

MASTERLEARN COACHING PHILOSOPHY

NEWSLETTER



COACH PRESENCE

A coach's perception, of self and from the client's view are of high importance in developing a relationship. A coach has to have a solid grasp of one's capabilities, those strengths one relies on to provide a valuable experience. Holistically, this is considered a coach's presence.

There are many coaches in the industry offering different services, but this presence differs from mere skills. It primarily deals with self-knowledge. This is why quality coaching programs tend to have some emphasis on self-development.

The Inner World

Self-exploration helps the coach understand an inner world exists and how to recognize it. It's the world beyond the physical, intuitive and highly sensory. Shows up in the body, a growing conversation around one's consciousness. Exercises can awaken certain abilities that enable the coach to facilitate more effectively.

For example, a coach can study all of the diagrams and frameworks and put plenty of analyses together, but won't have the time to be sifting through these models in a live coach session.

"Wait client, you just said something related to the XYZ framework. Let me take a second and cross-reference that with this other framework I learned so I can know what to do next."

Not going to work when they paid for this time.

Realistically in the moment, a coach intuits based on all of the information observed and absorbed for a near-instant course of action that can feel seamless when in the zone. This could include research, responding to something, sharing a resource. The client experiences this and acknowledges, "this coach is competent."

To do this skillfully requires dual-awareness of the information internally (coach's states) and externally (client and environmental states).

Depending on the coaching program, one may be exposed to some somatic practices, understanding the information communicated from the body, thoughts and emotional states. Accomplished through study, contemplation and a blend of coaching experiences.

To understand what a client may go through, a coach can benefit from having a few sessions. If the coach hasn't experienced this before or any somatic modality like yoga, qigong or meditation, it might be uncomfortable at the start.

Heightened somatic awareness is more noticeable when a coach needs to keep inner states in check. Clients can be unpredictable and there are instances when states can get out of control without awareness and discipline.

Example: You assess some options the client could apply. It's clear to you these could work. You offer these ideas, "What do you think of this pathway?" Then the client flat out shuts it down.



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ART OF COACHING

You suggest another, they shut that down too.

Probe to learn more about their perspective in this moment. They refuse to discuss, but chose to book time with you.

This blatant resistance could frustrate a coach to act out impulsively. One outburst could ruin the client relationship and potentially tarnish the reputation should the client decide to publicly share how unhinged of a coach you are.

To avoid this, being consistently aware with meta-cognition helps a coach remain focused on the client's actions while governing internal fluctuations. Poise is part of a coach's power.

Coach Distinction

Through self-awareness combined with some form of strength / talent discovery, the coach develops conviction for their specific combination of offerings, and to know they're distinct from other coaches.

Confidence in this distinction gradually moves a coach out of the competitor realm with others and more in competition with oneself. Instead of trying to become better than this individual, the goal is to become personally better at something daily.

Increased certainty in what one uniquely offers can create comfort to coexist with the thousands of other coaches out there. You realize only you can do what you do in the way you do it. The more this internalizes, the more influential the presence becomes, energetically spreading into everything a coach touches.

The Client's View

A new awareness also develops. If what you offer is uniquely yours, there are likely clients who are uniquely connected to that offering. Like a specific key for a lock, your combination will attract the right people when presented appropriately.

A key for every lock. A reader for every book. A client for every coach. They just have to find each other.

From the client's perspective, they won't know about the inner work or lack of a coach went through. What they will experience is you in totality. This wraps up within an aura, or presence and influences the client's initial trust. They subconsciously expect your presence to be consistent throughout the relationship. When you go off course, display inconsistency, that trust can erode.

Here's where the client may unintentionally sense your presence:

- Website / portfolio
- At public appearances
- All communication modalities
- The intro / discovery call
- Any references they may connect with concerning you
- How you treat others within your sphere and beyond

Know yourself, then you'll know what you can offer.

Know what you can offer, then you'll know who's here to receive your service.

"To know ten thousand things, know one well."
- Miyamoto Musashi, Book of Five Rings

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