

HPA Feb 2016 - CHPC Coaches Meeting

Certified High Performance Coaches Meeting February 24, 2016

San Diego Hilton Bayfront - Room: Sapphire A (4th floor)

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

All photos I've taken from the event are

at: <http://bit.ly/feb2016hpa>

- NOTE — Must be logged into Facebook to see the photos from HPA Feb 2016.

*“Success is going from failure to failure without loss of enthusiasm.” -
Winston Churchill*

“Use your clock as a weapon — to stop something anytime you want.”

“What makes a coach really great — 'calling people out on their stuff'”.

“You have to practice saying ‘No’ to someone to have the strength to say ‘Yes’”.

“The best thing you can do for a left brain person is to get them to describe right brain things.”

Brendon started at 4:15pm —

- 17 Sport Teams hired a High Performance Coach in the last 18 months.
- New things in Certification Week this April — new marketing, plus another 12 sessions! WHOO HOO!

- NOTE - Change of Session 5 Title from "Productivity" to Achievement.
- 70 Coaches are in attendance at this HPA.
- High level branding is going out with A-listers!
- Assure you follow what you're teaching — so you're the example.

ASK YOURSELF — "Are you taking care of your self on your journey at this point?"

We're entering the 3rd month of the year, where burnout hits big time as we come off our initial year ambition and intensity.

CHALLENGE — Take care of yourself while at HPA, assuring you're an awesome role-model. You have to find the times to back-off, recover, and rejuvenate.

ACTION — Always have a day to recoup after a heavy initiative (4 day seminar, travel, etc).

Exercise: Groups of 5 —

- What do you love about this work?
- What are you struggling with?

Questions & Answers —

What do you do to take people to get to the emotion in a session (especially those who are talkers running through everything logically)?

- Be real with their dominate communication mode — don't give up.

- Pause it — ask for what you want (be bold).
- How to pause your student —
 - “Let me just pause you...”
 - “Can I stop you for a moment. You know, I’m not hearing X....”
 - EXAMPLE - “I’m not hearing any love for your kids right now...”
 - “Can I ask you a question — how do you feel about that? Could you describe what you’re feeling as your thinking about it.”
 - EXAMPLE — “When you say you feel ‘hurt’ - what does that mean?” (once they provide a label, go deep with that, to bring out the emotion)
 - Then challenge the student by saying “Say it again, this time with excitement — **I just want to see if that’s possible for you.**” (Assure you confirm the safety zone you have with the client).
 - GOLD — "The best thing you can do for a left brain person is to get them to describe right brain things."
- Model the affect (emotion) that you want, and elicit what you believe in the moment.

Our job is to be emotionally detached from the situations that come up - as you coach this becomes easier because you understand more the core of human dynamics and you’ll think “of course, they’re feeling/experiencing this”.

- Your role of service is you 'doing the job'.
- You may want to empathize and go there with them — but our job is to be objective, and give the guidance they’re looking for, or help them access it.
- **ACTION - Continually remind yourself that’s it not my job to get pulled into their emotional drama.**

- Continue practicing the observer role, even with yourself.
- I'm the coach - you place the responsibility for me to be even, and centered for you.
- When you are sucked into the emotion you think they're feeling — you're sucked into the big gate of judgement. You might be missing the whole bigger picture.
- **ASK your student — “Tell me exactly what you're feeling — tell me exactly what's next for you — what would be the consequence for you?”**
- Have them work it out - while you observe.

How do you course correct a client who talks through stories that can take the coaching call off course?

- Use the power of “time”, and the power of “theme topic”.
- Clip the student with — “Let me pause you for a second...”
- **Example of Theme Topic** — “I want to make sure that your moving forward - is what you're sharing, where's it going, relevant to today's theme of 'clarity'?”
- **Example of Time** — Frame it with “we only have so much time in our session, and I want to stay true to our framework for your benefit.”
- *“Use your clock as a weapon — to stop something anytime you want.”*
- If you feel like someone is going through several stories — remember the “theme of the call.”
- **The VERY powerful phrase — “I want to make sure you get some wins, in this area, right here.”**
 - It reminds them we're working on progress together.
 - Once they tell you they're a certain way — you call them on it, if it hinders progress/avoiding discomfort.
- What makes a coach really great — “calling people out on their stuff”.

- The more you agree to stick to your coaching — the more progress you make, the higher chance they have to re-up.

How do you talk with people who know you from your old position (i.e. how people know you, professionally) to your new position (Certified High Performance Coach™) - and help them understand the difference?

