

Becoming a Coach

Goal Attainment Module

Lesson objectives:

- To understand the basic fundamentals of goal attainment
- To become familiar with different models: Coaching Model for Goal Attainment, CANA's Vision to Goals Timeline and CANA's Comprehensive 8 Step Success Model of Coaching

Basic Fundamentals of Goal Attainment

Goal: A goal is the *where* and the *when*. The *how* is the action plan (covered in later modules.)

All Goals Must Be

PPS

When setting goals remember that **all** goals must be:

1. Phrased in the **present** tense.
NLP trick: If your mind thinks you have something already attained your body will do actions that coincide with that truth.
2. Phrased in the **positive**.
It is easier for your body to move towards something that is positively phrased. No "I will quit..." instead think "I have..."
3. Must be **specific** and measurable.
Be as specific as possible when setting a goal. "I want to successful" is not as powerful as defining what exactly success means to you. "I want to have over 25 active business accounts generating over \$100,000 annually." This ensures you will know when you are making progress and when you have reached that goal.

Using PPS (An Example)

Goal setting in weight loss:

Client's goal: "lose weight and be thin."

P: "I have lost 25 pounds." (Phrased in the present tense.)

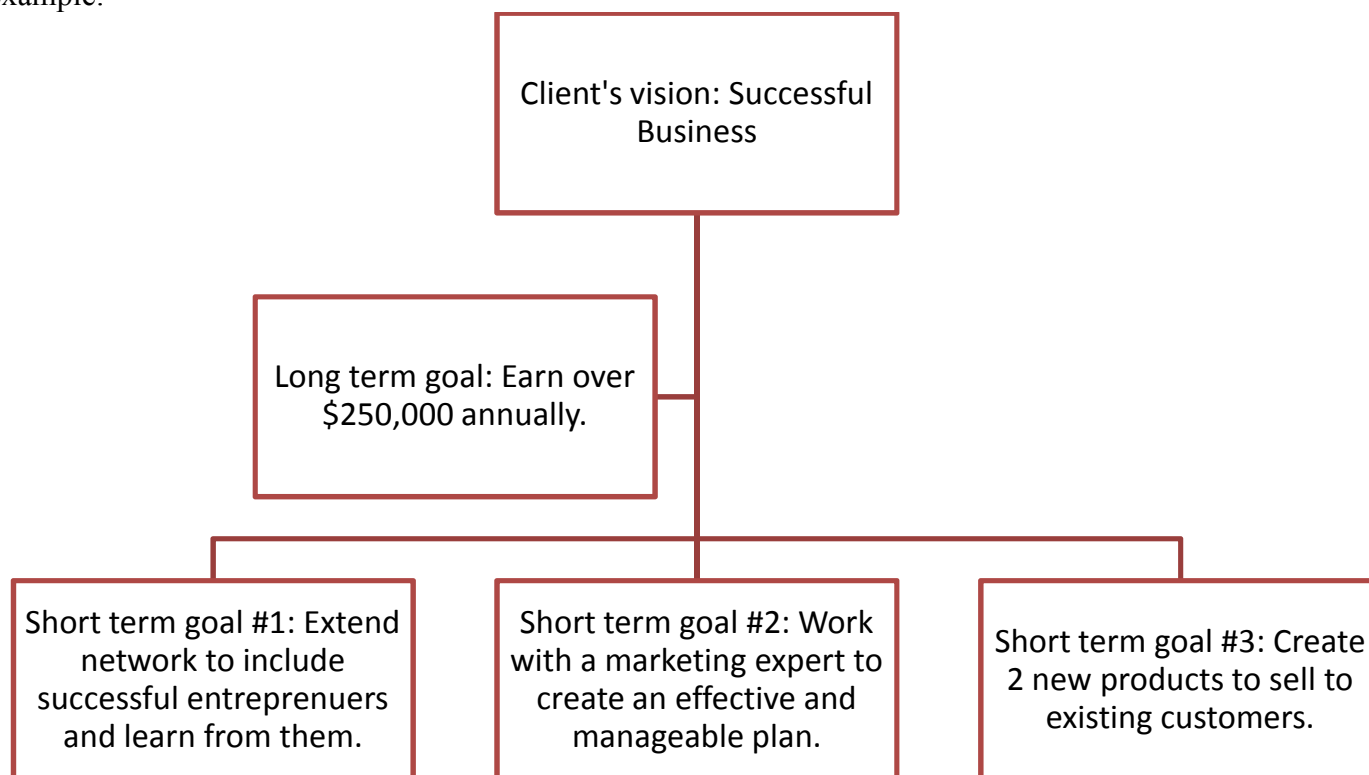
P: "I am thin." (Omitted the word "lose".)

