

# Guiding Principles Overview

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The way you view humans and human interactions affects the level of personal connection you can develop with clients. There are several core guiding principles that can have profound affects on the quality of personal coaching.

## People have something in common:

We return to the common ground of being by loving, honoring and valuing ourselves and others.

This principle allows you to build rapport with every client. Believing this you create the possibility of a warm, equal human connection. Further, you create an example and a support structure for the client in his or her own process of learning to love, honor and value self and others.

## People are inquisitive:

Wonder, curiosity and inquiry are the source of all learning.

As a personal coach, wonder and curiosity are your allies. When you are in a state of genuine inquiry about others they are far more likely to open up to you and they are predisposed to learn more about themselves by staying longer in a state of inquiry about their own circumstances.

## People contribute:

Contribution based on purpose generates true fulfillment.

Everyone is contributing to the world all the time, with everything they do. When you see this in all your clients you affirm a key part of their life path and open the conversation to fulfillment, values, life purpose and legacy.

## People grow from connection:

Connection is the wellspring of creativity.

This principle makes it much easier for you, as a coach, to go into a co-creative mode with your clients. It also tunes you in to the kinds of connections that are and are not present in your clients' lives and gives you clues about human resources that may be of great value to them.

## People seek value:

Listening provides an ever-present access to value.

This principle allows you a simple route to discover sources of value for each client. Tuning your ear into their life circumstances gives each client extra clues about the kind of value they are seeking in different situations and specific ways to gain that value.

## People act in their own interest:

Discernment reveals the opportunities in every situation.

People can only act in their own interest; there is no other way to act. Realizing this, you are not surprised by seemingly selfish acts from anyone and instead can tune into the quest for self-care that underlies everything people do. Viewing clients at this level allows you to be perceptive and compassionate allies to them, helping them discern additional opportunities everywhere.

## People live from their perception:

An inclusive, present-based perception of reality is the platform for effective action.

This principle allows you to validate the client's perception continuously even when it is at odds with your perception. It is real for the client and that is what matters. Knowing this, you can seed the client's perception with additional perspectives without ever making the client wrong. This principle also encourages you to be present with the client and to deal with situations in the present moment where the client can truly effect change.

## People have a choice:

Awareness is the precursor to choice.

This gives you a solid rationale for developing the awareness of each client knowing that awareness leads to a wider menu of choice, which in turn expands the possibilities for action, which in turn leads to a higher likelihood of successful results. Having confidence in this process allows you the luxury of enjoying silence and indulging in creative, free form, non-linear conversation for the sake of expanding awareness versus staying linear, disciplined and narrowly focused.

## People define their own integrity:

The vigilant development of the fit between conduct and calling creates integrity.

When you know that personal integrity is a measure of alignment between conduct and calling, then you can much more easily assist clients in finding a course of action that is rooted in their core values. When a client's sense of integrity wanes, it becomes an opportunity to learn more about the client's true calling.