



THE META-COACH™ TRAINING SYSTEM

The Ultimate Coach Training

For Professional Coaches
and those planning to make Coaching
their Profession
Taking Coaching to a Higher Level
The Most Systematic Approach Yet

WHAT ARE THE NEW FRONTIERS IN COACHING?

While *Coaching* has not yet become a Profession, the field is moving in that direction. This raises several questions about the direction and future of this exciting emerging field.

- What *unifying models* will enable you to become more systematic in your approach?
- What skills, models, and patterns will you need as a Coach to stay on the cutting-edge?
- What *new frontiers* in the field of Coaching will arise in the next decade?
- Are you ready for those frontiers?
- As Coaching moves to become a Profession, what unifying systematic approach will enable a Coach to answer the question—

How do you know what to do when, with whom, and why?

- Because this is *the question* that governs the systematic approach to Coaching, how ready are you to explore and discover the answers?
- How valuable would it be to be able to *know intuitively within yourself* what to do when, with whom, and why? Would that give you the kind of expertise to feel totally confident as a professional coach?

HOW do you know WHAT to do WHEN WITH WHOM and WHY?

Imagine that your phone rings in the office and that a prospective client is on the line. As you begin the call, the person asks you this critical question:

I think you are the person I want to work with; but before I make an appointment, I have one final question. When you work with someone, how do you know what to do, when to do what you do, with whom to do that, and why?

If this is a client ready to pay you \$1000 an hour, what would you say? How would you respond? If they asked you what *models* do you use in order to determine your answer, what would you say?

HOW: A systematic approach for working as a change agent and a facilitator for unleashing a person's potentials. The models you use in order to navigate the activities of enabling, facilitating, and actualizing potentials.

WHAT: The patterns, processes, techniques, and the actual tools that you use that guides and informs the coaching conversation that gets to the heart of things and facilitates generative self-actualizing change.

WHEN: The time element. When is the appropriate time to use a specific process or pattern. When it is timely to do that? How do you know?

WITH WHOM: How do you profile people, personal preferences and styles and where they are developmentally? How do you determine the person's style and if a pattern is designed for him or her?

WHY: Your philosophy and theory of human nature, self-actualization, change, implementation, communication, self-reflexive consciousness, and facilitation, etc.

How does a human being, already psychologically healthy, living in the present, having good self-esteem and ego-strength, take his or her skills to the next level and unleash potentials that may be completely hidden and unconscious? *How?* Through self-discovery and the development of robust resources. And that's what these trainings are all about.

The Meta-Coach Training System

Today this system today the only *fully* systematic Coach Training system in the world. Because it uses the best in Cognitive-Behavioral, Developmental, and Self-Actualization psychology and starts from the NLP communication model, it is truly an **advanced Coach Training** methodology for the professional Coach. And it is based on *the secret of the 7 Models*.

Meta-Coaching incorporates 7 models because *coaching* is essentially 7 things:

- 1) *Communication:* A special conversation that gets to the heart of things.
- 2) *Unconscious Communication:* Using human reflexivity to step back to notice our unconscious frames of meaning (beliefs, values, decisions, etc.) “in the back of the mind.”
- 3) *Generative Change:* Change at multiple levels, behavioral, developmental, and transformative for going to the next level.
- 4) *Implementing and measuring difference:* Coaching leads to actions so we can measure the difference as we close the knowing-doing gap.
- 5) *Working Systemically:* Coaching is holistic, a non-linear working with the mind-body-emotion system.
- 6) *Self-Actualization:* Coaching mobilized hidden resources in order to unleash new potentials.
- 7) *Facilitating processes:* Coaching facilitates all of these processes simultaneously using high level facilitation skills.

