

## High Performance Coach Certification - Day 1 - June 15, 2015

### DAY 1 - High Performance Coach Certification

Mon, June 15, 2015 - Marriott - Santa Clara, California

Notes by Charly Caldwell II - <http://life.successacademy.us>

*"NEVER apologize for the work we do, and the hope we provide people!"*

*"If anything - I'm going to entertain someone today!"*

*"Too many great coaches aren't earning what they should be earning."*

*"When the time to serve is there, can you summon your spirit?"*

*"It's my job - to show up! My difference is how I show up."*

*"If you care enough, you challenge yourself to get there."*

*"Removing decisions increases willpower."*

*"It's hard to be fully engaged with life — if you're unaware."*

*"Meditation is a performance enhancement tool."*

*"You can increase anyone's productivity by removing distractions in their life."*

*"The more you're the person who helps them generate options — the more they need you in their life."*

*"If you're not selling anything — you're not changing the world."*

*"If you care about your energy — you need to get flexible!"*

**GOAL:** Finalize the PROCESS of if people enroll! Read through details below.

**ACTION:** WATCH - Farrell interview with Oprah (how he works it, ALWAYS!)

**ACTION:** WATCH: Felix Baumgarder — HIGH PERFORMANCE IN OPERATION.

**ACTION:** If they don't enroll — keep sending them valuable content (HWH weekly emails and in the 10 Day HWH, if they aren't enrolled already).

**ACTION:** Google Forms for the UPDATED HP Questionnaire.

**ACTION:** Google Forms/Wufoo for the Client Observation Sheet.

**ACTION:** Google Forms/Wufoo for the Coach Evaluation Sheet.

**ACTION:** Take a question, answer it on video, and send it out.

**ACTION:** Set up a sequence for people who say "NO!"

**ACTION:** Get **FLEXIBLE!** Try it tonight and in the morning.

**READ:** Project Everlasting - Matt Boggs (read it and it was awesome!)

**READ:** Artful Mediation - Bill Valmont

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### **Today's Power Questions —**

- Are you happy? Are you experiencing a lot of joy, lots of little moments, each day?
  - Where can you be brave in your life?
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### **Overview Day 1 —**

- We will be reviewing the methods, and how you get paid, above and beyond the typical 'life coach "living day to day" level of income'.
- How we generate high levels of quality + higher levels of income.
- What matters at the end of the day - are we getting clients to

transform for their benefit, at the end of day.

**Question for people with full schedules — How can I do this in a group coach format? (Scale up)**

- If Brendon taught this straight through, he could do it 48 hours and we'd be intellectually aware — but would not have the emotional engraining of the content.
- We will be DOING THE WORK in role play sessions so we get the emotional engraining.

**Interesting** — Brendon is currently coaching 5 people a year — two are top 50 fortune CEO's. 3 of his 5 right now are referrals. \$250k for 12 sessions is his current price.

- Focusing them on something that's beyond on their goals — not focusing on the typical questions of a life coach (“how it going?” “what are you happy about?” “what are you going to change this week?”)
- The greatest part of coaching — you never get it. It's new every time.
- Coaching gives you an extraordinary amount of humanity - patience, tolerance, humility, warmth are all elements of coaching!
- The world needs SO much more patience, love, compassion!
- A lot of people — committed to something very powerful — that helps more people — great place to come from.

**Today's Focus — The Foundation:**

- “Trust this process!” — Brendon's job is to assure success and that WE are READY!

- How do you get centered before each call? We will be covering this — Brendon meditates before every session.
  - Approach it as if you're on the biggest stage in the world.
  - More effective, more fun, and more sustainable.
  - Never go into "OH MY — I have another one to do?!"
- The challenge of this work — where are you coming from — your energetic presence.
- When the time to serve is there, can you summon your spirit?
- You can NOT fool a paying client who is one on one with you — they know when you're dogging it.
- You haven't been getting paid what your worth — because of the level of energy you've been bringing. Up the energy, up the income.

Each 60 minute session is a "life on the line" — you must bring your A game.

Listen like a sonar technician — extreme presence — then go into action.

