

**High Performance Coach Certification - Day 4 - June 18, 2015**

**DAY 4 - High Performance Coach Certification**  
**Thurs, June 18, 2015 - Marriott - Santa Clara, California**  
Notes by Charly Caldwell II - <http://life.successacademy.us>

***“Marketing is never hard — what’s hard is doing it consistently.  
Never letting up!”***

*“Sometimes the biggest breakthroughs in productivity are  
disabling our beliefs!”*

*“ROI = WORK”*

*“Sometimes, the best way to complete a project — is to delete it!” -  
Arianna Huffington*

*"You can't judge a person's depth on one relationship."*

*"Never let one answer — knock you over.  
You probably won't agree with a lot of their answers."*

*"In creation — we find our greatest energy. Energy came from creation.  
In creating we create energy."*

*"You'll never respect your partner — if you judge them based on your pet  
peeves.  
Look, continually for the good - live there!"*

*"You keep your clients - you make your greater difference!"*

*“FEELING = DIGGING! Anytime you ask for a feeling — it equals*

*digging, keep asking!"*

*"Know how much distraction exhausts your will power!"*

*"In creation — we find our greatest energy. The energy came from  
creation.*

*In creating we create energy."*

***"Don't make excuses — find better tools!"***

**ACTION:** Have actionable item for any SEMINAR done within the next week!

**ACTION:** Keep running list of the 3 BIG BUCKETS per customer!

**READ:** Strength Finders

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## **Overview Day 4 —**

**Top of the morning exercise (groups of 5, 3 minutes each):**

### **5 Best Lessons You've Learned As A Coach So Far —**

- 1) Our work IS the Power of Questions!
- 2) They're paying us to push THEM! Joy, cajole while delivering what may be difficult to say.
- 3) It's in the dance — do the opposite, tonality-wise, to shake up the call/session!
- 4) It's okay to be wrong — as a matter of fact, be WRONG a LOT!
- 5) Extreme presence is EVERYTHING! Listen 2x talk.

### **OTHERS —**

- Be fearless and challenging.
- Always be honoring and grateful.
- Be ready for each session — commit to preparation before,

and concluding after.

- Work to really get to know their WHY — then let it flow.
- Listen better for the question.
- Be the investigator — not the problem solver.
- Ask MORE questions — it's OK to be wrong! Get used to being wrong.
- **Use THEIR language!**
- Know the difference between coaching and consulting.
- Play with my voice — emotional dance.
- Be patient — go deeper and deeper.
- Be the evaluator of yourself with the coach self-evaluation.
- Ask if they dodged a question (while bringing the joy) — “Did you hear what I said? Or do you not want to answer my question?”

### **3 Things That I've Personally Had a Breakthrough In/New Commitment In —**

1) I'm at one with the universe — “Everything will be okay”. This is HUGE for me.

2) Less is more — live in, and produce, toward my life goals. Everything else is a distraction.

3) Everyone has fears and doubts — the best simply acknowledge them, and their source, and then let them go. Use the power of positive beliefs to overcome them.

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## **SESSION #9 - PRODUCTIVITY MASTERY**

### **Brendon walked through this as a GROUP COACHING EXAMPLE!**

*Brendon did this session as a group coaching example —*

- There's no question that you're highly productive — the question is

can you keep paring down the non-essentials, and live into your best self, truly focused on what matters.

“Okay, get your journals out, you can only get the transformations if you’re fully plugged in this call, with no interrupts — and you have your note pad out! Please turn off any and all distractions and find a nice quiet place to participate!”

- Question 1 - Other ways to articulate this question —
  - Are you moving or muddling?
  - Are you advancing or kind of strolling?
  - What would it take to advance more swiftly toward the big goals you have?
- Question 2 - You probably only 3 to 5 major projects that can move your life forward.
  - Example Projects —
    - One may be writing the book.
    - Researching about marketing and publishing toward becoming a best seller.
    - One may be creating your online brand.
  - Do you feel like you’re moving quickly enough on these projects — or not enough?
  - If I parachuted into your life for a month, what are you doing that’s a distraction — not moving your life forward?
  - What activities might those be?
  - What could you cut out, stop doing?
  - What are you doing that you absolutely HAVE to be doing, that NO one else can be doing? What are those activities? In your personal and professional life, what do you believe you must be the sole person doing?
    - Examples (with each you question - “Are you SURE you’re the only one who can do it?”)
      - Take the kids the school.

