

Simone Peer, Inc.

PROFESSIONAL CERTIFIED COACH - ICF MENTORING/SUPERVISION

Transformational Coaching

Powerful coaching that has the potential of taking clients into sustainable change for the better starts with laserizing in on the essence of both Who they are and how Who they are is seeking to play out in What they're doing; thus informing How they will go about doing it.

This kind of coaching is Transformational and is different than Transactional or Strategy-Only coaching, which seeks to get results (this is good), but doesn't necessarily seek to determine if these results are really what the client is seeking for the whole of their lives and/or businesses.

Consider *The Four Dimensions of Coaching*; this spotlights an upleveling in the focus of your Coaching:

Dimension	Type	Focus	Description
1	Linear	Results	Help client take more actions to produce "+" results
2	Strength	Attraction	Stronger Foundation, higher results
3	Quality of Life	Inner	Work on Personal Path, high quality-of-life goals
4	Perfection	Outer	Perfecting all aspects of life, based in spirituality

-from Coach U's Personal Path Module (c) 1999 version

The core message here is to understand that there is a definite distinction between transformational and transactional coaching. Here goes some additional thoughts...

Transformational coaching addresses unquestioned assumptions and ideas that govern people's lives and are the source of patterns and strategies that keep them stuck and that really don't work for them in the long run.

Just about everyone comes up with strategies that are temporary measures and not designed for lasting change. There are times that we help people come up with temporary solutions, and this happens while we help them create new interpretations that will lead to the more desirable lasting and permanent changes they are truly seeking, the kind that eliminate problems altogether.

If the coachee doesn't see value in changing or have a strong, compelling reason to change, they're never going to do it.

In these instances, it's our job to help them get a different perspective, so they can then learn what it's really costing them to stay stuck, or make minor incremental movements, that are not significant enough to constitute lasting change.

We seek to discover the pivot or BUT point in the conversation, i.e. the balancing point between how bad things are *and* what they want, BUT...

Usually, there is some unquestioned idea of consequence or an assumption that they're holding as absolute truth, which may or may not be true, and if true, may or may not be worse than what they're

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already facing. The truth is if they're in this kind of position, they are suffering, whether they want to admit it or not. Our job is to help them see all of this, so whatever they decide, they do so informed instead of blind.

The shift, (the breakthrough moment in their thinking that changes how they see things, forever) comes when we help them change their thinking around the idea or assumption. That's where transformation begins, and it's our job to help them see it, so they can decide if they want to actually do something about it.

Transactional coaching is focused only on doing. It is most efficient AND effective when it flows naturally out of the transformational shift in thinking.

When it is the only coaching happening, or when it is done without exploring for the transformation, it may be one of a few things:

- could be effective, particularly if used as a short-term answer that paves the way for a long-term transformational-based result
- could be effective because coachee gets a result and everything coach and client does stays at a surface level, and surface level results are a-okay; just be honest about what they are
- could appear to be effective, but actually creates delays and suffering in coachees' lives, at the coachees' expense of money, time, energy, effort and potentially much more depending upon who or what else is involved (spouse/family, employer/ees, colleagues/clients, etc.)

The thing about strategies is that people come up with and implement them all the time to do things that will sustain and validate their faulty thinking.

For example: Jane is desperate for attention and is determined to get married. Whenever she starts dating someone, she becomes what she thinks the other person is looking for: the life of the party, the bicycle enthusiast, French film lover or health-food nut.

The strategy works for the time-being in that she gets a relationship, but she never gets what she really needs from the relationship. Her fear of being alone or abandoned caused her to adopt a strategy where she ends up abandoning herself in order to avoid being abandoned by someone else, which she will likely end up losing anyway as they sense the neediness or lack of self-esteem on her part.

So as a coach, we can coach Jane on how to find dates and become the marrying type, OR we can help her figure out what she thinks makes her unlovable and help her see herself in a new way, so she gains both herself and the likelihood of attracting the kind of person who wants to love her for her, so she ends up truly happy, not just settling for the honeymoon-stage high of each new guy that comes along.

I hope this helps!

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