

Introduction to the 15 Ultimate Outcomes In Life

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Complete Learning Guide Content

The 15 Ultimate Outcomes in Life

Clients may hire us for help with specific goals and problems, but the real power of coaching occurs when the client works with a coach on several of the 'ultimate outcomes' in life, like happiness, financial independence, flow, fulfillment, connectivity and wisdom.

What is the purpose of this Learning Guide?

1. To identify the benefits of using these ultimate outcomes to guide your coaching process.
2. To define what is meant by outcomes vs. deliverables.
3. To explain the 15 tangible outcomes.
4. To explain the 15 intangible outcomes.

What are the benefits of thinking about the ultimate outcomes in life in regards to my coaching?

1. You have a more profound impact as a coach.

The more you are aware of these outcomes, the more you are able to upsell your client on the notion of going for their ultimate outcomes rather than just the next goal on the list.

2. They inspire the client.

When the client has something bigger to go for, they are inspired. Each of these outcomes has an emotional hook for clients.

3. Provides language for describing the value of coaching - for you and your clients.

Sometimes it's difficult for a client to articulate what they got out of the coaching experience, and this gives them (and you) some items to put their finger on.

4. Client retention.

When clients start experiencing or moving toward these outcomes, they want to keep working on them - and they'll likely want to do that with you as their guide.

5. Expands your repertoire of services.

By focusing on the result that comes after the result, it raises the bar for your coaching, and your client's perception of what you are doing together.

6. They are one of the components of the Certified Coach Coaching Process.

Knowing them and being able to use them is an important element of being a stellar coach.

7. It makes coaching sustainable.

Having a compelling goal is key to sustaining coaching. These ultimate outcomes provide that.

8. Educates clients about what coaching can do for them.

Clients don't often know the breadth of what we can do for them. Having this conversation gets it out in the open.

What is an outcome?

Outcomes are not really deliverables. Outcomes are what might happen for the client after you deliver. For example, one of the outcomes would be that the client reaches their goal faster, whereas a deliverable would be the actual structure or resource you used to assist them. By offering the structure, the outcome is that they are more consistently meeting their targets. Outcomes are a byproduct of other things.

What is the difference between tangible and intangible outcomes?

Tangible outcomes are externally measurable, where an intangible outcomes is more of a feeling. Both are equally valuable.

What are the 15 ultimate tangible outcomes?

1. Personal legacy.

Clients come to coaches because they've achieved a lot and are beginning to look at their own mortality. They want to leave a personal legacy, and they want to design and maximize that legacy. They are looking to do something that is passed on and affects other people beyond their own existence. It's almost like their life has been a catalyst for something to occur.

2. Financial independence.

Even if you are not a certified financial planner or finance professional, you can still initiate the conversation around the notion of financial independence. You may not have the solution, but just by bringing up the topic you have immediately added to the client's experience. For example, you could help them determine how much money they need to retire on, and once they begin putting money away they'll have the feeling that they are on the right track. Be willing to look at traditional as well as radical ways of achieving financial independence.

3. More, or better, opportunities.

The more opportunities you have the more possibilities you have to make money, meet people, etc. Help your clients come up with bigger, more exciting opportunities for themselves. No matter the situation, there's an opportunity there - and it's up to you to help them be creative in finding it.

4. Design a perfect life.

99.9% of clients have never heard the term, but just by introducing it you add value. The idea of having a perfect life is a larger game. Consider asking them about this before you say you'll help them with their goal.

5. Expand capacity.

To live the larger life, clients need to be larger people in their life or their job. What capacity or skill do they need to expand? What do they need to be more capable at?

6. Fulfilling lifestyle.

When a client comes with the desire for more time with their kids, vacation home, etc., ask if they are willing to look at their entire life and design the lifestyle rather than just the goal they brought up.

7. Business and career success.

Obviously if you are a career coach, you're already involved in this area. Stick with them, not just to advise them of their options, but stay with them 3-6 months during the learning curve. That's what makes a coach different from a career counselor or business advisor.

8. Relationships.

You can expand your client's thinking in this area, whether you call yourself a relationship coach or not. Usually if someone is challenged in one relationship, it's not the only one. Your goal is not to help them make an incremental movement - you want them to move to a whole new way of being in relationships. What makes coaching sustainable is having a goal that's compelling.

9. Mastery.

Rather than talking with clients about doing self-improvement, talk with them about becoming the top 5-10 percent in their field within the next 2-5 years. If you're a master at something you've exceeded the competent level and sometimes even the expert level. You aren't just doing excellent work, you are actually taking your craft or profession to a more profound level. When their goals are high, clients learn faster, have more customers or business, and they'll learn from their customers more effectively.

10. Increased performance.

Clients often come because they want to increase their sales, sell their business in 3-4 years, or increase their rate of promotion. These are great coaching areas.

11. Vitality.

Clients don't often come to you with that word, but they'll tell you they are lazy or tired and want you to help boost them in some way. If they are hiring a coach for this it's because they want to connect with that project or goal that will stimulate their mind at the same time.