S: "I weigh 142 pounds." (Specific and positive.)

GOAL THAT MEETS THE PPS CRITERIA: I weigh only 142 pounds.

Long term vs. short term goals: Short term goals are goals to help assist you in getting to the long term goals. Thus when goal setting plan the long term goals based on the client's vision for their life and short term goals based on the long term.

Example:



General goal setting tips:

- ✓ Create powerful affirmations that support the current goal. (Make sure your affirmations are PPS as well.)
- ✓ Act *as if* you have achieved this goal. What will you feel like??
- ✓ If your client has more than one goal they want to attain, ask them which goal they would like to work towards at this time. Do not prioritize *your goals*, prioritize what they *are going to do right now*.
- ✓ Write the goal(s) down.

CANA Standard Goal Attainment Coaching Model

Model Overview:

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Step 1: *Create The Vision*

Step 2: *Formulate Goals Based on The Vision*

Step 3: *Create a Goal Attainment Action Plan*

Step 4: *Create Commitment Within the Client
to the Action Plan for the Coming Week*

This formula was designed to guide you through the process of successful goal formulation.

Step 1: Create The Vision

What would you like your life to look like?

Let us use the example of your coaching practice.

Reflect and answer the following questions:

What is your ideal vision for your coaching practice?

How many clients do you coach each week?

Where do you hold your amazingly empowering coaching sessions?

Although more questions could be asked in regards to the vision you have for your coaching practice, it will be easier to formulate goals based on a few good questions.

Step 2: Formulating Goals Based on The Vision

Take your answers from above and create 1 to 3 goals.

When creating goals, all goals must consist of the following (NO EXCEPTIONS):

1. Goal(s) must be phrased in the positive.
2. Goal(s) must be concrete (tangible).
3. Goal(s) must be measurable.
4. Goal(s) must be phrased in the present tense.

Step 3: Create a Goal Attainment Action Plan

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What do you think the first step is to attaining this goal?

What will you have accomplished by this time next week that will take you one step closer to your goal?

What can you do that will take you even two steps closer to your goal?

Step 4: Creating 100% Commitment to the Action Plan for the Coming Week

What has to happen in your life in order to ensure you are able to complete the tasks set for this week?

What, if any, obstacles will you need to meet and overcome? How will you do this?

CANA's DVGS Coaching Model

This is another very simple yet effective model of coaching.

This model works best with clients who are unhappy but do not where they want their life to go.

D Dissatisfaction

V Vision

G Goals

S Steps

Step 1: Identifying and Narrowing Down Dissatisfaction

Sometimes it is easier for clients to state what they dislike about their life and work from there to discover what they would like.

What does the client not like about their life?

What would you client change if they could?

Step 2: Identify What the Client Does Want- Their Vision

Shift their focus and begin to explore and discover what they client does want. The more specific the better.

Step 3: Goal Setting

Set goals based on the client's vision (see goal setting advice below.)

Step 4: Agree Upon the Steps (Action) the Client Will Take

Steps for the client: Discuss what steps should be taken to attain those goals. Set some in place for the coming week

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(known as “fieldwork”, “tasks” or “actions”).

Steps for the coach: During regular sessions other “steps” the coach must take is to review the action plan/tasks from the week before and decide with the client what worked, what did not work and what needs to be adjusted or changed for future tasks.

CANA’s Comprehensive 8 Step Success Model of Coaching

This model leaves nothing to chance and covers all bases to ensure the client reaches their goals.

When using this model let the client know that the coaching formula you will be using is based on years of study of success thus stressing the importance of completing every step.

