



Graduate School of Coaching
 Certified Coach Training from CoachVille

Proficiency #12 Learning Guide

Enters New Territories

Introduction

Enters new territories.

The Certified Coach expands the client's thinking by weaving in new concepts, principles and distinctions during the coaching session, and also by inviting the client to experiment with new models, ways of doing things, and even to identify new goals or outcomes. Clients don't usually ask the coach for this, but these are key ways that value is created for the client.

Examples:

1. Broach topics that client didn't retain you for.
2. Share ideas/distinctions that will expand the client.
3. Experiment.

The key distinction is broaching vs. reacting.

The Purpose of This Learning Guide

1. To explain the Proficiency.
2. To show how mastering this Proficiency makes you a better coach.
3. To provide key resources to assist you in mastering this Proficiency.

What the instructor covers in this teleclass

1. What Entering New Territories means.
2. What new territories are and how to enter new territories.
3. Broaching vs. reacting.
4. Demonstrations.

What does entering new territories mean?

1. Broaching a topic the client did not hire you for.

In the course of discussing the topic you were hired for, the client will often introduce new topics or new challenges, without even realizing it. Often it will be in the process of discussing why something hasn't happened yet. This provides the entrance to the new territory.

2. Share ideas that will expand the client.

As you share your ideas about new territories, it will help the client think beyond their current assessment of the situation, expanding possibilities and options. It will usually help them create a more compelling plan, or think a lot bigger.

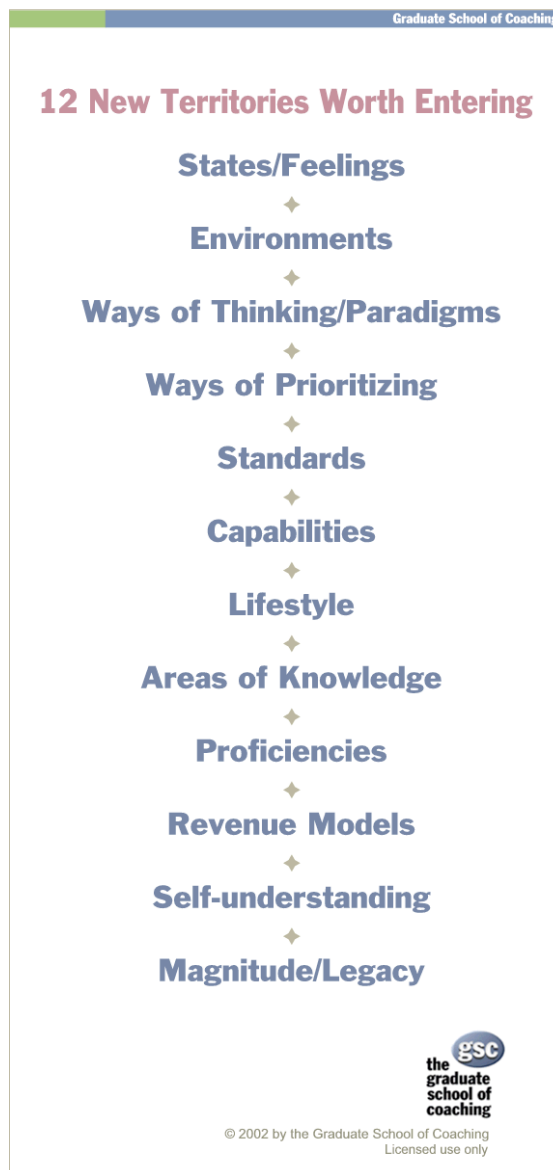
3. Bring something up rather than just react to it.

Rather than reacting to everything a client says, you can ask questions. Even if you don't know what the new territory might be, in the process of thinking about your questions, the client will identify a new territory they would like to explore.

What are some general truths about entering new territories?

1. Coaching can get boring or predictable unless new territories are entered.
2. Most clients need YOU to introduce them to new territories.

What are the 12 territories worth entering?



