

High Performance Coach Certification - Day 2 - June 16, 2015

DAY 2 - High Performance Coach Certification
Tues, June 16, 2015 - Marriott - Santa Clara, California
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"THEY ARE PAYING US TO CHALLENGE THEM! Always remember this!

They're paying us for the breakthroughs, access to a different quality of life!

Not to talk to them like a friend!"

"You GOT to rattle them!"

"PUSH IT - PUSH IT - PUSH IT – PUSH THE EDGE! They're paying you!"

"You're paying me – you'd better get real with me! BE REAL!"

"You're right, sometimes, I can be a dummy – what don't you think I understand because you're the one who's been telling me this story!"

*"I only understand what you've been telling me – what haven't I been told,
what's the root of this, what matters most?"*

"Trust in the process!"

"I have no attachment to the path of my questions!"

"Life is short – don't spend 12 sessions with an asshole!"

"In the enrollment process - touch on one question in each section, dive deeper on the sections where they've got the lowest rankings."

"The mental trick — "Stay in questions!" My land is the land of questions — if I can stay in the land of questions — they will find their own path."

ACTION: Research "False Choice Theory" (negotiations).

Today's Power Questions (make these stand alone) —

- Really?
 - Do you agree?
 - Okay?
 - What makes you most successful?
-

Overview Day 2 —

- 2% to 5% of the population is really in to personal development — read more than one personal development book in the last year (or Success Magazine).
- 10% of the USA is illiterate.
- The idea of living a good life — isn't anything new — we've been able to apply science, testing and measuring.

Coaching — the questions you ask and the response you provide toward their benefit:

- REALLY? Pushing, cajoling.

Brendon's Favorite Coaching Questions —

- **What's in the way of you moving forward?**
- **What's most important to you in this area?**
 - A ranking question — helping people prioritize is as important as helping people generate options and ideas.
 - Out of the three things you've mentioned as options — what would be first?
- **What concerns you most?**
 - Help people paint the picture of a better tomorrow?
- **What would be your perfect situation? How should this turn out?**
- **What can you do to make it happen or make it better?**
 - Especially in the professional/career situation or space — “my team/employer... can't get ahead?”
 - Not going towards “what must you do?”
 - MUST is not so great of a word in HP coaching, more Peak Performance.
 - There is no “must” per se. They'll find it for themselves...
- **Wait — did you catch what I was just saying about...?**
 - “Oh hold on, did you hear what I just said?”
 - If they don't like the question - they'll keep talking.
 - If you ask a question — get a response!
 - *“I'm sorry, did you hear the question I just asked — I want to make sure we covered that?”*
 - *“Let me stop you there — I want to assure we cover...”*
 - *“Okay, I'm going to stop you there...”*
 - *“Okay, we've got 20 (or any amount of time) left, and I want to assure...”*
 - They can run over their girlfriend's questions, NOT OURS!
- **What would you want to your highest self to do in this situation?**

- The self that you're proud of, that your kids would be proud of — the best part of you, what would that person do?
- **What do you REALLY want from him/her/them?**
 - Peak on “really”.
 - Be sure to know the difference between talking and brainstorming solutions.
 - They can be non-chalant — they don't know what they really want.
 - Brendon stops people a lot in coaching and says the question — stressing on “really” (peaking on that word).
 - Do you have the amount of clarity you want in this area? (No) Okay, let's start talking about it — What's the hold up, what's the challenge?
 - I don't want to anyone talking to me like they talk to anyone else.
 - You GOT to rattle them!
- **What would happen if you forgave him/her/them?**
 - This can open up their mind, loosen their position, for generating options.
 - They may blast you back — “Well, you don't understand...” “WOW, I guess not!” (cajolingly) “You're right, sometimes, I can be a dummy — what don't you think I understand because you're the one who's been telling me this story!”
 - “I only understand what you've been telling me — what haven't I been told, what's the root of this, what matters most?”
 - In coaching — it's important to call a wrong a wrong.
 - **The rattling — the challenge — that's why you get paid more. Most people won't push — the willingness to push is why we get more.**
 - “That's not your style, yet.”
 - “I'm not ready to push — then you'll never do it!”
 - Baby stepping in this dialog — “I normally wouldn't ask this, and it may come across pushy, but I think it will forward

