

CHPC Coaches Training - March 8, 2017

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Sapphire Ballroom A - Hilton Bayfront in San Diego, CA

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POWER THEMES:

"I can not expect my purpose and mission to bow down to my limited strengths."

"Our work is more important than we probably know, especially right now." (The ripple effect!)

"One way to get people who achieves to go to High Performance is to get them to realize their going through the motions."

"This isn't a conversation about doing MORE, it's a conversation about giving your BEST!"

"You're going to suck and people are going to harshly judge you — SO DO IT ANYWAY!"

"You're not doing the work for haters - so don't worry about what they'll say."

"Readiness happens in action NOT in contemplation."

ACTION LIST:

- **ACTION — GET "LIVE" MORE ONLINE with PURPOSEFUL, PASSIONATE, PRODUCTIVE, POSITIVE messaging!**
- **ACTION — GROW INTO WHAT IS NECESSARY FOR YOUR FUTURE**
 - **ASK — What are you gearing yourself up for right now?**
 - **ASK — What are you training for right now?**

- Review **CHARGE** session worksheet for Competence to set learning goals!
 - **ACTION** — Practice saying "I'm NOT satisfied with your answer, and you shouldn't be either — **BE WILLING TO CHALLENGE STUDENTS MORE!**"
 - **ACTION** — Practice this "Challenging Statement" that goes after their answer (not them) — "I think that question you answered is **BIGGER** than the answer you gave."
 - **ACTION** — Journal 10 Topics to cover for **EACH** of the Pillars of High Performance - 60 videos - 10 for each: **Psychology, Physiology, Productivity, Persuasion/People Skills, Presence and Purpose.**
 - **ACTION** — **FILM THIS** — "Why **KALE** is **BETTER** than **ICEBERG** lettuce!"
 - **ACTION** — Work through the HP Webinar for Group Coaching evergreen style launch.
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FOCUS —

- Reconnecting with our purpose.
- Build the business part of what we do.
- Questions & Answers

"We are seeing a lot of incredibly poor energy in this world right now."

- These times that happen like right now, we have to be careful.
- World-wide — it's become very antagonistic. Very quick to judge, raise drama.
- There's not a lot of conversational exploration right now.
- You see collaboration and productivity go down when these things happen.
- There's an economic potential collapse around the world — these are times when the big names emerge (MLK, Ghandi, etc.) — when a Mandela is necessary.

Right now is a very dangerous time where there's a tipping points that can look

like “coups, economic snaps, etc...”

- When you get people to asking questions of themselves, their more likely to have conversations with other people.
- Before you announce something, ask some questions (is it true?)
- The easy thing is to be human driven by impulse — Brendon’s wife is incredibly thoughtful, he’s mentioned.
- Where are the educators, leaders right now ASKING the people they’re teaching and education the GOOD questions about being intentional, not impulsive.
- **DISTINCTION — Our work is more important than we know, especially right now.**
- “Our work is more important than we probably know, especially right now.” (The ripple effect!)
- **ACTION — LEVERAGE the TOOLS HAVE, GO LIVE!**
- “If you’d like to have a conversation like this, fill out an application and we’ll have a conversation right now - click the link in this post and we’ll see about doing some coaching together.’
- **ACTION — Get on FACEBOOK, YouTube, Instagram JUST TEACHING!**
- **ACTION — EMAIL + FACEBOOK ALONE can build an epic empire!**
- **MAJOR DISTINCTION — Be there, consistently, on Facebook + Email! Don’t WAIT!**
- **MAJOR DISTINCTION — Take daily actions toward moving your mission forward!**

CHALLENGE yourself for that daily action and momentum to teach, spread the good word, put good will in the world!

- Winning right now is easy with the political scene WORLDWIDE!
- **DISTINCTION — Be all in on your project — don’t have the FOMO when you’re RIGHT there on your work!**
- **ACTION — TMTTMTTMT with your PROJECT!**

End of July — August we GET the copies “High Performance Habits” - the book comes out 9/19.

- A letter will come with it for us — this book gives you an indication on why you should be working with a coach.
- The High Performance Institute is what certified us.
- NOW with Brendon's new space — High Performance Institute will have 50+ people working for it.
- **DISTINCTION — Brendon is DOUBLING-DOWN on High Performance NOW, let's ROCK IT!**
- He's doing the study — "Here's a stat from the High Performance Institute!"
 - What's the top 20% high performers!
 - The top high performers are more likely to work out 40% 3x time more to week.

MARKETING —

- When you're building a brand or business — create MEMEs that bring people into your thing that they might like go looking for.
- Lots of people might not Google "High Performance" but when they see the "Honor the Struggle" canteen and look it up. The "Bring the Joy" t-shirts are very similar that way too!
- The SWAG will roll out this summer into the fall!
- Brendon is preparing FOR now —
 - Booked on every major podcast coming up.
 - Cover a couple magazines covers.
 - Couple of big TVs.

