

WHAT'S SO GREAT ABOUT COACHING?

**THE COACHING ATTITUDE, SPIRIT, AND
METHODOLOGY IS THE SECRET FOR
ACTUALIZING YOUR HIGHEST POTENTIALS**

**What we call “coaching” is far more than just coaching.
Coaching is influential and effective communication.
Coaching is leadership for inspiring and motivating people.
Coaching is actualizing one’s highest meanings
and best performance.**

Coaching is everywhere . . . in business, personal life, management, leadership, sports. There is health coaching, dating coaching, image coaching, relationship coaching, kids coaching, career coaching, and the list on and on. *Why?* What is this all about?

In the 1990s coaching could have been dismissed as a self-development fad or a managerial “flavor of the month” program. But no longer. 16 years later and coaching is stronger than ever; it has become a field in itself, and is moving toward becoming a self-governing profession. *Why?*

What are people finding in this new field that makes it so dynamic, so invigorating, so robust, so life-changing, and transformative? What gives? The answer is what coaching *is*.

- *Meta-Discipline:* Coaching facilitates you to develop the mindset, attitude, beliefs, and practices for superior results and peak performances. Working at a higher level with structure, process, and form coaching involves expertise at process, rather than content, hence, *meta-coaching*.
- *Facilitation:* Coaching is not giving advice, teaching, lecturing, or fixing, but pure facilitation that enables and empowers you to access your higher resources for performing at your best.
- *Actualization:* Coaching facilitates your self-actualization enabling you to make your dreams and hopes real and practical. It empowers you to make your visions and values real.

- *Key success factors:* By modeling top performances of the best, coaching facilitates transferring the frames, practices, and disciplines that enables you to learn and change quickly. Coaching does this by focusing on the key success factors of your goals.

- *Systemic:* Coaching works systemically with multiple systems: your mind-body system, social and relational systems, economic and career system, health and energy system, meaning and performance system, cultural system, etc. Coaching works holistically to improve the quality of your life.

- *Generative change:* Coaching focuses on developmental and transformative change, not remedial; that’s therapy. Finding a remedy for what’s not right, for what’s broken or in a defensive state is the domain of therapy. Therapy gets a person “up to okay,” and in the present with ego-strength for effective coping.

Coaching is for a psychologically healthy person who wants more out of life. How do you use your health, vitality, and potentials to be everything you can be so you don’t die with your music inside? How do you take things to the next level?

- *Unleashing potentials:* Coaching taps into, elicits, and develops your potentials so you experience your highest and best—making you fully alive/ fully human.

Coaching is a meta-discipline¹ for facilitating² the actualization³ of the key success factors⁴ in any and every field for systemic⁵ generative change⁶ designed to bring out and unleash⁷ a person’s highest potentials.

How does coaching apply to me?

If you are a leader—coaching offers you a way to bring the best out of your people. It gives you a way to tap into the rich potentials and creative intellectual capital of your people so that as part of your team they catch your vision. The methodology of coaching enables you to lead and inspire by capturing their hearts and minds.

If you are a manager—you can now practice enlightened management to bring out the best in your people. As they appreciate the larger picture, they can move from mediocre or good to great. As a coaching manager, your communicating with more clarity and precision that will lead to improved buy in, performance, and responsibility. Your performance reviews and feedback will be with elegant effectiveness.

If you're a business owner or entrepreneur—your coaching skills will support you in seeing and seizing the right opportunities, negotiating, marketing your products and services, and creating wealth in a balanced and healthy way. Coaching will support you in every aspect of effectively presenting your products and services.

If you are a lover or a parent—your coaching communication and relational skills will take you to a new level as an effective communicator. You will be able to work through conflicts respectfully and create your desired quality of intimacy.

If you're an embodied human being (!)—your coaching skills will enable you to use self-coaching for creating a higher level of health and vitality. This will give you the energy, resilience, and stamina to feel good as you follow your passions.

If you're wanting to build a life worth living

full of joy and contribution—coaching will give you the tools for stepping into “the zone” of self-actualization at will and build a greater sense of confidence and competence.

That's so great about Coaching!

Within the premises and competencies of coaching are the most foundational skills for you to actualize your highest dreams and best values.

All this because coaching is *the psychology for psychologically healthy people who want to live life to the full.*

Discover all this in the most systematic approach to coaching—*the Meta-Coach Training system.* After all, coaching is—

- Communication
- Unconscious back-of-the-mind communication eliciting the frames governing one's life
- Change for generative transformation
- Systemic thinking and interacting
- Implemented performance and measurement of progress
- Self-actualization of one's highest and best potentials
- Facilitation of these dynamic processes

Whether you want to be a professional coach or living a self-actualizing life with moments of peak experiences, coaching methodology and competency in Meta-Coaching will enable you to relate and communicate in ways that you and others will experience as simply magical.

Your Invitation to Meta-Coach Training

Discover and experience using Meta-Coaching and its seven models for your own personal self-actualization as a professional coach in order to actualize your highest visions and best values. Use it to create a new career or to enrich what you already do as you work with and through people.

Module I: Coaching Essentials

This module introduces the cutting-edge communication model of NLP. You will learn that model, the precision distinctions and questions of the Meta-Model; the elegance of state induction known as “trance” for creating resourceful states, and the perceptual lens of the Meta-Programs Model. You will learn a dozen basic NLP models for becoming more resourceful and running your own brain.

Module II: Coaching Genius

This module will introduce you to your own self-reflexive consciousness and the states you create about your states, your meta-states. This 3-day training will give you access to the secrets of personal mastery and enable you to step into “the zone” at will to experience the “flow” state. You will learn 14 coaching patterns for personal excellence as you develop your own customized “genius” states.

Articles and Brochure on Coaching are at:

www.meta-coaching.org

www.self-actualizing.org

Module III: Coaching Mastery

This module is our rigorous and intense *boot camp* training. Graduation of this module results in the ACMC credentials. This module offers hands-on experience using the 7 models as you engage in coaching sessions every day.

And at least 12 times you will be in a full coaching session either as a coach, a client, or a meta-observer. You will learn the Self-Actualization Quadrants that will enable you to diagnose best practices and self-actualization and identify how to create the synergy required for peak performances and peak experiences. With the benchmarking model, you will learn how to measure intangible qualities and progress.

Experience first-hand the skills for being present to another as you facilitate the unleashing of potentials in your coaching sessions. And discover the dance of transformative change, follow a person’s energy through their matrix of frames, and earn the ACMC credentials. All this in 8 very intense days!

Are you ready to register?

Call or write the sponsor of Meta-Coaching and *Coaching Mastery* in your area!

For the 2009 Colorado Trainings —

1 970- 523-7877

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>