- "It's video day!!!"
- "It's my job - to show up! My difference is how I show up."
- This is what makes you the highest referred, highest paid coach — in your time.
- If you care enough, you challenge yourself to get there.
- *Happy people are the best coaches.*
- Everyone wants a supportive cheerleader who is smart.
- You have to have a lot of guts and a good attitude to do this work.
- **MAJOR DISTINCTION — My willingness to challenge the client.**
  - Push them more.
  - Won't let them get away:
    - Same circle 15 times.
    - Negative self talk.
    - Blame, excuse, and denial.
  - This can be done — by gaining their trust and respect.

- They must feel the trust.
- Don't let them be in a bad place — you set the energetic tone.
- This is not being their best friend — not about girlfriend talk.
- Being a great listener is sometimes different than being a great coach.
- You need to be great listener and BE a great coach.
- Throw a spear right through it — without regret.
- 'I can't believe I said that — but it was to their benefit.'
- If I have a great relationship — they'll allow the push 'over the line' towards high performance.
- My attention is so geared to High Performance — I push, push, push to get them to their next level — we're going to do the uncomfortable work.
- "Your job is not to solve their problems — your job is to help them solve their own."
- "Your job is to come to the call as your highest, best self — truly stepping into the role model of the High Performer."
- The more responsibility someone has, the more expectations they have of you.

“Can you summon the spirit to serve when you open the call?” Not 15 minutes into it.

- The easiest thing - just get in and be chill vs. summon your best, most presence self.
- Watch out for being comfortable — too comfortable — my job is to make my clients charged.
- The elements to get there — you have to change, creative expression, challenge.
- Have places where you do your calls — NO distractions, very safe, very focused — be the “sonar guy”.
- Brendon has a MacBook Air — just for SKYPE only. Nothing else is on it - make sure there is NOTHING else to do!
  - That's how focused Brendon is.

- Get ready, get focused.
- **WATCH - Farrell interview with Oprah.**
- "Just because you can handle it, doesn't mean your good."
- Show up anew in all aspects of your life — coaching, relationships, events, etc.
- Ask "How would my highest self respond to this?" **ALWAYS**
  - We have a lot of reasons not to do this - but developing true mastery lives here.

*Questions for break —*

- Why are you here - why have you come to become a high performance coach?
- What does high performance mean to you?
- What would you love to change or accomplish in the next 90 days of your life?

Our Agenda —

- **Philosophy of High Performance** — What is it? What's the spirit of it?
- **Practices of High Performance Coaching** — The practices of being a HP coach.
- **Promoting Yourself as a High Performance Coach** — What do you need to do present yourself, strategically, in the marketplace?

## **Philosophy: High Performance Defined**

**“High Performance means succeeding beyond standard norms consistently over the long-term.”**

- Some people call it being in the zone consistently.
- What does success mean — for a client it could be a being a better mom; another being a better entrepreneur.
- Standard norms — this year, your more focused, performing better, and stepping into a new level — you're probably in a state of HP.
  - What would be the measurements and norms for you to define the standard?

**“High Performance is the feeling of full engagement, joy, and confidence that comes from consistently living from and into our full potential.”**

- Full engagement — If I'm not focused, distracted — I'm not feeling HP.
- When I have engagement, joy and confidence (you can have anxiety and be confident, too).
- It comes from the place where you're living from your full potential.
  - Do you remember the moment you fell in love with personal development?
  - Feeling fully charged, learning new, and living into your best self.
  - Don't assume everyone is there — they are NOT — they have so much going on.
- Are you happy? Are you experiencing a lot of joy, lots of little moments, each day?
  - Joy and happy are two different things.
- Lots of people say they're confident — but they are unsure of where their life is headed.
- Many people who hire us are all over the place — in their life — they may need extra guidance, or have “something missing in their life”.
- There's a difference in confidence in the boardroom, and confidence in being.
  - Knowing yourself — self-confidence.

- Knowing your stuff, your work — tactical confidence.
- The best have both self-confidence and tactical confidence — and overlay that with the intention of wanting to be your best self.
- The kid who "has to practice piano" — vs. the kid who "loves to play the piano". Be the lover of what you do.
- The marketing video — alive, and fully present in the video.
- Do your clients feel your joy, and confidence — the intangibles?
- Think about the last date night — Were they distracted? Were they completely helpless human being?
- **READ: Project Everlasting - Matt Boggs (read it and it was awesome!)**
  - *The #1 differentiator for those who were HAPPY and MARRIED over 40 years — **respect** for each other.*
- Our job is to assure you're not on "auto-pilot".
- High Performance in life is when you're in the sweet spot - and rocking it. Everyone can relate to when they were killing it. That was high performance.

