

Introducing Clients to New Frameworks

Description:

Frameworks are ways of thinking, akin to paradigms, "come-froms", personal operating systems, and even paradoxes. One of the ways that the coach adds value to their clients is by updating or expanding the client's thinking or assumptions. In this one hour overview, you'll be introduced to the 15 Frameworks, along with the specific situations that clients are in, and which are most fitting for each.

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What is the purpose of this Learning Guide?

1. Introduce you to the 15 Frameworks.
2. Discuss what a Framework is, and is not.
3. Give examples of when and how to use some of the Frameworks with clients.
4. Point out common mistakes coaches make when using/introducing the Frameworks concept to clients.

Why should I consider introducing new frameworks to my clients?

1. It motivates clients.

The larger the framework, the more room there is to have fun. Introducing this concept gives them something that gets their attention and allows them to get their arms around it.

2. They learn that success is a by-product.

By picking something more compelling or inspiring than the goal the client originally comes to you with, they learn that success, or achieving the goal, is a by-product of shifting or expanding their frameworks.

3. They provide radical new perspectives.

Making a minor shift in a framework can re-orient how the client looks at their situation, their business, how they run it, and so on.

4. It makes it easier to solve the problem.

By talking about something even bigger, you can often help the client reach the goal or solve the problem much easier.

5. Takes the pressure off both the client and coach.

By strengthening your ability to bring a bigger perspective, it takes the pressure off you to find a solution. Thinking bigger shifts the client's perspective so the pressure actually lessens or changes.

What are frameworks?

1. A place you come from in your thinking, your attitude or your behavior.

Everyone looks at life from a particular place. How you look at life reflects how you think and how you come across.

2. They are fundamentals of a coaching style.

One thing that makes coaching better is thinking larger or giving the client a larger framework from which to come. These 15 help you do that.

3. Frameworks are NOT the way things HAVE to be.

What are the 15 Frameworks?

1. It's all solvable or it's not.

When you have come to embrace this framework, the worry and panic has no way to grip your thoughts or actions. Comfort and confidence are byproducts of the framework that it's all solvable or it's not. And when you are comfortable and confident, the value you add to your client will be greater because you'll be more available to them.

2. Risk is always reducible.

Given that so many of our clients are becoming more independent and entrepreneurial in how they think and how they work, their ability to deal with risk is key to their continued success. And from a coaching perspective, part of our job is to help the client to afford to take more risks. That risk can be mitigated to helping the client arrange for reserves so that any failure has fewer consequences, and/or we can help the client find ways to substantially reduce the risk of what they are undertaking. Risk is always reducible. Less risk equals more value.

3. There's usually a better way.

No matter what the strategy or approach the client is thinking of, there is usually a better way. That's a powerful place to come from as a coach because it stimulates your creative thinking as well as that of the client. If one looks, and is encouraged to think beyond the traditional ways of solving a problem or accomplishing an outcome, a new, better, easier, faster, less expensive and less risky way is usually available. And, from the client's perspective, instant value has been added when it is discovered.

4. Success is a by-product.

Going after success directly can definitely work but that's like pushing string. It's usually

a lot easier to live the life you want and develop/follow your passion and let success find you.

5. Emotions are our teachers.

Even emotional reactions, if you wish to learn from them. Emotions are our barometers, our teachers, our mirrors of what is left to learn.

6. Delay is increasingly expensive.

The windows of opportunities open more often, yet shut more quickly than ever before. As the consumer has come to expect immediate service, delivery and problem resolution, a highly responsive competitor can make its mark in mere months, not years. Combine that dynamic with the level of flow and just-in-time synchronicity that humans are coming to rely on to be their best, and the notion of delay is fading quickly as a viable option in life and business.

7. Inklings are higher intelligence.

The definition of an inkling is a subtle sense of something, even with no evidence to back it up. An inkling is even quieter than intuition and even more powerful. Inklings are at the gateway of truth. As we sensitize ourselves to feel at this level, we get access to inklings and have the courage to act on them, vs. waiting for them to become intuition or fact. As clients come to trust their own inklings, they make better choices sooner. A clear value add.

8. The answer is somewhere.

Does the client have the answer? Or does the coach? How about a book? How about the ethers? The point here is that it doesn't really matter where the answer is, but that there is an answer somewhere and it's up to the coach and client to find out where it is. This also stimulates the creative/collaborative relationship between coach and client, instead of forcing either party to come up with the answer.

9. Self-confidence can be arranged.

You don't need to rely on yourself to feel confident. You can arrange ample support structures and encouragement, and design situations that will feed you the confidence you need because you've earned it.

