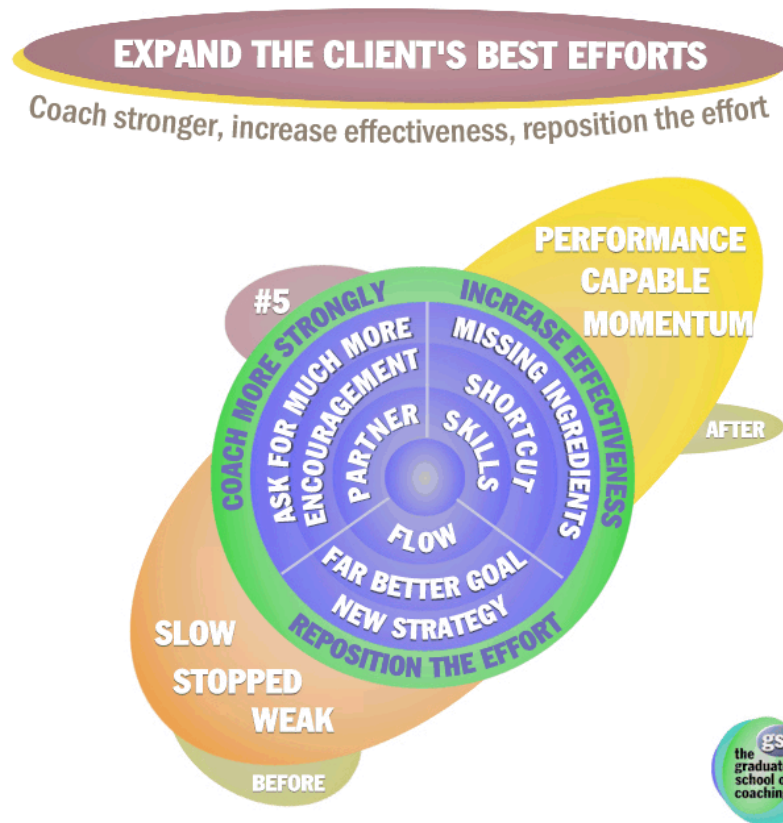
1. We operate at less than 10% of our effectiveness.
2. There are many ways to become productive.
3. A coach is the perfect partner in this process.
4. These tools extend beyond the term of coaching.

Your client has done well, but is it the best that they can do?

1. Clients hire coaches to help them do more than they would do otherwise.
2. Whether they actually do more is up to them, it's up to the coach to introduce the possibility and make the request or invitation.
3. Even though the client may feel that they have made their best efforts, the coach shows them an even bigger picture.
4. Expanding may mean adding new clients, earning more income, being more productive.
5. Or, it may mean accomplishing the same results in a shorter time, with less effort.
6. It may mean taking the goal and moving it into a much, much larger frame of reference.

7. For example, from teaching a series of TeleClasses to building a virtual community around the topic, with an ezine, e-book, R&D team, group coaching sessions, etc.
8. Your client's expanded success in a particular area can redefine their values. It can shift their priorities, make them think differently about their goals and purpose.
9. You will have given your client a new environment where they can evolve for the next 20 years - it's very empowering!

How do you use this Proficiency in working with your client?



Coach more strongly.

Ask for much more than the client expects. Encourage the client. Act like a partner, and ask them to do the same.

Reposition the effort.

Develop new strategies. Establish a better goal. Look for the flow.

Increase the client's effectiveness.

Identify the missing ingredients. Help them identify and utilize shortcuts. Identify what skills are missing and help the client develop them.

What are the areas to expand?

1. Action levels.
2. Performance.
3. Capabilities

Recognize the client for what they have already done, then expand their awareness as to what they are truly capable of doing.

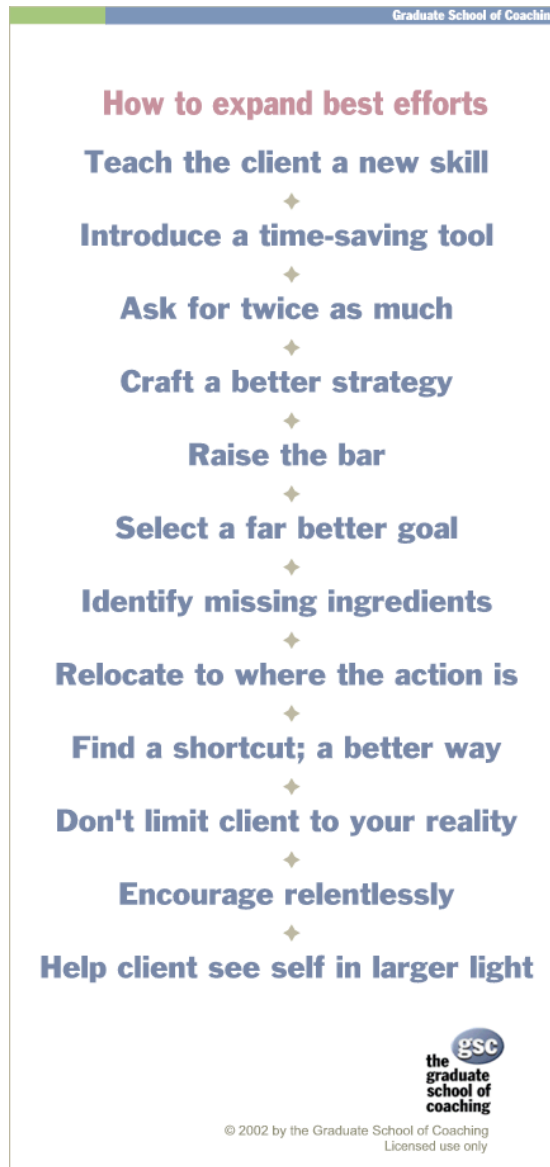
1. Recognize and acknowledge what the client has already accomplished.
2. Then suggest a bigger result, and ask the client to react.