**"High Performance in our lives is the result of heightened and sustained levels of clarity, energy, courage, productivity and influence."**

- This is not peak performance — too much focus on physicality (hyped up) and not enough on life change.
- We're selling this! Keep that in mind!
- **Clarity —**
  - Most of our work is getting people more clear about their life.
    - Who they are?
    - What they desire?
    - What might be holding them back?
  - "It's hard to be fully engaged with life — if you're unaware."
  - Aware vs. Clarity — being aware (theory) is different than being clear (tactics)

- **Energy —**

- Some days you wake up with more energy — you're more motivated on those days, typically.
- "The power plant doesn't have energy, it generates it."
- The emotional energy of the world is flatlining — you can sense the pockets of vibrance, but on the average is lower than before.
- There is a lot of people, who are high performing in the other areas — but their energy is kind of 'blah'.
- They're so distracted, they haven't felt life for a while —
  - the happiness is pure, and true crisp, and beautiful.
  - the love is sensual, sexual and alive!
- Peak performance got taught to be very masculine in situations — that's not high performance.
- A level of energy where you're helping clients really feel life, and sense the presence.
- Not a lot of peak performance work talking about mindfulness.
- "Meditation is a performance enhancement tool."
- Peak performance is not sustainable — short bursts of attention takes away long bursts on intellect.
  - If you need to be patient, smart and creative past 20 minutes — after the adrenaline/cortisol switch, you need high not peak perf.
  - When you talk about joy, engagement, mindfulness, or awareness — it's different!
  - The energy you're providing your clients is EVERYTHING and it's different in a great way!
- **Do you want a deeper, more vibrant feeling in your life — that's me!**
- How are you doing? Do you feel centered, alive, and vibrant each day?
- There's a lot of people living 'checklist lives' — the longer you do that, the sooner you'll reach a soulless life.
- **"What is my energy level, now?"**

- **Courage —**

- Reading over the last few centuries through the 1930s — courage showed up — it was part of the actual dialog (wording in books, radio shows, etc). Today it's not showing up.
- Our culture became a fear-focused culture — mostly driven in the psychology movement in the 40s.
- Think of words like empathy, courage, compassion — vs. fear.
- If people had higher levels of clarity and energy alone — they're more equipped to overcome fear.
- Today - ask 'What's right with humans?' We have gone through the last 50 years of "What's wrong with humans?"
- "Where can you be brave in your life?"
- Interesting note — High level of courage in the room — when asked if you've been courageous in the last 6 months — over 60% raised their hands. Most of the general populous would have not raised their hand.
- Most people have moments of courage — but don't sense overall courageous.
- "I'm selling courage — damn right I am!"
- "The world changes — based on what it buys."
- **Never apologize for the reality that we provide hope for people!**
  - Someone needs to be talking about faith, hope, courage — because where is that conversation in the general parlance anymore!
  - You don't see "courage" campaigns — anti-bully campaigns.
- Some of these sessions — will be slow, awkward — but be patience!
- **Productivity —**
  - They simply get things done!
  - More effective, more efficient than others —
  - "You can increase anyone's productivity by removing distractions in their life."
  - The difference between doing the right things vs. doing a lot of

things.

- You read 500 twitter streams — but what did YOU do that mattered?
- You watched 3 TV shows — but what did YOU do that mattered?
- Our job is to reestablish people into what is being done that matters?
- People are lost in their device for hours — it's unbelievably unproductive.
- The more you stream in Social — reviewing each item you look at — the more decisions you deplete for your body for the day.
- Removing decisions increases willpower.
- "A lot people have a lot of busy work — but they're not doing their life's work."
- **Influence —**
  - Everyone in the world wants more influence — the real kind:
    - influencing your family to go the next level,
    - influencing your community to make a difference,
  - Influence with media, vs. influence with meaning. We've stepped away from influence with meaning.
  - At the end of your sessions — you'll have an extreme amount of influence with them!
  - You'll help them answer questions that didn't know were unanswered in their soul.
  - I want this person in my life because they're making me a better human!

