

High Performance Coach Certification - Day 3 - June 17, 2015

DAY 3 - High Performance Coach Certification **Weds, June 17, 2015 - Marriott - Santa Clara, California**

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

"How many of you would love to have just 10% more energy each day?"

ACTION: Two days — 60 minute cardio activities — run!

ACTION: Two days — 20 minute weights (power sets) — HIIT!

ACTION: ILLUSTRATE (EXAMPLES) - VALIDATE (STORIES OF PEOPLE DOING IT)!!

DISTINCTION: Always push myself out of the regular rhythm.

GOAL: Get someone to acknowledge another level - you increase ambition - you make them think bigger - they WANT to talk to you!

DAY 3 Overview —

EXERCISE: What are the three biggest things I learned about coaching in the two days?

(Here's what I learned — here is what a surprise for me!)

- Extreme Presence - listen for the opportunities.
- Listen 2x — talk 1x - call them out that's they pay for — PUSH IT!
- Be WRONG a LOT!

SESSION 3 - ENERGY

This topic is crucial for us to master — energy is everything.

- It's hard for us to be our best if we're wiped out.
- When you grow your client roster — energy is everything.
- The human body needs 7 to 8 hours of sleep — even though many think they need less. Cognitive scores go up.
- Be careful of people who justify their negative energy habits — and **CALL THEM OUT ON THEM!**
- Life is not about FINE — FINE = FAILURE. Life is supposed to be vibrant, charged, more engaging than what comes with energy!

"If you've never chosen a year to get in the best health, ever — make this your year!"

CHALLENGE — Find out what it will take to be world-class at what you do?

How many of you would love to have just 10% more energy each day?

- Mental stamina and physical endurance.
- Your mental performance demands you to do a lot of physical activity.

You win this session — you win the game! You give them energy, they're with you for the long-haul!

- If your energy isn't high enough — you won't do the work, you aren't your best for your family.
- If you don't have the energy — you don't feel well.
- "Promise me, you'll take this session seriously, **okay?**"
- **UNDERLINE** — "your performance" in session #4!
- We have to keep regrounding them — that this is **high**

performance.

Our safety – why did they hire you?

- Always have ‘top of the mind’ the stressors my client is experiencing! Globally be listening for this. One of their kids? One behavior? Their team? Which team member? What’s that team member doing?
- Help them relieve the pressure valve! :)
- **You change their feeling – you change their life!**
- The bigger the challenge in their life – the bigger the ego grows.

"Do you feel like the people in your life – don't understand the demands in your life? Tell me why you don't think I understand?"

- You don't understand --
 - I don't have time for healthy meals.
 - I can't take a walk each day.
 - I can't sleep 7 hours.

If they say “You don't understand” - CHASE IT! FULL STOP!

- What might you stop eating? How are you going to remind yourself to stop eating the chips?
 - Stopping something is NOT the solution.
 - How are you going to remind yourself not to buy them at the store?
 - What could you say to yourself when you want to buy the chips?
 - How do I know you're going to stop doing those things?

- What's the trigger/cue — habit?

ASK — “How are you going to stop? What is it you're going to do?”

Save the worksheet for the last 10 to 15 minutes of the call.

- Walking outside every day — boosts your mood. Serotonin boost!
- Healthier people do better on cognitive tests - tend to live, on average 7 years longer.
- I'm asking for 2 hours, 40 minutes a week — if you can't there's a problem with your prioritization.
- Don't have snacks — have shakes (mostly veggies, some fruit, too!)

DISTINCTION for ENERGY CHECKLIST — Always hit the sleep, the exercise, the shakes and the movement.

CHPC EXERCISE — Two 20 Minutes Sessions (one as the coach, one as the client) — 10 Minute Recap at the end.

What did I love about the energy session as a coach?

- The most important part of this is that I live into this, and it's kept me congruent over the last 3 years. When I review this with each and every client — I feel a huge sensation of relief because it forces me to check in with myself, and then offer my expertise/role-model/results/research with others.

SESSION # 4 - COURAGE

Exercise — Do the Session #4 Courage Checklist:

...I might lose... comfort with everything I have — the “I may lose everything” comes to mind, even though I’m really set up very well in life and business.

...hardships in my life... having to reinvent myself, and who I am. I’m not afraid of the work, but when I’m at my lowest mental energy that becomes an issue.

...not-so-good and I could end up... back at ground zero, which I’m also okay with, from the work perspective. I’ve been living in a ‘comfort zone’ the last few years, and it’s been awesome.