- Team calls on Mondays.
- Cooking dinner.
- "And now, do I have your permission to call you out, on the phone?"
  - What ever just came out of your pen — is the greatest amount of ego that ever happened...
  - Rethinking, delegating, handling these differently — Those items are probably the greatest gateways to productivity you've ever found!
- "Sometimes the biggest breakthroughs in productivity are disabling our beliefs!"
- If you get 5 hours back a week — you get a 20 hours a month, ~240 hours a year, **BACK!**
  - ***That's six (6) 40 hour workweeks back a YEAR!***
- **That. Is. Why. It. Counts!**

**Now take a caller —**

**"Who has discovered a big thing that they must do, but now they realize — they could outsource it, delegate it, or stop doing it."**

**GROUP COACHING MILLION DOLLAR DISTINCTION —**

- 1) ILLUSTRATION through QUESTIONS & TEACHING!**
- 2) VALIDATION with COACHING SOMEONE in the GROUP!**

**Now review the Worksheet with the Group —**

- With the tool I'm going to review with you — it predicts if anyone will accomplish their dreams, or goals. It's based on decades of psychology.

- "Think about your big dream that you're working toward."
- "Think about the one that you're working on - but not too hard."

## **ACTION INDICATOR ASSESSMENT —**

- This is based on goal attainment studies — will this person even try to achieve their goal, what are the chances, and are you carrying guilt around with unfinished dreams/projects or goals — that this tool can overcome for you?
- Once you complete the Assessment — if you're number is not 75 or above — very unlikely that you'll ever get this done, or move toward completing it.
- In a group coaching session - once complete — “Is there anyone on this call who scored below a 70? That would want to share...”  
***This is a great place for coaching.***
  - Which areas got less than 5 — is that area important to you?
  - Is this some dream or desire that's a light desire.
  - Should you just get rid of the guilt of having it on your dashboard?
- “Sometimes, the best way to complete a project is to delete it!” - Arianna Huffington

## **THE ACTION INDICATOR ASSESSMENT FOR CHARLY:**

<b>CATEGORIES</b>	<b>DREAM YOU'RE NOT WORKING HARD ENOUGH — HOW I SERVE</b>
FUTURE IDENTITY	

<ul style="list-style-type: none"> <li>• Does the vision of myself in the future, live from this dream, goal, or project?</li> </ul>	10
<p>INTRINSIC VALUE, INTERNAL REWARD</p> <ul style="list-style-type: none"> <li>• I'd go bankrupt doing this.</li> <li>• I don't care - this is it!</li> <li>• This is (part of) me!</li> <li>• 1 = not important. 10 = THIS IS IT!</li> </ul>	10
<p>UTILITARIAN VALUE/EXTRINSIC VALUE</p> <ul style="list-style-type: none"> <li>• Useful outcome for me in life.</li> <li>• Money, status, fame.</li> <li>• Useful for my business for me &amp; those I serve.</li> <li>• 1 = No. 10 = ABSOLUTELY!</li> </ul>	10
<p>OPPORTUNITY COST</p> <ul style="list-style-type: none"> <li>• In pursuing this goal or activity, can I avoid learning out on other things that I find important.</li> <li>• Could you do this without reeking your health, your family, other things that are important to you.</li> <li>• 1 = It's cost is TOO high. 10 = Super smooth sailing</li> </ul>	7
<p>DELAY TIME</p> <ul style="list-style-type: none"> <li>• Quick and recognizable results that I can enjoy soon?</li> <li>• I can see this paying off real FAST!</li> <li>• 1 = SO LONG to make happen, 10 = Right away</li> </ul>	10
<p>PERSONAL CONTROL</p> <ul style="list-style-type: none"> <li>• Is this goal something that I can make happen by my own efforts?</li> </ul>	

<ul style="list-style-type: none"> <li>• Can I make this happen completely, or almost completely on my own?</li> <li>• Will other people dictate this happening?</li> <li>• I got this — I can handle this.</li> <li>• 1 = Not in control, 10 = I've got this!</li> </ul>	<p>10</p>
<p><b>SOCIAL SUPPORT</b></p> <ul style="list-style-type: none"> <li>• Is this goal or activity, friends, family, spouse, peers — will they cheer me on, or will they reject me?</li> <li>• 1 = Reject Me, 10 = They've GOT me!</li> </ul>	<p>10</p>
<p><b>BANDWIDTH BELIEF</b></p> <ul style="list-style-type: none"> <li>• Do I have enough and bandwidth, with my current time and agenda, to realistically do this?</li> <li>• 1 = NO space/bandwidth in life, 10 = I HAVE TIME!</li> </ul>	<p>8</p>
<p><b>RESOURCE AVAILABILITY</b></p> <ul style="list-style-type: none"> <li>• Do I have the money, team, the stuff that it will take to make this happen?</li> <li>• 1 = NO, 10 = OH YES!</li> </ul>	<p>10</p>
<p><b>AUTONOMY</b></p> <ul style="list-style-type: none"> <li>• Will you be given the trust and decision making authority to make this happen?</li> <li>• Is the CEO going to approve this (in a corp)?</li> <li>• Is the partner going to let me do this (in a partnership)?</li> <li>• 1 = No, 10 = Yes</li> </ul>	<p>10</p>
<p><b>GRAND TOTAL</b></p>	<p><b>95</b></p>