10. Memes and genes are evolving at different rates.

We all know what genes are: they are the genetic make up of living things; there are genetic structures, the genome and the gene pool where replication and mutation are the process, and natural selection is the byproduct when environments change. Memes are EXACTLY the same type of thing; except that memes refer to ideas, messages and opinions that are shared (replicated) and modified (mutated). And, given memes can replicate 1000's of time faster than genes can, and also evolve that much faster as now thanks to the Internet, our bodies are pressured/stressed by changing ideas before our cells have a chance to adapt and keep up. Hence, mental stress.

11. Work is for joy.

What good is owning a business if it doesn't bring you pleasure? What good is having a job that doesn't bring you joy? The point here is that when you come from this place, you'll be encouraging your clients to have a much more enjoyable relationship with their business or work, even if it means that the client has to make substantial changes in order for this to occur. So, rather than be consumed by a business or job, have it actually be a source of joy. Novel concept for many. Instant value add.

12. Problems are immediate opportunities.

Got a problem? There is likely an immediate opportunity for you in that problem. Either a chance to grow/evolve, or a chance to learn something, resolve something, use as a spring board, and even as a profit center/business.

13. People are doing their very, very best, even when they clearly are not.

When you look at life this way, compassion, empathy and respect are the norm.

14. Awareness is unifying.

What unifies humans? What helps us transcend the petty reactions and historical conflicts? Awareness, meaning the dawning/understanding of truths greater than the one we currently know. Not just information/knowledge, but truths. As we all increase awareness, we see the commonality/connections among all of us; that can lead to harmony.

15. Life is about us, and it's not personal.

And yet it can feel so personal.

Key Points:

1. Frameworks are designed to be empowering...
...rather than just point of fact or obvious.

2. These are progressive frameworks...
...and may be new to some people.

3. Use your own words to interpret these to your clients...
...it will help you articulate what you do.

4. Be aware of your own frameworks...
...so you won't push your own on your clients or create misunderstandings.

5. Try these on...
...to see where they can serve YOU as well.

How does using frameworks make you a better coach?

They help you articulate what you do.

They provide a larger context for the coaching relationship.

They expand your own thinking.
They strengthen your ability to bring a bigger perspective.
They take the pressure off you, and your client.

What are some common mistakes coaches make with frameworks?

1. Pushing your own framework.

You want to be aware of frameworks and what the client's is, but not force them to adopt yours. Some of these 15 frameworks won't be relevant or necessary for some clients.

2. Not knowing your own frameworks.

Knowing your own frameworks is as important as knowing your own biases, skills, or strengths.

3. Not asking permission to introduce a new framework.

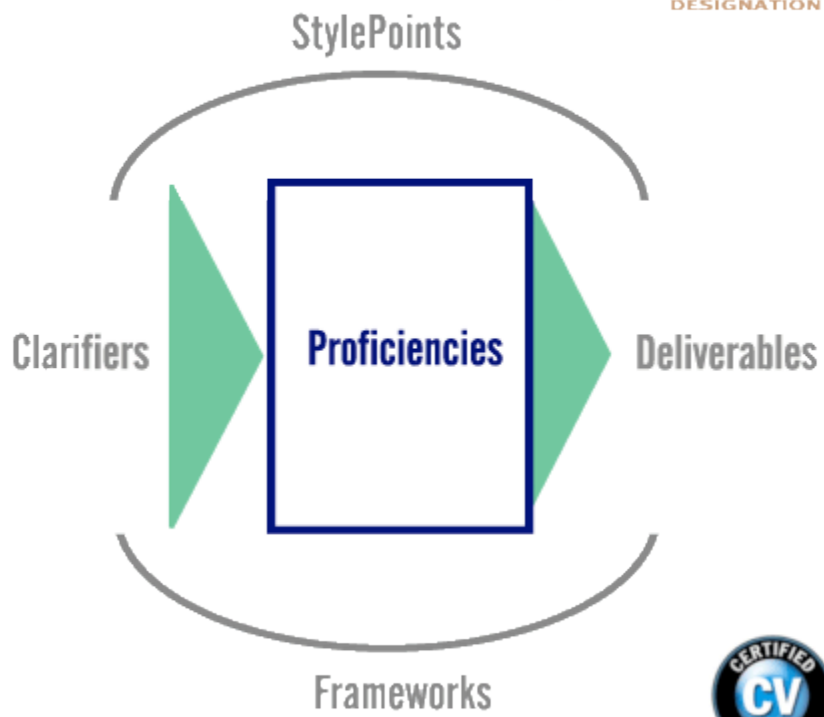
It's a good idea to get this early on in the coaching relationship. See the Coaching Proficiencies for more information.

4. Not paying attention to timing.

Use your experience, intuition, and inklings to know when to bring these up. You may come from certain places that your clients haven't and never will, but you can still coach them.

Visual Display

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DESIGNATION



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