FORWARD THINKING THOUGHTS —

- **DISTINCTION — You need to know strengths you need to DEVELOP and grow into!**
- "I can not expect my purpose and mission to bow down to my limited strengths."
- **ACTION — GROW INTO WHAT IS NECESSARY FOR YOUR FUTURE.**
- **ASK — What are you gearing yourself up for right now?**
- **ASK — What are you training for right now?**
 - Look beyond the thing and all of the adjacencies around it.
 - Brendon has to learn to talk into 30 second chunks, 3 or 7 minute segments.
 - That might be physical, mentally.

- Your customers need to know you're getting ready for the fall, the big thing you're preparing for.
- "One way to get people who achieves to go to High Performance is to get them to realize their going through the motions."
- **DISTINCTION – When you have a session where you're not sure where to go in coaching, that's when you "TRUST THE PROCESS".**
 - "When you're that good, you can just skate through life without really giving your all (you gave good, but you didn't give all)."
 - If you don't know what you need to work on – we need to have more conversations!
- This answers "I'm struggling to close people who are really good!"
- **ASK – Do you think there's other things you need to work on that maybe you haven't visited because you're good it? But you know that you're not giving your all there.**
 - Examples – Relationship with son, good on video, but could be better, the person I'm mentoring at work.
 - **"This isn't a conversation about doing MORE, it's a conversation about giving your BEST!"**
- We have a beautiful part of our being, and that is guilt.
- **ASK – Where am I not giving my best?**
- **ASK – Where am I going through the motions in your coaching career?**
- Our job as coaches is to RAMP up!
- **DISTINCTION – You get on a call, you PREP before the call – so you DO NOT go through the motions!**
- **ASK – Where are you going through motions too often?**
- **ASK – Ask your clients this stuff?**
 - You want to work with people who want to bust the boundary of good.
 - I'm pretty great, but you can still miss their potential.
 - Lots of people are great but they're not high performing.

"I'm NOT satisfied with your answer, and you shouldn't be either –“ BE WILLING TO CHALLENGE THEM MORE.

- **DO IT - to be better at it!**
- **ACTION – You'd better start!**
- **MAJOR DISTINCTION – CHALLENGE PEOPLE to INVESTIGATE.**
 - If you're not happy with the answer, PUSH them!
 - "I'm good enough to push!"
 - "Step into it before you're ready."

- **DISTINCTION — If you're not satisfied with response; you DIG - that's the sign of a good coach.**
 - "I don't like the first answer people give me; it's going through the motion."
 - "She just said this but didn't really think through it or mean it."
- **MAJOR DISTINCTION — Example of a Challenging Statement that goes after their answer (not them) — "I think that question you answered is BIGGER than the answer you gave."**
 - **ASK - If you had go to another level of depth to answer that, how you would you respond to it. I don't like the answer, and I don't think you should either.**
 - **BE SURE — "You shouldn't be either!"**
 - **MAJOR DISTINCTION — "You're BETTER THAN THAT!" comes from major influencers in your life.**
- "I think we're both getting a lot out of these sessions, don't you?"
- **DISTINCTION — Don't be SO happy in your calls that you're walking on egg shells.**
- **ACTION — Be a little more direct than you feel comfortable with in your FREE session; it won't be easy but it will serve you.**
 - If you feel the 'quiet' thud that you might have pushed too hard.
 - "Let me know, Barbara, you know this is our first session - was that a little too much for our first session."
 - As I much as I push too hard, I will be your loudest, cheerleader too.
- **DISTINCTION — You're GOING to PUSH HARD, and if you haven't been, you're not GOOD yet.**
- **GOAL — Stay above the "we're all happy and we all belong all of the time".**

MARKETING —

- **ACTION — Find the edge and go a little over.**
- **EXAMPLE — You're not ready webinar, then DO one!**
- "Readiness happens in action NOT in contemplation."
- In your videos — push the harder than you know you should, and then TELL them audience you know you did it!
- "I know that might sound unfair or judgmental to too many people — but I'm doing it to push your thinking here." (They then feel like their in competent hands).
- **MAJOR DISTINCTION — Assure you follow up with your PUSH**

acknowledging with them that you DID!

- **ASK - Where am I pushing my audience?**
 - EXAMPLE — Be the guy who gets them to sweat in their mind (Tony Horton).j
- “I know this is hard, but this is how you build a muscle”.
- **ACTION — PUSH YOURSELF, and PUSH YOUR PEOPLE!**
- We’re losing the culture of leadership where people are pushing (toward benefit!)
- “You’re going to suck and people are going to harshly judge you — SO DO IT ANYWAY!”
- “You’re not doing the work for haters - so don’t worry about what they’ll say.”

Brendon says we must try - MONTANA MOOSE DROOL BEER - one time in your life.