- our conversation... You may not like it!"
- **THEY ARE PAYING US TO CHALLENGE THEM! Always remember this!**
 - You've possibly said something offensive, you've reminded them why we're here, and then have them answer the question —
 - "I'm sorry we had to go through that — but you're paying for me to challenge this. I apologize if this went over the line — but could you answer it?"
 - **Be overly gregarious on the phone — they sense it!**
- **What are two other ways you can get what you want?**
 - **What about this generates so much emotion?**
 - **How would you like to be treated?**

EXERCISE — FULL ENROLLMENT SESSION

Charly's NOTE — The new enrollment session ABSOLUTELY ROCKS!

- 45 Minutes with 10 Minutes - each person coaching the other.

QUESTIONS & ANSWERS ON FULL ENROLLMENT SESSION:

What do you do when you're coaching a rock star?

- You can't do a lot in the first enrollment session — it's great to discover.
- It's never so much about the questions — it's their reaction and where you take them from there.
- "You've already done well in your marriage — what's the next level

for you here?" Or "What's the next challenge for you?"

- Every "rock star" is always excited about the next level!
- "If that's the next level for you — why do you feel like you haven't already done that?"
- We want to support them into their bigger broader future. It's a great big beautiful tomorrow — and how can we articulate it, and have you step into bold, courageously.
- This isn't about measuring up — it allows them to find their answers.
- As a Coach — "Trust in the process!"

Adding your own to the coaching process — where's the line?

- You should be bringing yourself into these sessions.
- These scripts are all guidelines.
- Certified = you're following a process, if you're selling, or executing "Certified High Performance Coaching" you have to follow the 12 session format, as it is.
- You're not always being able to ask all of the questions.
- Try this PROCESS once — realizing that the mind wants to do what you're comfortable with — now you have a fair test. Try it during certification week, and in your beta groups.

The difference between coaching and consulting?

- **Consulting** = you know the problems, and your job is to solve them. You ask lots of questions and you're very inquisitive. Then you, and your team, move in to solve problems. You provide advice, answers, and in many situations, you/your team - implement the solution.
- **Coaching** = you're always in the investigative mode. You don't

say “here’s the problem, here’s the solution” — you’re trying to help them come to their own conclusions, and find their own problems and answers. You do NOT give advice - you can work ‘advice concepts’ into your own stories and then turn it back on them.

- Even if you KNOW the answer — you have to make it a questioning game to get THEM there, on their own.
- We’re trying to learn about them — asking the right questions they learn more about themselves.
- The Mental Trick — “Stay in questions!” My land is the land of questions — if I can stay in the land of questions — they will find their own path.
- **MEASURE** — Listen to how much you’re talking vs. how many questions.
- **MILLION DOLLAR DISTINCTION** — If they ask for your answer, or solution, to a question — “You know, I could answer that for you — but I’m not you. You’re in a very different situation — frankly, this is about you — what do you think we should do to solve this?”
- In coaching - it’s really not tactical, like it is with consulting.

Should you go deeper in one area, and not go as deep in others - in the enrollment session?

- If you feel depth or need — bring that up at the end. If there was depth, unexplored, it’s time to rock it!
- Acknowledge - big and deep - “I know we could really make forward motion, it’d be very valuable for us to explore, do you agree? We’re only here for 30 more minutes, let me work through other areas so I can understand the totality of your experience.”
- **DISTINCTION** — Use the power of “Do you agree?”
- **ACTION** — Keep a notebook/Evernote note for each client (Brendon has a notebook for each client).
- Acknowledge it at the end of this session.

- At the end — after asking them “What did you love about our session?” reflect on “You know what I love about session?”
- Brendon puts a big star (I bold things) — to bring it up at the end of call.
- **REMEMBER** — So many people lack that feeling of being heard in life.

How do you keep attention, taking notes, and keep things moving?

- During the call or session — note keywords, phrases, simple things — could be more of emotions.
- After the call or session — fill in the details — what do I want to bring up again, what were the emotions, what were the themes and commitments.
- **The main thing is not to interrupt the flow** - “Don’t interrupt the flow for the notes.”
- *Brendon records all of his sessions - and gives them to all of the clients.*
 - He has them sign an NDA, and so forth - as does his top-tier clients.