- It's all about framing.
- Don't ever rely on your customers to connect the dots - ***be explicit about what you're doing now, why, and how it benefits them and the world.***
- Allow yourself to have other products, and services to do other things, too.
- Assure you know the difference between training & consulting — vs. — coaching.
- Brendon's example — "I don't coach on Experts Academy — I have seminars, products and programs for that. I only coach in High Performance - and I work on YOU."
- When people are confused, you have to more clear about what you offer.
- It's important to differentiate each of your services, and handle the questions.
- **ACTION - DEFINE FAQs for each business, specifically answering "How I work with you in each business..."**

What if a major life event comes up, and the session you're going into ignites emotions, or their not ready to be coached.

- Ask them if they're up for the call/session — if so, and just talk through what's on their mind now, sometimes that's what's needed.

- “Hey, you know what, it’s okay that we don’t do this today...”
- GOLD — "Don't feel like you have to finish a session — let's put a bow on this today, let's end session a little early. Next time we'll pick up on the next topic, here's what it is..."
- Don't feel like the clock is the master, that you have to coach the full 60 minutes.
- Yes, this means you might only complete one question, and briefly touch on the session work, and end at 25 minute mark.
- Brendon personally doesn't revisit the questions in the next session, he simply moves on to the next session.
- **ACTION — Send them the summary, the worksheet, and transition - if you were able to even start the session work.**

The more you add value to the workplace the more you'll get customers.

What is GROWTH, GROWTH Coaches?

- Brendon mentioned he has a group of Certified High Performance Coaches that administer High Performance Coaching sessions to *his* clients.
- He's currently not accepting any Certified High Performance Coaches for GROWTH.

How do I become a GROWTH Coach?

- Just like any opportunity, he'll reach out to Certified High Performance Coaches if, and when, he has new GROWTH Coach positions available.

Brendon asked Ethan Willis (one of his partners in GROWTH, who

leads GROWTH's High Performance Coaching sales team) to speak about converting sales for High Performance. And even considering training a 'sales person' to close sales for you, so you can simply step into your art, High Performance Coaching, and not have to 'sell'.

ETHAN —

How to train people to make calls and close sales for you for HP —

- What do you look for?
- Hire people who are phenomenal and better than you, but aligned with where you want to go. Who understand the power of High Performance coaching (and have even been coached through the framework).

The C^3 Framework — Have these down in a systematic, scalable way.

- **1) Customer Acquisition —**
 - Understanding how people are coming into your world, your funnels in a consistent fashion. Being predictable and consistent with it.
 - If you're new to this, you need to develop systems to reach, build value, and educate on how you can help them. Systems can mean automated, yet personal.
- **2) Conversion —**
 - Once people express interest, this is actually converting them from a prospect to someone who you administer the free session with, and work toward the sale.
- **3) Coaching —**
 - Delivering the coaching in a systemized way (that's the

awesome part of our framework, it lives into this).

Today, we talked about the 2) Conversion —

- **ASK — "Is this person worthy of me?"**
- **GOLD — It's your goal to have someone "feel like they're making the team".**
 - Everyone wants to feel like they're making the team.
 - If you do this, you get a much higher level of engagement, typically.
- **GOLD — You have to match your program with what they're wanting.**
 - *Charly's Note — You want to assure you've dialed in 3 to 5 of their top intrinsic values, and 3 to 5 of their top extrinsic values — talk to those values and connect those values to the High Performance Framework. For example if they say "Having more quality time with family is important (an intrinsic value) — you could connect that to being clear about what they want in life and business that supports creating more quality family time (with their mind being less distracted when they're with family) — which 'we'll dive deep on as part of our clarity and productivity sessions'."*

ASK — "Why would I open a slot to work with you, as opposed to another client?"

ASK — "Why should I take you on client?"

- This goes to the very heart of the enrollment.
- Have integrity and alignment with yourself.
- GROWTH has a 2% cancellation rate — the clients converted value it and love it, and they MADE THE TEAM!
- You have to be the model the strength in the qualification process.

- “You have to practice saying ‘No’ to someone to have the strength to say ‘Yes’” - this can be difficult, especially as you start your High Performance Coaching practice.
- There’s a difference between doing and being —
 - Create a “Becoming List”.
 - “In the last two years, what have you worked to become? Tell me about someone who’s influenced you and how they helped you become the person you are today.”
- Before we do our strategy session — ask “Would you write four paragraph email to me, why you would be a good student, and why you’d be coachable and teachable for me to work?”

The Money Discussion —

- You could qualify for money early on - but Ethan doesn’t support that because “people will tell you they can’t afford it, if they don’t understand value of it.”
 - *Charly’s Note — It’s pretty amazing to me how many of clients have ‘found the resources/money’ to be coached after connecting their intrinsic and extrinsic values to the course framework!*
- Live into connection their dreams and aspirations to the framework of what we do with them - connect as many parts of the framework to their emotional benefits.
- ASK THEM — “If you knew this program was going to transform what you’re looking for - what would be ways to find the funds to make the real.”
- Sometimes they can’t afford it, and you have to be okay with that, when they do commit — provide the most value you can — big time! This work may be the change that helps grow themselves and their income!