The following steps/ thought processes must occur in order for true change to occur.

Step 1: Awareness of the Need for Change

If the client is seeking out a coach, the good news is that they most likely have already tumbled to this fact on their own. If not, seek this through client questioning.

Example: If you never change and therefore if your life never changes, is this okay with you? Are you satisfied? Accepting responsibility for their part in the circumstances in their life is also important as they will then understand that they have the power to change them.

Step 2: Awareness That an Expert is Required (Modeling)

Your client must be aware that their best thinking got them where they are today and only increased knowledge can change their path.

This knowledge will come from their coach and from additional outside resources (books, seminars and courses on the topic they wish to change in their lives).

Example: Weight loss. Reading how others successfully lost weight is a very important part to the successful goal attainment formula.

When modeling (discovering and copying the behaviors of someone who has what you want) the mindset of this person as well as the actions should be copied. One without the other is just wasted time.

Modeling Example

With regards to investment success, think of Warrant Buffet.

- How does his mind work?
- How does he live his life?

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- What habits does he have (whether they seem related to investment or not the whole package is important)?

Step 3: Increase Happiness

Finding happiness is one of the main reasons people want to change their lives.

Happiness can begin at anytime. Work to incorporate happiness into your client's life.

Use the 100 Smiles Program (available from the student center.)

Step 4: Discover and Change Ineffective Beliefs

This may occur throughout the coaching process. Tell your client to be on the look out for any statement that begins with "I can't". This is most likely an incorrect belief that needs to be change and replaced

Every time the incorrect belief is thought or said aloud, have your client repeat the new correct belief until the negative feeling passes. If said enough the incorrect belief will eventually be replaced and the old, ineffective belief will be forgotten.

Step 5: Discover Your Client's Vision

Using questions discover what your client really wants for their life.

Step 6: Create Vision Based Goals

Taking your client's vision, agree on 1 to 3 goals to attain.

Important: Make sure the goals are concrete, measurable and phrased in the positive.

Step 7: Formulate the Task/Action Plan (Fieldwork)

Decide with your client the first steps that will be taken to get to this goal. Discuss possible obstacles that may come up during the week ahead and how you will deal with them.

Step 8: Celebrate, Review, Adjust and Set New Tasks

During every coaching session discuss the fieldwork from the week before and celebrate the successes, decide what needs to be changed or adjusted and set new tasks (fieldwork) for the upcoming week.

Putting Your Coaching Skills into Action

Often times clients tend to unload during a session. This is often necessary for them to clear their mind and to help them better focus on their goals.

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It is your job as a coach, however, to keep your eye on the ball

Let's look for the turning point in each of the conversations below

Situational Conversation 1

Client: ...and my co-worker Joanie is always wearing the most inappropriate things to work. I swear I can't even believe they let her wear half the things she does!

Coach: What does what Joanie wears to work have to do with you?

Client: Well nothing I guess...I have to think on that for awhile.

Situational Conversation 2

Client: ...so now that I had that argument with my superior I just have no idea if a promotion is even possible. I feel so...down. I let myself down.

Coach: I would feel down as well. What would you do different next time?

(Asking this will help avoid a recurrence.)

Client: Well at the very least I would take a few minutes and calm down before approaching her. I am sure there are other things I would do differently as well I just cannot think of any right now.

Coach: Okay, well let's think on that sometime this week. Where do you go from here? (Ask questions that will help the client look towards the future.)

Client: Well I do not want to apologize that is for sure!

Coach: I understand not wanting to apologize, what you said to your boss was absolutely the truth. (Validating what they are feeling is important.)

But do you think there was another way you could have expressed your feelings to him? (Avoid using the phrase "more appropriate" so as to not put the client on the defensive. Always be honest.)

Situational Conversation 3

Client: I just have no time for anything anymore. I don't get to have fun like I used to.

Coach: If you had more time, what would you do that was fun?

Client: I would swim and watch bad television and read.

Coach: I have a new homework assignment for you. How about this week, you schedule in three times in which to read, watch bad TV, and swim. You make them as important as trips to the baby's doctor. What do you say?