SESSION 1 - The Focal Points

- Reengage the customer — it might be a significant amount of time before you get them scheduled!
- “Never forget — how much people forget!”
- This reengages them in the process, and they’re enrolled!
- This is our first official session.
- We’re going to stay broad enough to learn about them.

GOAL — Discover focus, level of agency (how much do they feel they are in control, adapt, in managing their life), and habits.

- Do they feel they are in control of their life, or at the whim of the universe.
- Don't let people get away with "The worst week ever!" "You've heard about Nepal, that's worse!"
- Always questions "It's the worst..."
- Part of being a great coach - is helping people reframe toward the positive.
- Remind them — there has been worse in the world!

Our Job — REFRAMING TO THE POSITIVE — CHECKING THEIR PERSPECTIVE

- **REMEMBER — The client doesn't know that you already know the path — the list of questions! Let them know there's a process we're blessed to work through.**
- People like to know there's process.
- Don't send them list of questions — if they ask, or don't ask.
- If they say you've already asked me this, respond with "I need to know where you're at NOW, what's important to you NOW?"
- Goals are dangerous — people speak to them casually!
 - DIG on each GOAL —
 - Example: I want to lose some weight = "Do you feel happy with your body?"
- **Be prepared — they'll be casual — your way to add value, DIG TO UNDERSTAND.**
- **HUGELY IMPORTANT IN COACHING — I don't know where it's going to go — but I'm going to keep asking questions to dig deeper. I don't care!**
- **MY JOB — What's the next best question? (I'm curious, but**

unattached to the answer or the path of the questions!)

"I have no attachment to the path of my questions!"

ACTION: Every 30 days have a topic that I need to master - 30 days goals.

- Ask one question MINIMUM in each of the 3 buckets - Focus, Agency, Habits.

GOAL: Learn more about each of the buckets in your customer's life.

MINDBLOWN DISTINCTION — What if you knew all of the answers of these questions of your kids, your team, your relatives!?

- That insight would completely change the relationship you have.
- It's worth millions of dollars.
- **With the last habits question — sit back and wait (whitespace), this is a STUMPER!**

DISTINCTION: Wait the pause out, that's where the magic is.

DISTINCTION: Hit words like a hammer — gesture. Example "What did you LOVE about session today?"

If you get through the questions quickly, for whatever reason, then you teach the worksheet!

How much you get to teach or train is how much time you have left on the clock!

- Finish on a high point — the highest point you can do “honor them”!
- Lifting your tone to close — the last 15 seconds is everything toward what they remember about you, and your time together!
- **Get GOOD at hanging up!**

MAKE SURE YOU STAY ON TIME WITH YOUR CLIENTS!!!

You sold them 60 minute sessions!

- Sally we’ve got 60 minutes today — I’m going to hit that mark for you, okay?
- Always make it a benefit for them — and then “Okay?”
- Charly’s note — If I feel the client may not be time-conscious, I’ll call out “Awesome! Okay, we have about 15 minutes left, and I want to assure that we squeeze as much value out of our time together as possible...”

DAY 2 - LAST HALF OF DAY —

Role-Play Session #1 — 20 Minutes Each + 10 Minute Recap/End

- “I’m guessing you’re more real with your friends — than you’re being with me. I want you to feel like you can be real with me — I want you to access your real self with me. So we can have a breakthrough, or two...”
- **DISTINCTION** — You give a rhetorical question — you get the power back. Vs. an ultimatum (“You need to be more open.”)