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**Write down — What did you love about this session, what did you learn in this session?**

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If you have time on your hands at the end of a group coaching call —  
**DO NOT FREAK OUT:**

**Ask this —**

- Is there anything else that you'd like to talk about today?
- Are there any areas of your life that you're struggling with?
- What did you do that week that you're proud of — if I knew that I could help you strengthen that too?!

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## **QUESTION & ANSWERS —**

**When do you talk about the worksheets from the previous session?**

- If they are the type of person who likes to turn in their work and review it - honor that.
- Just ask them at the beginning of the next call.
- Most coaching clients do it, but don't necessarily want to send it in.
- You'll find it out in the relationship with the client (usually within the first few sessions).
- You'll take the "review time" from teaching the new worksheet, possibly.

**How do you help people get even more depth with their**

## **commitments (and even, coaching) when they seem 'shallow' or 'superficial'?**

- Maintain humility —
  - There's a difference between being “parent - coach”, “scholar - coach”.
- In coaching it's about THEIR own depth and journey.
- My faith is not relevant in coaching.
- Just because you want more depth — it doesn't haven't happen for them.
- If you go four questions deep, and that's as deep as they want to go right now - STOP.
- Everything in life is situational - be present and real with the situation.
- "You can't judge a person's depth of one relationship."
- Never let one answer — knock you over. You probably won't agree with a lot of their answers. *Go in knowing you WILL not agree with the answers!*
- The more you learn about a person — you may find more things you don't like about that person. Soon they may grow — and you start forget the things you DID like...
- People are hopscotching from relationships to relationships because a few pet peeves instead of realizing the big picture of how amazing that person.
- Rebalance toward enduring character — not pet peeves.
- You'll never respect your partner — if you judge them based on your pet peeves.
- If you judge your clients — how excited are you going to be get on a phone call with them? Chances are — you're not!
- If that's their truth — don't label and judge them. It's not our job!

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## **SESSION 10 - PERSUASION MASTERY (ONE ON ONE**

## SESSION)

**At this point in the coaching process - it's absolutely vital that we're raising their ambition level (for renewal, plus the goal of High Performance!)**

### **DISTINCTION — PUT THE PUSH IN THE FINAL TWO**

**SESSIONS — purposefully lift their ambition, it gives them a reason to renew with you.**

- **Remember** — In real-life coaching, by now, you'll have created a real depth with this person — in our certification role-play sessions we can't do that.
- **Remember** — The depth of the relationship you DO have with them at this point (9 weekly sessions = almost 2 months, or 9 monthly sessions = 3/4 of a year!)
- At this point, you can ask them anything — if you've been coaching them well. :)
- You'll be surprised at what you can get away with — with the depth of the relationship.
- Question 2 — What's working?
  - People can get really upset, or resigned with others.
  - **DIG HERE to reconnect them to their AMBITION** —
    - What else would you want them to do?
    - What would 10x this relationship?
    - How would you make it amazing?

### **Ask yourself —**

- *How do we now lift them to the next level of the relationship?*
- *How would that become a world-class working relationship?*

- *What would have to change?*

You'll find — many are leaving their relationship on the table — at a hanging point.

***"You keep your clients - you make your greater difference!"***

- Question 3 - Put them in the other guys shoes - empathy.
- Question 6 - I'd ask for a new marketing director if that's what would help them create more time — or having the kids being taken to school, at least one day a week to start.

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## **QUESTIONS & ANSWERS —**

### **How do we go from here? (After the 12 Sessions)**

- Self-mastery is all about getting things done over and over - start back at the beginning.
- Also have the 10 bonus sessions — each of the drives from the Charge are a session, and the PDF's are in the CHPC online course.
- *"Make the decision of where to go with the client — ask them where they feel they need the work in their life."*

### **How do you handle people who seem to have it completely (or almost completely) dialed in?**

- Sometimes if you're the spark of self-reflection and positivity in someone's day. You get them to stop, think and focus on their life

in this world we live in, and that's all that's necessary.