<b>We Experience These... (Give clients the experience)</b>	<b>We Master These... (Equip clients for mastery)</b>
Clarity	Psychology

Energy Courage Productivity Influence	Physiology Productivity Persuasion Presence Purpose
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**We can't have the things on the left — without having the things on the right.**

**Sessions 1 through 6 - Going for Quick Wins - Focus on the Left**

**Sessions 7 through 12 - Going for Mastery - Focus on the Right**

**Industry data re: standard life coaching —**

- Most life coaches can't keep a client over 3 months (for monthly clients).
- Most life coaches can't keep a client over 4 weeks (for weekly clients).
- "I never thought of that — that just added value." At the end of the every call.
- My first priority is high performance — I can't control whether they achieve their goals or not. The goal is not the thing. That's why most coaching fails to keep clients.
  - Their overall state of being and the relationship is way more important than their goals — goals change, especially as they evolve and get more clarity, energy, courage, productive and influential.
  - This is why we keep clients longer.

- “I’m adding value to them regardless of their goals.”
- Teach them something in every call — regardless of something going on in their life.
- People are buying learning — even if they don’t know. This is where the transformation is. ;)
- WHAT PEOPLE WANT — They want to feel like they learned something, need to feel progressing in life, even if they’re not achieving their goals during the day.
- Couldn’t end the calls — before having a curriculum — now we can take back the reigns and end on time.
- CLIPPING = Graciously and courteously cutting off your coaching client **to their benefit.**
- **CLIPPING TECHNIQUE** — “Let me stop you there, I want to assure I teach you a new tool so you can have this before you go...”
  - This transition is priceless... Works beautifully every time.
  - This helps you control the mood, the tone, and energy of the call/session.
  - Law of Recency — the last few minutes are remembered; and we’re ending on a high note & have work for them to do.

<b>Most Coaching Models</b>	<b>High Performance Coaches</b>
<ul style="list-style-type: none"> <li>• Outcome Unclear Because Client Chooses Direction</li> <li>• Value Driven by Spontaneity or Accountability</li> <li>• Coach Left Scrambling to Impart Value, Close</li> </ul>	<ul style="list-style-type: none"> <li>• Outcome is High Performance; Coach Guides to Outcomes</li> <li>• Value Built-In with Directed Questions and Education</li> <li>• Coach Equipped to Add Value and Transition Every</li> </ul>

Session	Session
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## The High Performance Coaching Model —

Each session has:

- **Session Outline** — The overview of what we've been doing.
- **Client Homework** — Email your client after each call - summary + this attachment, or a link to this.
  - You don't have to require them to do it - but some may.
  - When Brendon has a client whose wheels were falling off in their life — he would make it mandatory for them to do it
- **Session Notes** — These are built for us, the coach, to keep things dialed in for next session (or upcoming sessions related to the mastery areas).
- **Self-Evaluation** — This is the most important work in coaching — it's you coaching yourself with the next level of performance. How do I feel? Did I do well in the very things I'm coaching them to do?

The big problem in coaching — is you get good at it, and stop self-evaluating because you feel like you've got it dialed in:

- The coaches who don't seem to continually advance — are the ones who don't evaluate themselves.

## Returning coaches —

- What do you like?

- What it's like?
- What you're working on personally?
- What are your challenges?

## **Takeaways from returning coaches (end of session before lunch) —**

### **From Dr. Wayne —**

- Learn to listen.
- Learn to listen **to the right things!**
- What did you love about our session today?

### **From Hafizah —**

- Trust in it and it works!
- Cause waves across generations of people!

### **From Bobbie Robertson - Fort Worth Texas —**

- Pillars apply to 2 to 92 — she has a preschool teaching them!

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## **DAY 1 - LAST HALF OF DAY —**

### **SESSION # 0 - FREE SESSION + ENROLLMENT**

*Brendon changed this up, this year — we're starting with enrollment — unless the previous two years of Certification. He's asked for our complete attention, and being real with the process & challenges it will bring. I'm PUMPED!*

*ENROLLMENT process has changed, and it's FREAKING AMAZING!*

All of great marketing coaching shows off on how good you are.