The Systematic Approach of Meta-Coaching

- 1) *Communication:*
The NLP Communication Model For a focused coaching conversation
- 2) *Unconscious Communication:*
The Meta-States Model of Reflexivity To get to the heart of things quickly
- 3) *Generative Change for multiple levels:*
The Axes of Change Model To know what to do when
The Crucible Model for generative change
- 4) *Implementation and Measurement:* To actualize and measure change
The Benchmarking Model
Mind-to-Muscle Patterns
- 5) *Working Systemically:* To work systematically with clients
The Matrix Model
- 6) *Self-Actualization of Potentials:* For leverage in unleashing potentials
The Self-Actualization Matrix
Self-Actualization Quadrants
- 7) *Facilitation of multiple processes:* To know the coaching *processes*
The Facilitation Model



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Who are the Developers of the Meta-Coach Training System?

Dr. L. Michael Hall initiated the system as a cognitive psychologist and modeler by interviewing world class master coaches and examining the structure and essence of “coaching” as a discipline. In his years of modeling he has developed most of the Neuro-Semantics and Meta-Coaching models. One of the world-class coaches that he interviewed was *Michelle Duval*, a Master Coach and CEO of *Equilibrio International*. Michelle specializes in executive and personal coaching and has been running *Equilibrio* as a highly successful coaching organization in Sydney, Australia since 1998. Together they have designed and created the Meta-Coach Training System and authored two books on it (www.equilibrio.com.au).

Presenter

This *Meta-Coach Training* will be presented by Dr. L. Michael Hall who is a Cognitive Psychologist and original developer of most of the models used in Meta-Coaching, he co-founder of the Internatioanl Society of Neuro-Semantics and co-founded the Meta-Coach Foundation (MCF) with *Michelle Duval* a Master Coach and CEO of *Equilibrio*.

For the Meta-Coach Brochure — write or call for it or see it on www.meta-coaching.org.

The Meta-Coach Training System	
Modules:	Content and Benefits
<p>I: NLP Model <i>Coaching Essentials</i></p>	<p>The “languages” of the mind and how communication works. How we communicate from state to state and induce state via communication. The communication precision model (the Meta-Model Questions) The communication filters of our perceptual lens (the Meta-Program distinctions) Discover a dozen patterns for state management and effectiveness Learn the basic NLP format for modeling excellence through Strategies.</p>
<p>II: Meta-States Model <i>Coaching Genius</i></p>	<p>The self-reflexive consciousness unique to humans. How to get to the communication in the back of the mind. The meta-stating process of setting frames that create our filters and values.</p>
<p>III: 5 Coaching Models <i>Coaching Mastery</i></p>	<p>Learn a systematic approach to coaching: <i>How do you know what to do when, with whom, how, and why?</i> Experience coaching sessions every day; practice full hour coaching sessions Receive immediate sensory-specific feedback while coaching for shaping your skills and competency</p>
<i>Axis of Change Model</i>	<p>Learn a non-therapeutic change model, distinguish therapy models for change from generative change models for healthy people. Learn to use the four change mechanisms and engage in the Dance of Change. Identify the level of change an individual or group wants. Develop the skills for facilitating transformational change.</p>
<i>Benchmarking Model</i>	<p>Discover how to operationalize the language and concepts of clients. Conversationally set benchmarks for measuring progress. Ground change and establish metrics for measurement.</p>
<i>Matrix Model</i>	<p>Learn a cognitive-behavioral and developmental psychology systems model. Discover how to identify leverage points for change in a person’s system. Experience how to “follow the flow of energy” through a Matrix. Accelerate your coaching ability to “get to the heart of the matter” with a client quickly, cleanly, and profoundly.</p>
<i>Self-Actualization Quadrants</i>	<p>Learn how to diagnose where a person is on the Meaning/ Performance axes. Discover how to facilitate synergy for clients and groups for moving to the self-actualization of Quadrant IV Learn how to set self-organizing frames for making lasting transformational changes with clients. Discover how to facilitate a client in suspending a frame (belief frame, decision frame, identity frame, etc.) that no longer serves the client.</p>
<i>Facilitation Model</i>	<p>Discover the unique coaching skill of facilitation and the dozen meta-processes to facilitate.</p>

META-COACH TRAINING

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