12. Personal sovereignty.

This includes independence, choice, control, personal authenticity, integration, etc. People you know that are in charge of their lives have set things up well to have that personal sovereignty.

13. More time.

This usually comes up at some point in coaching.

14. Increased creativity .

A lot of clients come to coaching because their creativity is being repressed in some way - though they may not say it this way. They need creative outlets. Your job is to increase their current level of creativity. You can help them get out there and express themselves.

15. Stimulating environments.

Clients don't usually come to you for this, but you can help them craft stimulating environments. This might be a change in where they live, what they read, the friends they hang out with, how they spend their free time, etc.

What are the 15 ultimate intangible outcomes?

1. Happiness.

It is helpful to challenge the client to articulate this for themselves. Ask them what they think the 3 steps are for them to be happy. If they struggle you can ask them about recent occurrences or events that made them happy or put a smile on their face. Try different approaches and see what comes up.

2. Pleasure.

Pleasure is a distinct experience that may or may not be related to happiness. Ask them how much pleasure they are having in life and if they are having enough of it. Don't assume clients know to bring this up. Ask them what some of their sources of pleasure are.

3. Joy.

Joy is different from pleasure and happiness. Joy can have a sense of awe about it; it's bigger than a single experience. Happiness and pleasure come from things experienced, whereas joy is more of a wellspring from within.

4. Sense of freedom.

We use personal sovereignty as a tangible, but this one is an intangible. Clients may come to you with a lot of pressure and they want to get rid of some of the stress. The first stage is to provide some relief, the second would be for them to experience some freedom around it, and the third stage would be to absolve them from the entire problem. Some ways you can help with this are working with clients on changing their environments that are constricting, focusing on breathing, getting more physical space, building up reserves, letting go of lower priority items, reducing the number of obligations, etc.

5. Sense of progress.

This is having a sense of the future getting better. Even if the tangible outcome hasn't been reached, the client can feel a sense of progress and that will accelerate their sense of possibility. Even if they are not there yet, simply handling the situation better is progress.

6. Peace/inner peace.

Clients may not come to you asking for this, but you can tell by their voice that they want it. Consider working with them in the areas of balance, harmony, or integration of business and personal lives.

7. Awareness.

You can call this consciousness, but many clients will prefer the term awareness because it makes more sense to them. As you weave this in, even though they haven't said they want it, you help them focus to improve what's going on. You can do this through curiosity, presenting concepts, planting seeds, pointing out incongruence, changing the stimulation they are receiving so their bodies become more sensitized (such as eliminating desensitizers such as caffeine, sugar, television, etc.)

8. Love.

Talk with them about the components that make love possible. What ideas do they have? They probably come to you with fears, and you may be able to introduce the notion of love without having to have them totally overcome their fear.

9. Balance.

Equilibrium is another term you could use here. Clients come to you because they are out of whack in some way.

10. Confidence.

Many clients come to coaching for this. You can assist them with this by affirming their accomplishments and successes, helping them see how their successes in one area can/do impact other areas, or simply standing with them for support.

11. Connectedness.

You can call this spirituality or whatever term works best for you. You can weave this in by talking directly about spirituality, or even by talking about designing environments that stimulate you and having a profound relationship with the environments. Help them connect to their passions, their sense of common energy, common interests.

12. Inspiration.

Help them become part of something that's bigger than themselves. If they have that level of inspiration, you won't have to motivate them. This frees you up to help them with other things.

13. Space.

One of the ways to have more space is to reduce commitments.

14. Transcendence.

Transcendence is eliminating what's below you or around you that you that keeps you from rising above or moving through things in your life. Ask them what they have transcended in the past. Examples might be: the need to control things, their relationships with their parents, fear of failing, feeling like they have to be normal, etc.

15. Comfort.

This is a very important part of what coaches provide for clients. You can normalize their experience - help them feel normal. Just your presence alone can provide comfort - whether it's in person or on the phone. Comfort can make the client more fluid and less stuck.

When do you use the ultimate outcomes?

1. When the client is unhappy or dissatisfied but can't put their finger on it.
2. When you want to invite the client to play bigger, be more.
3. When the client has a pattern of focusing on the minutiae or details of daily life.

4. At the beginning of a coaching relationship in order to educate the client about what to expect.

What mistakes do coaches make with the ultimate outcomes?

1. Pushing your own agenda.

Just because we've defined the ultimate outcomes this way doesn't mean everybody has to run out and start working on them. Stretch the client, offer them more, and let them decide where they want to begin.

2. Taking too much responsibility for attainment.

Again, you can ask questions, provide perspective, invite them to look at it from another perspective, but they've got to want it for it to be meaningful to them.

3. Not taking a look at how you are doing on your own outcomes.

As always, it helps to do your own stuff first. How are you measuring up with your own personal standards?

4. Insisting on languaging.

Clients don't have to use the same words to describe the outcome. Use the language that works for them - just make sure you know what they mean.

What are the key shifts to make in thinking and behavior?

1. It is possible to achieve your goals in these areas.
2. There is something bigger and more powerful behind almost every problem or goal a client brings to you.
3. Provocative or philosophical conversations are coaching.