**Free Session** — they see your value and then see what you can do.

- You're able to see if this is the type of person you'd like to work with.
- You'll be in a session where they don't want to talk about High Performance session, they may ask "How did you get started as coach?" I answer "That's not what this is about..."

Once someone expresses interest in you — you send them the Free Coaching Strategy Session.

**Exercise — Fill out the HP Questionnaire.**

After the Free Coaching Strategy Session Questionnaire — we talk to them! :)

**The 13 Page Free Coach Enrollment Call updated handout!**

**Brendon's Enrollment Call Review —**

- You can change the question to your wording — especially you're from another country.
- The goal is to engage and energize your client in 60 minutes (keep on time!)
- The energy they feel from you — will dictate if they're going to enroll with you — especially in the last 15 minutes.
- *DO NOT think about what to say — as much as concentrating on being present. Stay away from getting too far in your head.*

- The goal is to make this about the experience — the money will come.
- Nothing in here is high pressure sales or guiltting them into this.
- As you charge more — you'll get more and more focused and dedicated clients.
- Our job is to show up with incredible energy - get them engaged.
- **This is about US deciding if this is a right fit for me.**

**The role is here is pick and choose who we work with — assure we're compatible.**

**"Don't feel trapped to work with someone in this industry."**

- **OUR ROLE IS NOT TO SOLVE PROBLEMS OR GIVE ANSWERS.**
- The best approach is to have them generate answers!!!
- My job is to help YOU solve problems — you're more capable, more consistent!

**Your emotional tone matters — framing and expectations.**

- **BE SO EXCITED FOR THIS CALL!!**
  - "I can't believe this person is giving me the opportunity right now!"
  - "I trained my whole life for this — here we go!"
  - The energy you bring to this — dictates your success!
- **ASK QUESTIONS WITH REAL EMOTION ENERGY!!**

- You'd better feel that you care about the answer.
- If they don't feel you care — they don't answer with depth.

**DISTINCTION — Hold the words that matter!**

**• ASK CLIENTS WHY - A LOT!**

- Why are you so committed to improving this part of your life right now?
- Why do you feel that way?
- Why do you feel you haven't changed this area of your life yet?"

**DISTINCTION — Everything out of their mouth is VERY important. Get their nuances and words for framing as you move through the session.**

**ASK:** How can I praise, honor and acknowledge my client?

**• ASK CLIENT WHAT - ASK AT LEAST TWO!**

- "What are two things you can do to..."
- Give a number — this forces them to generate options.
- "The more you're the person who helps them generate options — the more they need you in their life."

**DISTINCTION — "Stop talking and write that down?!" You get excited, and do you even know what just happened?**

**DISTINCTION — Dance with them, tonality all over the place. ;) (Stay away from monotone).**

**USE — "WRITE THAT DOWN!"** — "What's the best thing you wrote down today?"

- The more they engage in the reflective journey — they more connected they have with you — it's important for their growth.
- When they read their homework — they hear your voice.
- This generates a relationship with them.

**DISTINCTION — People want structure — our process has it!**

- You may or may not get through all of the elements of the Free Coaching Strategy Session.

## **Page 2 — General Questions**

- Beginning why they are — you wanted to be here, and presupposes they want HP coaching.
- Humility — Don't try to solve any problems (especially in 60 minutes).

**DISTINCTION — We want to take a tour through their life — see what's important and where the hot parts are. Add value, and clarity.**

**OUR GOAL — Ask ONE question of each of the sections - to get the tour of their life in each area - Clarity, Energy, Courage, Productivity, and Influence.**

*In the Clarity High Performance Habit — they're validating their self-identity with you - literally within minutes of the start of the call!*

On their Free Strategy Session Questionnaire — wherever they rated themselves the lowest is the best places to do their High Performance Habit.

**ASK: “What else could you do?” “What else is coming up for you?”**

**ASK: “How come you haven’t started doing that yet?”**

**DISTINCTION — DO NOT FEEL BAD ABOUT RATTLING PEOPLE - IT’S YOUR JOB! Challenge them, hold their feet to the fire, and do it joyously!**

**DISTINCTION — If they something with weight/that’s heavy — PAUSE — then ask them how they’d like proceed?**

- Example of something heavy — "Grandma with cancer revealed" — Would you like to talk about your grandma right now? Or would you like me to ask you more questions?
- I’m always here to talk about the difficult stuff, too. Would you like me to bring it up later.
- Ask for permission to do an HPH, or talk further about...