- Never discount the value they'll get in the worksheets from you!
- The questions and writing are a common practice, and you're helping them maintain.
- You cheer them on, and praise and recognize their strength — that only adds value. Many people, especially those who are dialed in, may not have champions/cheerleaders.
- Ask them —
  - "What do you think your secrets are to happiness?"
  - "Would you write them down with me?"
  - "5 things — Are there any areas in there where they are not on FIRE for you?"
- DO NOT RUN from POSITIVITY — they're looking for pain because they came from the 70's and 80's, in many cases, that in those times - we worked from faults and negatives. Today we build positivity (live into your strengths, rather than work from your weaknesses). Enjoy positivity!
- "Of all of these strengths — are there anyone you're teaching your strengths to? If I was to speak to your son..." (Whoa, be bold & courageous with these line of questioning!)
- **READ & TAKE TEST: Strength Finders**
- If you take these strengths — and apply them to service, now you're taking that person to a whole new level.
- Know your limits — and let people know that.

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## SESSION 11 - PURPOSE MASTERY

**Charly's Teachable Point — the BE, DO, HAVE, GIVE pyramid.**

- Purpose is at the end for a reason — we've been on the discovery process for our client!
- Gives you a chance to do a couple of things —

- You know them well, you can guide them better through this.
- Ending here — gives the recommitment to a higher ambition - we have to paint it!
- When the clock stops and we're by ourselves — we don't know what to do with ourselves sometimes...
- **Question 3 — Add the word “EXACTLY” at the end!**
- **DISTINCTION** — Anytime you ask someone how it feels:
  - **Feeling = digging!**
  - What does that feel like?
  - Feeling opens up gateway to more feeling and more thought.
- Every Exec Brendon's worked with has said: “They don't understand ME!” (at the human level, even though, in many cases, they're a great leader) — because the Exec hasn't explicitly told them things to humanize themselves:
  - How are you prioritizing what you tell people?
  - How is that you've been here so many years — and they don't know your human purpose?
  - What would they feel if you started sharing it more often?
- QUESTIONS 4 and 5 — You'll get miles (50 minutes, even!) out of those questions - **but you have to chase the client with:**
  - **WHY - WHAT - HOW — especially around their feelings!**

## DAY 4 - LAST HALF OF THE DAY

### QUESTIONS & ANSWERS —

**What can I do to keep the vibe going from the Brendon events? (I get home, and lose momentum, drive, and focus!?)**

- Play the Brendon Burchard Mix!

- You can look at the journal all day long...
- You can ask for help, support and positivity all day long...
- BUT YOU MUST HAVE THE HIGH PERFORMANCE HABITS IN PLAY EVERY MOMENT OF YOUR LIFE in order to overcome, implement and serve!
- Nothing will open up your energy, like —
  - breath,
  - clearing up your mind.
- Know how much distraction exhausts your will power!
- "In creation — we find our greatest energy. Energy came from creation. In creating we create energy!"
- "How many people think about, all throughout the day, breathing deep?"

**MOMENTUM — What habits are you going to institute on a daily and weekly basis to maintain your focus on your energy?**

Have fair expectations for when you're not around 200 other High Performance Coaches who are all about the same thing! ;)

**EXERCISE: What daily and weekly habits do you have that either support, or will support you?**

**Charly's answers:**

**Daily —**

- Gratitude — Morning Routine.
- Stretch, Meditate, and or Exercise.
- Live my 1 Page Productivity Planner (in Evernote)!
- Live the Wheel of Perspective (<http://bit.ly/wheel4u>)

## Weekly —

- Sunday Journaling!
- Weekly Rankings —
  - The Wheel of Perspective (<http://bit.ly/wheel4u>)
  - **Charly's 3 Questions:**
    - What did I get right last week? (Gratitude)
    - What did I get wrong last week? Why?
    - What am I going to get right this week? How and When?
  - Clarity, Energy, Courage, Productivity, Influence Rankings
- Truly decompress on Saturday and Sunday.
- NO use of phones, messaging, emails on weekends.

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## SESSION 12 - COMMITMENT TO HIGH PERFORMANCE

- Begin with the end in mind — ask:
  - **Why would they renew with you?**
    - Energy
    - Results
    - They made a difference.
    - Possibilities
    - Results
    - Long-term investment in themselves.
    - The Experience
    - Collaboration
    - Feels good!
- **You should be vitally aware of the difference maker for EACH client to their next story through more sessions.**

**The Three BIG Bucket Reasons — (encompassed by your**

relationship with them)!