Key Points/Topics

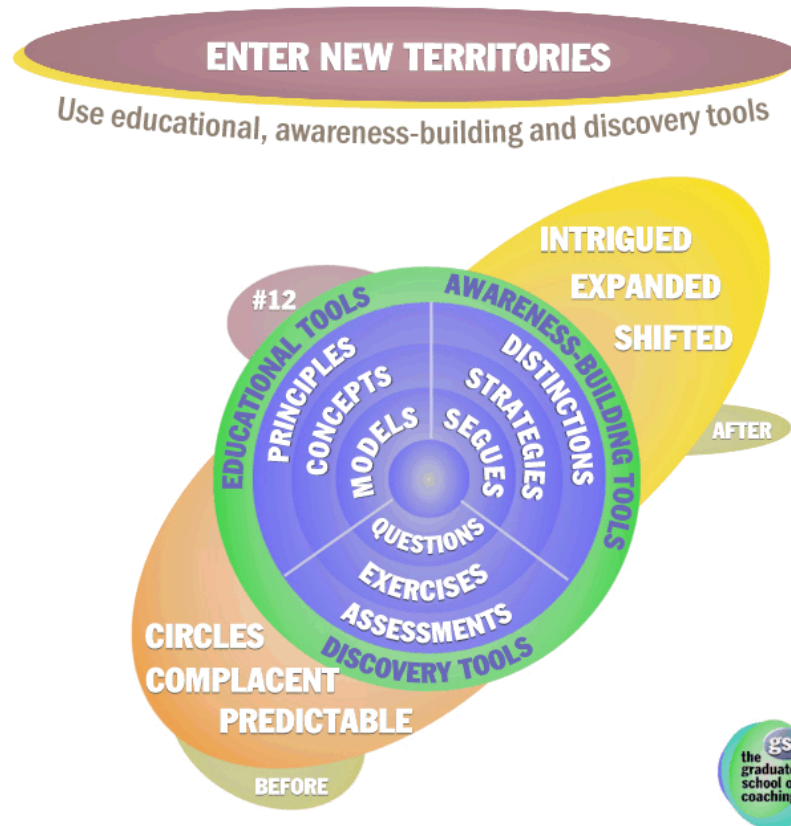
1. Broaching vs. reacting.

When you enter new territory, you are thinking of possibilities, thinking larger. It's a way of responding in a new way to what is going on, seeing where it could take you, rather than reacting to the event.

2. Experimentation vs. moving in.

Entering new territories is like an experiment, being an explorer. The client needs to know they don't have to commit to the new territory or path. A territory is a place, a location that you move through.

How do you enter new territories with a client?



What are the tools to use when entering new territories?

Educational Tools.

Use principles, concepts, and models to help the client understand and navigate the new territory.

Discovery Tools.

Use tools of discovery to help the client evaluate the new territory and their relationship to it. Use assessments, exercises, and questions.

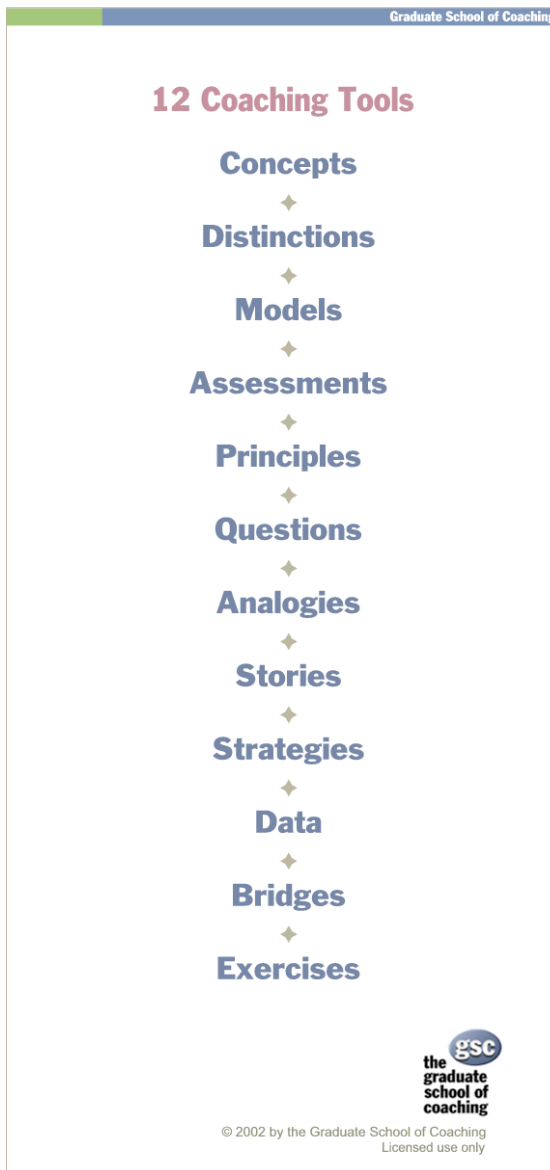
Awareness-Building Tools.

Use awareness-building tools to help the client capitalize on the opportunities of the new territory. Help them make distinctions, develop strategies, and create meaningful segues.

What can the client expect?

To shift from running in circles or feeling complacent and predictable, to feeling intrigued, expanded, and shifted through the coaching.

What are 12 coaching tools to enter new territories with?



How do you enter new territories with clients?

1. Offer a higher, or different, level.

If your client says they want a certain result, ask what having a different level of result would mean. If they want to be an expert at something, ask what it would mean to master it.