**WATCH:** Felix Baumgarder — HIGH PERFORMANCE IN OPERATION. He got taught the principles of High Performance (not exactly how we teach it).

**BRENDON HAS FOUND — We might be able to do 2 or 3 HPH’s in a call.**

**DISTINCTION — Always keep in mind — most people don’t have the external conversation with themselves! Since we do, we think everyone does. This is a big takeaway for so many!**

**ASK: Always ASK “Okay?” They are very important.**

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## **THE ENROLLMENT —**

**Now is the time to ‘sell’ — which will be easy if you demonstrated the value.**

Just say the price — don’t change your tone! SAY THE PRICE, don’t back off, don’t apologize — know the price going in.

## **DISTINCTION — NEVER ASSUME PEOPLE DON’T HAVE THE MONEY.**

- You are setting up a self fulfilling prophecy.
- If they don’t enroll, try to downsell them.
  
- **Would you be interested in continuing with me?**
- **Find out why they can’t.**
  - **Can’t afford it — “why can’t afford it?”**

**ACTION:** If they don’t enroll — keep sending them valuable content (HWH weekly emails and in the 10 Day HWH, if they aren’t enrolled already).

**ACTION:** Google Forms for the UPDATED HP Questionnaire.

**ACTION:** Email them a welcome email.

**ACTION:** If you get a client — **SEND THEM SOMETHING!** In Advance from that first session — a book, chocolates, thank you card, etc.

“Sometimes the reason coaches don’t sell — they don’t follow up enough”.

## **IF THEY SAY YES — schedule it WITHIN 2 weeks! Make it real!**

- If it's not scheduled — people don't follow through.

## **Review the Self-Evaluation Sheet & the Client Observation Sheet.**

- **DO THIS FOR THE RELATIONSHIP! :)**

## **QUESTIONS AND ANSWERS —**

### **• HOW TO APPLY THIS TO GROUP COACHING —**

- *Brendon mentioned he will be covering this in much more detail in the upcoming training days (and he did!)*
- Ask the group the questions — live coach one of them or TEACH via Webinar.
  - You've heard Deborah respond this way — how would you respond? Whatever you thought of, write that down.
- Group Webinar — Send them to an Application page (which is the questionnaire).
  - Email and accept them, and give them a link.
- Start with Session 1 with them!

### **• HOW DO YOU GRACEFULLY EXIT IF YOU FIND THEY ARE NOT A GREAT FIT —**

- You have to be truly honest — TELL THEM WHY, and OFFER TO HELP!
- I want to have a long-term relationship and not just solve this one big challenge you have in your life right now.
- If this doesn't get addressed — you might be really stuck.
- #1 REASON Brendon turns people down — DEFENSIVENESS (like a 9 year old)
  - You have to be more open and understanding — have to give me permission to challenge you.
- I'm pushing you with respect!

- **ALWAYS TELL THEM WHY - PRAISING THEM - RESPECTFULLY & ACKNOWLEDGE. EDUCATE THEM!**
- **HOW DO YOU USE THIS FOR A MANAGEMENT TEAM —**
  - Take one on one - C-level paid by the company.
  - Group coaching - with a team in the company — paid by the company.
  - You're doing the same process.
  - Posing questions that open up their life both personally, and professionally.
- **HOW DO YOU GENERATE CONTENT TO ADD VALUE —**
  - Find things that are helpful based on what they've mentioned — a couple of paragraphs. Could be podcasts, or videos you've created.
  - MY SPIN — You answer them, and share with your list, too!
  - **ACTION** — Take a question, answer it on video, and send it out.
    - Mel does video, Tony Robbins does audio.
  - Do this for 3 weeks — referencing "If you ever want to work together?"
  - **ACTION** — Set up a sequence for people who say "NO!"
    - Create or Find a video per topic
      - "Clarity", "Energy", "Courage", etc...
    - The more expertise, the higher the likelihood they'll want to hire you.
    - **What if 2 out of 10 bought because of the auto-follow up sequence?**