- "Remember you said you want something magical and meaningful — did I get wrong?"
- Once you get the verbal commitment — you can bring it up anytime you want to.
 - "Two sessions ago — you told me liked it when I pushed, now you said you have a problem with it. This is HIGH Performance coaching, I'm working to help you be your BEST self..."
 - The dead-horse guy — or the guy who is moving ahead.
- **ACTION** — Research "False Choice Theory" (negotiations).
- Say what you sense — "I sense you've been distracted in our last two sessions."
- "What's the best way for us to avoid reality — together?" (when they acknowledge they don't really want to talk about something and you're calling their bluff)
 - Give them one chance — then go there one more time!
 - They're not used to have permission to go there — it's not the typical/norm, but it's so necessary in our world of coaching.
- Most of the time when pushing — breakthroughs happen where people don't want to talk about things.
- Ask one - get the answer. Ask twice - with a tease in the voice.
- "Is this coaching client being the appropriate person or the real person? The person who is doing the work right now — or the person doing the work somewhere else, being distracted somewhere else right now?"
- It's okay to be wrong as a coach — "Is this true for you right now?" "No, not at all." "Oh, okay, let's move on."
- Don't justify as a coach — it's not necessary as a coach. **MOVE ON.**
- It's EASY to get in the trap to explain yourself as a coach — don't worry about it.
- Let's move toward something more meaningful for you.
- **If they want the justification — don't give it to them. We could also talk about Alice in Wonderland — but that's not true not**

right now.

- **What metaphors can I put in here (dead horse guy + Alice in Wonderland).**
- *Learn how to compare something — apple and oranges.*
- If they're dealing with a tough choice — move them to another situation and how they'd make a similar decision in a different situation.

My intentions are always to develop as a coach!

- I want to develop — I want to:
 - ask questions better
 - learn metaphors better
 - learn to challenge better
 - take it to the edge and
 - develop this person (me!)
- Tow the line - stand at the edge, be there...

MILLION DOLLAR DISTINCTION — PUSH IT - PUSH IT - PUSH IT — PUSH THE EDGE! They're paying us to do that!

It's what makes us world-class — and BE WRONG — A LOT!!! :)

- People communicate differently - man vs. woman, etc.
- If I went through 12 sessions and never got it wrong — then I didn't push them.

When people renew or don't — WHY, both YES or NO!

- “Why would you renew with me?” (JOKINGLY)

- **Laugh through the questions you're afraid to ask — bring the JOY!!!**
- Brendon did a killer walk through of a coaching example where the customer got upset and hung up on him —
 - "Disrespect will not advance your life!"
 - "You're fired - I'm sending your money back."
 - "Do you want to continue the conversation now, and I'll give you ONE pass. Or do you want your money back."
- You play the game as the thoughtful philosopher — they gave you the permission at the beginning to ask questions.
- Most people back down — I get stronger!
- You DO NOT need their money — don't get in the scarcity mindset ever in life!

"Life is short — don't spend 12 sessions with an asshole!" - Brendon Burchard

VULNERABILITY MUST BE HAD IN A COACHING CALL - BE EXPLICIT ABOUT IT!

SESSION 2 — CLARITY

EXERCISE — Charly's Clarity Chart:

- **SELF WORDS — Presence, Compassionate, Courageous**
- **INTERACTIONS — Enthusiastic, Caring, Engaging**
- **SUCCESS MARKERS — Mastery, Routine, Dedicated/Focused**
- **WORTH FIGHTING/LOVING FOR — P&J, Bob & Bea, Living into my Legacy of World Contribution**

Brendon's Coaching Tips —

- Switch up the modality with people — if they're on phone, try Skype, or a live session — if they're up for it — keeps it fresh (new experience!) Feels different - they're renewed.
- If Brendon isn't satisfied with Session 1 — he automatically changes modality to try it another way.
- Offering it is powerful.

DISTINCTION — Always do the Session Overview with complete PRESENCE!

- Question 1 — Some people will be clear on good things other will be clear on bad things.
 - Change it to the other side of their default polarity.
 - *They may be trying to be appropriate vs. real and authentic.*
- You can spend 40 minutes on the three questions — then teach the Clarity Chart!
- Question 4 — Teach them the CLARITY chart!

POWER QUESTION — What makes you MOST successful?

- There's a LOT OF PLAY here in the Clarity Chart.
- Assure they do actually review the worksheet — every day — between now and our next session. “Pull out the sheet and put it next to your computer, to remind yourself of it, okay?”

EXERCISE FOR SESSION 2 - ROLE-PLAY 20 Minutes to Coach - 10 Minutes (Self-Eval + Coaching Evaluation)