...my life will be different in this way... I’ll be living into my life purpose, fully expressed, and have everything in play to assure I’m on track. All HOW I SERVE funnels will be up and operational, the people I serve will enjoy what I create, and provide, and gladly pay for the reminders and distinctions.

...the following people... my family, Jake, and the ISG team *...it’s costing me...* peace of mind, and true alignment with who I know I am today — ALL OF THE TIME.

...five days is... my team *...why and how...* so they can live into their best selves, learn and enjoy the process.

...more bold action in these three areas...

1. Coaching clients — IT. IS. WHAT. THEY. ARE. PAYING. FOR!
2. Every moment of every conversation — living into my best self, always, especially in the world of being courageous, which has been, and continues to be, my 2015 goal!
3. Stepping into and serving with my HOW I SERVE board!
(Campaign)

COURAGE WORKSHEET OVERVIEW — Brendon’s thoughts:

- Honestly — how courageous do you feel in parts of your lives.
 - **DISTINCTION** — Before you ask the questions — every time you describe a concept to people, describe it a few different ways —
 - Taking risks, bold action, having the conversation, bold, brave, decisive, fully expressive of myself, comfort zones.
 - Assure you ask about THEIR performance!
 - **DISTINCTION** — With questions — take the time — be comfortable with silence & whitespace - “wait two beats longer”.
 - **DISTINCTION** — A lot of people won’t identify with courageous — they don’t give themselves enough credit.
-
- **QUESTION 2** —
 - Anything you’re not bringing up in your relationship that you should be bringing up?
 - Are there any areas of your life that you feel you need to put yourself down?
-
- **QUESTION 3** —
 - I would start this dream, I’ve been thinking of! :)
 - **Ask** —
 - Why they want that?
 - What would they need to do to make that happen?
 - When is that going to be done by?

The Checklist — 3 Types of Pain

- Loss Pain
- Process Pain
- Outcome Pain

IMPORTANT – IT IS VITAL TO INTRODUCE THE TOPIC OF THE NEXT SESSION – while LIFTING your TONE, and getting REALLY EXCITED! END with the JUICE!!!

DAY 3 - LAST HALF OF THE DAY

SESSION # 5 - PRODUCTIVITY (GROUP COACHING EXAMPLE)

Brendon did this session as a group coaching session (AwEsOmE!)

- Scene — Walking around my house; hearing this Group Coaching call with Brendon.
- For extra value — Record it and send it out to the group, afterward. Challenge them to put it on their phone and listen to it again!
- **NEW PRODUCT IDEA** — If you recorded 12 sessions, and it feels right — and sell it evergreen (as a new product!)

- Brendon introduction — “Hi, I’m Brendon, author of the Motivation Manifesto, and your Certified High Performance Coach today...”
- "On this call today, we’re going to cover..." Brendon reads the opening statement...
- Touches on how email first thing destroys your day.
- You could produce more —
 - if you’re a leader ...

- if you're a
- "Please get your journals out, find a place of quiet, no distractions — so you can reflect and give this full presence."

"When was the last time in your life that you felt unstoppably productive — you were getting a lot more done, more than usual — when was that time? Write that down!"

- When I'm in my studio — nothing scheduled, client-wise.

"If you've had those times before — what was it that made you productive? Was your back against the wall? Did you HAVE to make it happen?"

- I was "in my zone" - clear on my purpose, and had clear campaign calendar in play, and very clear on what I wanted to create, and share with the world TODAY. Knowing that by the time I go to bed, I'm ready to sleep soundly because I kicked butt, this day!

"Even as your still writing, and hearing my voice, now..."

"Where do you feel like you're not focused enough right now, or disciplined enough, or being effective enough, or creating enough? What specific projects are you dogging it on. Write those projects, dreams or goals or initiatives down now.."

- MY HOW I SERVE BOARD — getting the habits in play to roll them out systematically, and own each part of the process, as I move along.

"Why do you feel like you're NOT being productive enough in that area? Why are you not doing a better job in that area, right now?"

- Distractions and comfort of what's known and income producing.

"Are there any distractions coming up, over and over, competing interest (like health over career, or a good parent and a good entrepreneur) — that are pulling you away from the ability to move forward?"

- The tactics with ISG work.
- The details of running businesses.
- The lack of creative zone in the morning — the Stephen King concept.

"Is there anything you can do now — to GET back into that place to getting really productive — get back on path? Brainstorm things to start or stop, to get you back on the path of productivity?"

"NOW — I want to open this up to you, and I'm going to take a few callers — now."