**"If you're trying to get a one on one coaching client — it's time to personalize!"**

**High Performance Coaching Principles — Best Practices:**

- **Let the content do this work — trust the process.**
  - Your first impulse may be to change the CHPC framework — do not!
  - Let it work it's magic, it's designed this way for a reason.
  - It's okay to interrupt a client — do it with tact and grace.
- **Engage the client's emotions or die trying**
  - Your job is to get emotional expression.
  - Everyone is funny - can be joyous, voice can go up and down.
  - Our job is to find the range for them!
  - "How did it really feel? Human to human — you've got to open up here..."
  - People start crying when they tell how they REALLY felt.
  - If you really care about people - you're listening for their emotional range.
  - Real breakthroughs are accompanied by emotional variability.
  - I'm more interested in getting the next right EMOTION than the next right question.
  - How did they feel — the person who brings the fun & the joy people want to be around.
  - Tease, cajole, reflect things back to them! "If anything, he's going to entertain me today!"
  - How do you brighten someone's day — you broaden their emotional range.
  - **GOAL - Get the blip in the call.**
  - Not after "drama" — but rather the dance.
  - **CHALLENGE — Make your clients laugh!**
    - "I know I'm going to ask you a silly question right now - would you be playful with me right now?"
  - "Find the humor!"
- **Questions are important, but your response to their answers is more important**
  - It's all in your response! Be very validated, caring and exciting — celebrate them for that. Reflect back what they said.
  - Reflect back what they said — with surprise, too loud!

- **CHALLENGE** — How can I bring an emotional blip to this?
- **HIGH** — “REALLY? Why do you feel that way?”
- **LOW** — “Can I ask you something really important? Do you really that way?”
  - I think what you said was really important — do you? (tonality up at the end)
- Listen for the emotional variability, praise it, reflect it back...
- **Manta: Less Words, More Emotion**
  - Remember — it’s their show — the more someone talks the more emotional range opens up. The more they speak — they get more social and available they become.
  - Go for the economy of what we say - with EMOTION. Aim for words, not sentences.
  - “That’s INTENSE!” (then let them fill in the wake — transformation)
- **Everyone wants to be understood, respected and valued**
  - My job — am I communicating that I understand them, respect them, and that they are valued with the relationship we have.
  - Explicit communication is the best! “You are understood, I got it, I heard you!”
    - Don’t let them wonder — let them know, verbally. “I really respect you!”
  - “I want to pause you, for a just a minute — I really respect you right now!” You’ve got the courage to share this emotion with me right now.
  - If you know that you want someone to feel something from you — you TELL THEM!
  - Say “I value our relationship!” You have to SAY WHAT YOU MEAN!!!
- **“Everyone wants a cheerleader”**
  - “You’re right - and that’s why your stuck!”
  - I’m here cheering you on...
  - “You know, your right — I’m not fighting you, right now, I’m cheering you on — I believe you can push past this?”

- “I’m your champion!” - the same reason the coach pushes the high school player because he knows the student can be in the NFL
- **Pay attention to THEIR tonal and emotional blips**
  - When you hear a tonal shift - you get a transformation
    - “I’m sorry - I heard your tone shift a bit — were you thinking something else when you said that?” 9 out of 10 times there’s something there.
    - “Oh, okay - maybe I heard that wrong — is there something more important there?”
    - “Tell me — how is it important?”
- **Anger = worry and hurt**
  - When someone is really angry — ask “Is there something you’re really worried about — that’s a lot of emotion?”
  - “You are hurt” => “It sounds like you’re really hurt?”
    - Stay away from labeling them.
    - Call it out — but don’t assign it.
- **Change the pace often**
  - Especially for the most experienced coaches.
- **Note the difference between intention and impact**
  - When they’re speaking...
  - Let people keep doing their bad behavior — and watch them walk through out.
  - Some people need the painted picture of how absurd their behavior is.
- **Help clients categorize issues into interests**
  - **ACTION** - Study mediation.
  - **READ**: Artful Mediation by Bill Valmont.
  - **ISSUE** = He’s got 18 things wrong with them.
  - **INTEREST** = Not getting respect (bucket those issues into interests).
  - Think through the new things that make the positive direction change — instead of fire fighting the issues.
- **“Don’t solve, discuss” = let clients generate options**

- Let THEM find their solutions.
- What else can she say — to make the situation work.
- If you help people generate options — they start to need you.
- When someone has a list of three new things — they feel empowered.