3. Expand until your client resists, don't back off too soon.
4. Bring emotional motivation into the conversation, asking how they would feel after making an even greater best effort. Build on their answer, asking how can they could carry that feeling further into their future.
6. Expand your clients thinking beyond just numerical results.
7. Ask them to think in visionary terms, Move from personal to community.

Use questions to raise your client's awareness of what might be.

1. That's great, how do you feel about doubling it?
2. If you could learn to do that perfectly what would that do for you?
3. What's going to be possible for you if that happened?
4. How about bringing your gift to more people, sooner?
5. What's the point of what you're doing?
6. What value does that have for you?

What are 12 ways you expand the client's best efforts?

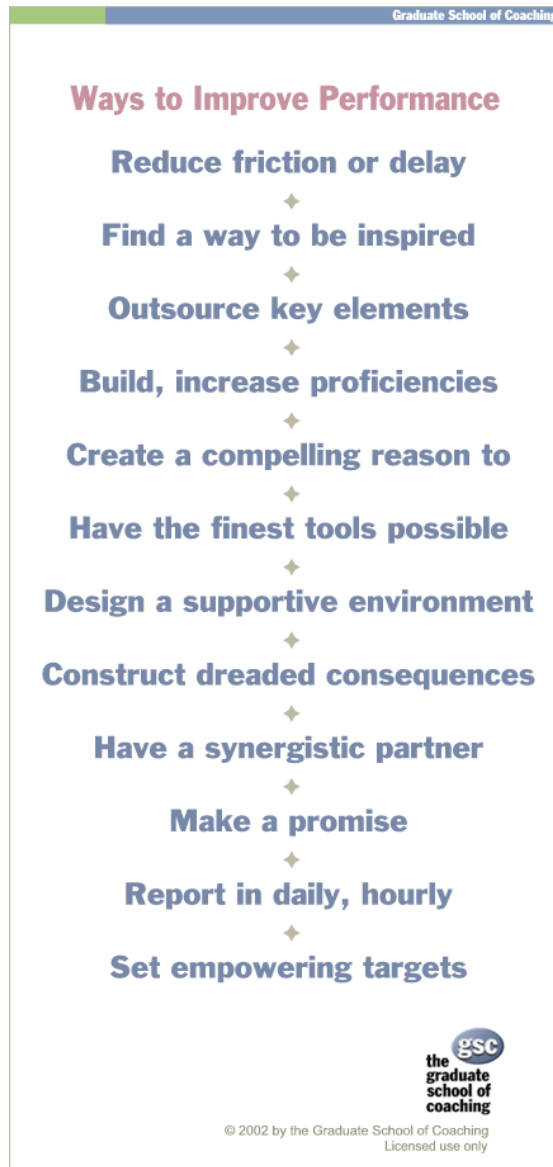


How do you know their efforts are being expanded enough?

1. Clients are performing beyond their expectations.
2. The client is becoming more capable in general.
3. Clients are measurably more productive.

4. Results are coming more easily.

What are the 12 ways to improve performance?



What else should the coach know when expanding their client's best efforts?

1. Sometimes saying, "that's possible, you know," is all the encouragement the client needs.
2. Recognize that your request may be beyond the limits that they have set for themselves. Offer your support to make it happen.
3. You may act as both a catalyst and accelerant.
Catalyst = initiates an action.
Accelerant = makes an action that's going to happen anyway happen faster.

What mistakes do coaches make in working with this proficiency?

1. Playing God. Holding the client back because you have decided the client isn't capable.
2. Not acknowledging the client's best efforts to date.
3. Pushing the client instead of inviting, requesting.
4. Asking the client to take actions, then merely helping the client manage those

actions, rather than creating and managing the "space" where things just seem to happen.

5. Pressing rather than expanding by failing to make it a collaborative exercise between coach and client.

What other resources are available for the Expands the Client's Best Efforts proficiency?

15 Proficiencies | [here](#)

Certified Coach Training Resources | [here](#)

Are there success stories/testimonials related to Expands the Client's Best Efforts?

coming soon | [got one?](#)

copyright 2002 by schoolofcoaching.com. no duplication.