GET OUT THERE — more often, consistently, and PUSH!

What would you be doing to get more marketing leads and business!

— MARKETING GOLD —

- **ASK — How would you teach these concepts we’re going through this weekend?**
- **ACTION — Have an open sheet while you’re taking notes teaching the topics, then filming each one (one topic).**
- **GOAL — Develop 10 topics for each PILLAR!**
- **ACTION — The CTA is fill out the QUESTIONNAIRE, or if you’re booked go to WEBINAR where you sell GROUP COACHING! Or if you want more gates, WEBINAR, QUESTIONNAIRE, and THEN GROUP COACHING!**
- **ACTION — BE TENACIOUS in attracting people through putting attraction material online.**

FILM THIS — "Why KALE is BETTER than ICEBERG lettuce!"

- “You need to keep going to GET the customers... You don’t need GET the

customers to get going.”

- "The easiest way to be paid as a coach is to be seen as a teacher.”
- "You’re making disappointment and failure WRONG — when it’s a rightful step in the right direction. Get back and DO IT ANYWAY!”
- **ACTION — DO CONSISTENTLY WEEKLY MARKETING!**
- See the fact that people won’t be buying — it’s rightful acts of passage.
- "Expect that results are not going to come quickly — but they will come.”
- "If you outlast the competition doing good work — you’ll last!"

PRODUCTIVITY — 10 TOPICS	PERSUASION — 10 TOPICS
PSYCHOLOGY — 10 TOPICS	PHYSIOLOGY — 10 TOPICS

PURPOSE — 10 TOPICS

QUESTIONS —

How do you divide consulting and coaching?

- **Bill them separately; schedule them separately.**
- Example —
 - ISG’s work (consulting and implementation) billed from ISG; whereas LBSG’s work (coaching, teaching, training) billed from LSBG.
 - When you mix both, they both can’t last from a billing perspective.
- **DISTINCTION — Separate times and separate invoices; CHARGE A LOT!**

When you have a group and you want them to encourage them for one-on-one?

- “You know what we’ve had a lot of people in the groups, I recognize that I can add tremendous value for you. I recognize you have tremendous ability

I can help get you there!"

- **MAJOR DISTINCTION** – “I don’t do this for everyone...”
- **ACTION** – **ALWAYS PROPOSE A DATE & TIME** in correspondence- it saves you **TONS** of time!

DISTINCTIONS –

- You can send the order form to people without a strategy session, **BUT** the (free) strategy session is a good way to find out if you want work with them.
- “I don’t want to be back and forth, and don’t get you any results.”
- **With GROUP COACHING** – just have them sign up directly (without the Strategy Session).

How do I add High Performance into my consulting videos?

- **DON’T ASSUME ANYONE KNOWS YOU!**
- At the end of the video – **TELL THEM**
- If they know you – “A lot of you know me for this... But I see a lot of people getting stuck...”
- Tell them why you’re passion about this **NEW THING!**
- **ALL THEY WANT IS YOU!**
- **PEOPLE** will follow the **RANDOMNESS!**
- We’re multi-faceted people - not **SINGLE PILLAR** humans!
- BRENDON.COM – Choose your Adventure, once they **KNOW, LIKE** and **TRUST** you.
- Market reality is that once people know, like and trust you - they’ll follow you and do stuff you say!
- **DISTINCTION** – **Do the thing you’re passion about, put the thing out there, they’ll choose.**
- **MAJOR DISTINCTION** – What they want to **SEE** is you adding value consistency & relevancy!

What do you do when you’re on Session 8, but only made it to Session 5’s content?

- Let the client lead if they want to do special sessions, I'd handle them as BONUS sessions.
- **DISTINCTION — Brendon personally said he didn't get off TOPIC again after 3 years from when he started to avoid random sessions and people bailing on him.**
- BRENDON calls it a "FREEFORM" sessions...
- Don't let your client get off track more than two sessions.
- **DISTINCTION — If you need another session on a topic — GO FOR IT, bill it as an additional session.**

What do you do if a person doesn't want to open up on, or talk about, "love" (or any of the pillars)?

- I'm not one of your girlfriends or boyfriends — I will ask you why you don't want to deeply explore this with someone who cares for you, wants you to grow, and really wants to serve and support you.
- If you choose to share that truth - I'm right here.
- **ACTION — ASK THEM TO THINK OF WHY, and CREATE THE SAFE SPACE FOR THEM.**
- **DISTINCTION — Explicitly tell them it's a safe space.**
- **ACTION — Walk this through —**
 - "Let me ask you this — do you think you're ever going to talk about it?"
 - "If you're ever going to talk about it with the, don't make them your trial focus group — try it out with me... You might hurt their feelings, this is a safe place to talk it through with me."
 - If you on egg-shells ask "Sound fair?"
 - Then ask "Would you like to talk about it now or later?"