- **Self-knowledge** — you make a person learn a lot and they want to come back!
  - You should be vitally aware of what they learned about themselves.
  - **ACTION - Write a whole list of what they learned about themselves in your sessions.**
- **Social connection** — the specific connections that improved in their life and work — BECAUSE of you!
  - **ACTION - Write down the social connection improvements.**
- **Progress Points/Results** — Activities or tasks that he or she completed in the 12 sessions.
  - **ACTION - Write down the areas of improvement for them through their answers, commitments met, goals achieved, etc.**

**Brendon's Distinctions** —

- When you're immediately helpful - they re-up with you.
- This has been helpful — **I still need some work...**
- How committed — said multiple times in this (setting the hook in her mind).
- Simply say — let's keep this going at the same rate.

If they don't want to — get the details why?

- I'm not sure?
- What are you unsure about?

- *Continue to question their answers with joy and happiness for their future.*

*Would you like me to call next week and check in?*

*How was last week — did you stay as intention as you used to, when we were working together?*

*Did you do any journal or self-reflect?*

**ACTION: If you really like them - call every 2, 4 or 6 weeks, CONSISTENTLY!**

- Assure when you call, you ask them how they rank themselves on everything we worked through together.
- Continue to have their true best interests in mind!

If they're re-upping — you may take them from weekly to once a month sessions...

- "Let's do it on the 1st of the month, or the first week — so you blaze through and CRUSH your month, okay?"

**ACTION: Listen to your calls — especially if they don't renew — ask "What could I have said better? Where did it fall off the rails?"**

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**QUESTIONS & ANSWERS —**

**How do you introduce the 10 Charge sessions in the renewal conversation?**

**ACTION - Watch CHPC 2015 Day 4 - Second Half — Brendon walks through the renewal script with the Bonus 10 Sessions from *The Charge!***

## **Do you nurture your relationships for the long-term?**

YES, if you're comfortable with it — listen to your intuition as you move forward with them, as they become real and vulnerable with you).

**MILLION DOLLAR DISTINCTION — PICK UP THE AMBITION THE LAST TWO SESSIONS — INCREASE RENEWAL RATES!**

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## **CHPC MARKETING WITH BRENDON —**

**EXERCISE — GROUPS OF 5 - 2 Minutes each:**

- **How are you going to market yourself?**
- **Sentence completion “You should hire me as a High Performance coach because...”**

**I am coach — I enroll clients.**

- Some people might hire you off the bat — but Brendon starts with the questionnaire no matter what!
- So many people QUIT at the marketing — to make this a critical go of this!

## **MARKETING QUICK HITS —**

**TOOLS BRENDON REFERENCED —**

- **WEBINAR SOLUTIONS (GROUP COACHING) —**
  - JOIN.ME

- GOTOWEBINAR.COM
- WEBINARJAM.COM
- **FILMING A WEBINAR FROM KEYNOTE/POWERPOINT —**
  - SCREENFLOW.COM (For both PC and Mac)
- **OPT-IN PAGE —**
  - LEADPAGES.COM
  - MEGAPHONEAPP.COM
  - Also can be built in some Email Providers.
- **EMAIL PROVIDERS —**
  - MAILCHIMP.COM
  - ICONTACT.COM
  - INFUSIONSOF.COM
  - ONTRAPORT.COM
- **WEBPAGE —**
  - ABOUT.ME (Brendon's recommendation)
  - Charly's Recommendations:
    - WEEBLY.COM
    - WIX.COM
    - SQUARESPACE.COM
    - STRIKING.LY

"Don't make excuses — find better tools!"

Hey guys — if you want to achieve your highest performance like the highest achievers. Let me walk through this in this video!

**I don't have any email addresses — how do I get started?**

**ACTION: Shoot a video on each of the videos of each areas — Clarity, Energy, Courage, Influence, Productivity.**

**"Marketing is never hard — what's hard is doing it consistently."**

**EXERCISE — 5 PEOPLE 2 MINUTES EACH — same exercise as before (more practice here is a powerful!)**

- **"Hi, I'm Charly Caldwell II, I'm a CHPC and the reason people hire me is..."**

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## **FINAL TIPS —**

**ACTION — Have actionable item list created, and completed for any seminar you go to done within the next week! Brendon became masterful at this!**

Brendon to his High Performance clients — “I’m only going to give you one topic to work on - for 18 months!” — Build it, monetize it, and master it.

**Get the focus back! There’s nothing you can’t master if you put the time in!**

Brendon reviewed the “field of opportunity” analogy where most people have tons of shallow holes dug, vs. a few really deep holes. Brendon spent 18 months getting his Life’s Golden Ticket and Partnerships & Promotions online course complete, and online!