2. Play with options

Offer options, slipping in something outrageous, and see which direction they want to go.

3. Discover distinctions

Ask what distinctions they have made as a result of X. The distinctions will naturally take them toward a new territory.

4. Ask permission.

You want to enter new territories with some elegance and finesse, not abruptly change the subject. Ask if you can share an idea you have or an option you notice. Invite them to experiment or brainstorm. "Is this something that's causing you pain that you'd like to begin resolving today?"

5. Offer a different perspective.

By offering a different perspective, or by identifying a different possible meaning, you broach a new territory with a client. New perspectives can shed light on something the client hadn't noticed.

6. Turn and look at the existing structure.

If the client is struggling to do something differently, turning them to look at their existing structure is a way of introducing a new territory.

What are some key distinctions?

1. Curiosity

This Coaching Proficiency is closely connected with others, particularly Navigating via Curiosity. If you and the client are curious, simply for the sake of curiosity, there won't be any screening or filtering, which will allow new territories to be considered and decided upon without angst.

2. Solving the problem vs. offering a new territory.

Some newer coaches feel pressure to solve the problem for the client. By offering a new territory you are not solving the problem, you are helping them expand their options so they have the opportunity to choose.

3. Follow the client.

Open the door to the new territories, but let the client pick which one to follow.

What are the 12 primary sources of energy to consider when entering new territories?



Why is this a Proficiency?

1. Requires keen self-awareness and self-confidence.

Broaching a new territory, particularly one that is outside the scope of the coaching arrangement, requires the coach to be keenly aware of their motives and intuition. You must be confident in knowing yourself and your skills to bring up new territories elegantly.

2. Must be able to get out of your own way.

If you think you know what's right for the client, you'll get in your own way, blocking the way to the new territory that would serve the client best. You must be even more open than the client.

3. Requires mastery of basic coaching skills.

If you come in with an agenda or the desire to practice/demonstrate your coaching skills, the path to new territories will not go smoothly. Basic coaching skills must be automatic for you in order to pull this off. This is more than knowing it intellectually (being an "expert"), it is having it in your bones (mastery).

How does Entering New Territories make you a better coach?

1. Creates possibilities, expands creativity.

By introducing new territories to explore, you help your client create new possibilities and meanings for their situations. By taking the focus off the heaviness of the situation, to the freedom of the new territory, the pressure will be reduced and creativity expanded.

2. Coaching can go faster.

When you offer a new territory, coaching can go in a whole new direction at a much faster pace. It's as if you can compress time by pointing out some new directions. It can save years off the searching and finding process.

3. Generates solutions to pick from.

Broaching new territories always opens up possibilities, generating multiple solutions or directions to pick from. This is particularly useful when the client is feeling stuck.

4. Might change the client's life forever.

Offering that unexpected comment might be just the comment that changes the client's life forever.

What are some questions you can ask?

1. What would be ideal for you?
2. What would that look like?
3. What would be a new standard for you?
4. What if you looked at it from X perspective?
5. Can you think of another alternative?

How do you know if you're getting it?

1. Recognizing perspectives.

You recognize what perspective, or frame, your client uses to view the situation, and have ideas of other possible perspectives. By introducing a new angle you widen the frame for the client.

2. You are having fun.

Exploring new territories can be fun - for you and the client.

3. Questions vs. telling.

When you notice that you are asking questions, versus suggesting how the client might want to view it, you'll know you're getting the distinction between broaching and reacting.

What are some common mistakes when using this Proficiency?

1. Needing the client to enter the new territory.

Remember, this is all about the client. Let them choose whether to enter or not.

2. Thinking you know the right answer.

Again, the client's wisdom will be more powerful than yours, even if it's exactly the same. Help them discover their own truth through their territories.

3. Solving vs. being there.

Newer coaches often feel the pressure to "perform" by solving the client's problem. Much of the power of coaching comes from your being there and the relationship between you and the client. Besides, clients don't always want to you to solve their problems. Guiding them to do it themselves will empower them more - and make them believers in coaching.

Resources

15 Proficiencies | [here](#)
The 3 Generators of Client Value | [here](#)
The 5-Element CoachVille Coaching System | [here](#)
Certified Coach Training Resources | [here](#)

Are there success stories/testimonials related to Enters New Territories?

coming soon | [got one?](#)

If you enjoyed this class, you may want to check out:

3 Step Training on the 3 Most Common Coaching Skills | [here](#)
3 Step Training on Defining Success | [here](#)
3 Step Training on Personal Foundation Program | [here](#)
3 Step Training on Empowering Your Client to Identify Their (Soft) Needs | [here](#)
A Perfect Person Program | [here](#)

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