- One at a time, take a caller, and coach them — one on one.
- We work through WHY, WHAT and WHEN with them.

BEST PRACTICE — Get people in their head for 10-15 minutes; then coach after the questions. NOT to coach toward each question. Brendon suggests 3 to 5 callers to get a good range of specifics around this topic.

- Google Hangout

- Webinar (will review on Day 4 and 5)
- Teleconference

"I wish I could be sitting in front of you right now — seeing you light up, and feeling you vibrant... If you're not feeling it — you're really too tired — or you're thinking too small."

If I'm ever going to make this dream come true, I'd have to make these things my priority...

If you were really going to make these real — how much block time would you have to dedicate to this...

"Are you going to block a full week out? Give yourself more time than you think you're going to need — be honest, and push yourself."

"You'll have others distractions, desires and requests come up..."

What sacrifices might you have to make — to move toward this more meaningful dream?

At this point in the call — ask someone to come into the call to share something they've written. "Is there is anyone who would like to share?"

DISTINCTION — These 2 or 3 stories of validation after the work — are extremely important to helping all of people in your group coaching session get their growth.

- REMEMBER — Checking your inbox is reactive — planning your day is strategic. Start by planning your day!

MILLION DOLLAR DISTINCTION — ILLUSTRATE (EXAMPLES) -

VALIDATE (STORIES OF PEOPLE DOING IT)!

SESSION # 6 - INFLUENCE

- Sometimes people don't get the word influence — like they didn't get courage. Know that you may have to explain it a few different ways to provide proper articulation.
- Influence to me — means... the rapport, the relationship with your spouse...
 - *People actually listen to you, and they respect you!*
 - Influence on your daily life — you can change fate a little bit - shift or shape it in a way that's positive!
- Who is the most influential person you know right now? Why are they more influential than you?
- Shift someone's perspective — sometimes people find the solution looking at others, and wondering about what they did differently.
- If you make your clients ambitious — you're doing the job of challenging them!
 - Make them ambitious to become better!
 - People shouldn't measure themselves by internal measures — but THEY DO IT! :)
 - Athletes — “Who's faster than you?” “What are they doing that you're not doing?”
- Sometimes you have to get under their skin — especially when they're highly accomplished.

MILLION DOLLAR DISTINCTION — GET SOMEONE TO ACKNOWLEDGE ANOTHER LEVEL — YOU INCREASE THEIR AMBITION — YOU MAKE THEM THINK BIGGER — THEY WANT TO TALK TO YOU!

SESSION # 7 - PSYCHOLOGY MASTERY

"BRING THE JOY!" (This module is where negative can live!)

- Don't go negative here — also be careful of mirror neurons...
- Once you ask a question — ask it two, three, or four different ways — especially for international clients (who may need it described a few ways for translation/integration purposes).

Power Questions in Psychology —

- How would you see yourself?
- Why do you believe that? (Opens up the doors to major conversation)
- What do you actually say to yourself when you think...
- How is this thought affecting you?
 - *Do you want to a child who has a mom who feels bad about herself?*
- **Show them how this thought, belief cascades into all areas of their lives.**
- Keep digging, talking, externalizing — showing the belief is themed through their life.
- **If that belief isn't true — what is true?**

- **REMEMBER** — What's a more accurate belief — is generally a more positive belief.
- If you felt like your mind was more positive — what would that look like for you?
- if you felt more positive about yourself — how would that happen?

Most people's breakthroughs are something they already knew — but they make a recommitment to it.

ASK IN THE QUESTIONS —

- Why do you feel that?
- What else could you do?
- How could that work for you?
- How would make that a habit?
- What specifically are you going to do? **WRITE THAT DOWN!**

REMEMBER — Everything they write down proves your value.

REMEMBER — The more beliefs they write down — the more it will put them in that positive frame!

- What's some of your best strengths...
 - as a mom...
 - in your career...
 - in your relationship...
- Which ones do you have to amplify more?

DISTINCTION — ALWAYS PUSH MYSELF OUT OF THE REGULAR RHYTHM!

- When you walk through the door to greet your children — what could you ask yourself?
 - *"I could ask 'How could I be the best mom?'"*
- When you have a bad feeling about yourself — say "Don't give this so much time!"
- What's this negative beliefs costing you?

OUR JOB — Hear it and help them move through it!

SESSIONS # 8 - PHYSIOLOGY MASTERY

Handed out, and is the next step to energy. Always remember to check back in on their energy — asking how they've been doing in the last 6 weeks.