Client: I guess I could do that, but I still don't even feel as if I have the time for that. I have so much going on with the kids this week.

Coach: What will your life be like if you continue to put everyone else above yourself and your needs and wants?

Client: I guess it would like it is now. Lonely and hurried. And I would probably not be in the best mood for my family.

Coach: Now what would life be like if you made some changes and some time for yourself- even if you have to get up twenty minutes earlier every day?

Client: I would feel like I was a person. I would have some a life outside of my life with everyone else and that would feel pretty good...I guess I could wake up a few minutes earlier every day to read for awhile before everyone else gets

up.

Coach: Starting when?

Client: I guess starting tomorrow.

Coach: You guess or you know?

Client: Starting tomorrow. But I feel guilty.

Coach: Not all change feels good at first. The guilt will pass. The guilt you feel is an incorrect belief. Every time you feel it replace it with a correct belief. Until the feeling passes repeat with gusto “I deserve time for myself.

This time is important for my well being.”

Situational Conversation 4

Client: I am really not feeling good about work. The main goal I would like to achieve is success at work.

Coach: What does success mean to you? (Making success into a concrete, tangible goal)

Client: I guess it would mean that I would like that promotion in six months that I think I can get.

Coach: What would your life be like if you did get that promotion? (Associate positive feelings with this goal and help formulate a vision.)

Client: Fantastic. I would have more responsibility, but better pay and even a better office. It would finally feel like I was going somewhere in this company.

Coach: What do you feel the first step to attaining the goal of a promotion is? (You are clarifying the goal by restating it.)

Client: Hmm. I guess completing my projects early.

Coach: What about discussing your desire for a promotion with your superiors and asking them what they would like to see demonstrated? (Take their weekly task to the next level in a practical and effective way.)

Take Your Coaching to the Next Level

Below are exercises that may be beneficial to your clients. Use your discretion as to when to introduce these exercises.

The exercises may be done during the coaching session or as fieldwork in between sessions.

Exercise 1: Map Your Journey

This exercise allows the client to focus on the strengths that have always served them well through good times and bad.

This exercise also helps clients to deal with the bad experiences they have had. To deal with the experiences head on will help lesson the negative power that can emanate from them.

Instructions:

With a pen and paper write down any large negative experiences that you have had in your life.

Below each of these experiences write the strengths that served you well during these times and any lessons you may have learned no matter how hard they were to learn.

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Destroy the paper afterward as a symbol of your commitment to create a positive, happy and fulfilling life.

Exercise 2: Brainstorming Options

This exercise is effective anytime a client has a problem and needs to discover or become aware of the effective options they have of dealing with it.

This exercise can be done together during your sessions (even by phone) as two heads are better than one.

Instructions:

In the center of a blank page list the problem and circle it. Draw arrows out from the bubble each pointing to a different possible solution or proactive step that can be taken. List all ideas, even ineffective ones.

Exercise 3: Creating an In Depth, Brilliant Vision

This exercise is effective in helping clients create a bright and detailed vision of how they would like their life to be.

Instructions:

Ask the client to close their eyes. As the coach, keep notes as to what their answers are to the following questions:

What will your life be like after you have achieved everything you want?

How does it feel?

Who is there with you?

What are your interactions with them like?

What are your ideal surroundings like?

What can you smell?

What do you look like?

What are you wearing?

How do you feel?

How do others respond to you?

What types of things do others say to you?

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Exercise 4: Creating an Effective Fieldwork or Action Plan for the Coming Week

This exercise will help your client decide what needs to be done in the coming week to come one step closer to their goal.

Instructions:

Tell the client you are going to read the first part of a sentence and they are to complete the sentence out loud.

The first step toward attaining my goal is...

I will avoid...

I will complete...

To make sure I complete my task I will...

I will not...

I will...

Exercise 5: Stimulating Creativity

This exercise is good for those who need to stimulate the creative part of their mind.

Instructions:

Have your client take two items that appear to have nothing in common with each other and find commonalities.

Example: A dog and a door.

Both are difficult to see the TV through, both come in brown, both can be dyed different colors, and so on.

Reality and logic are not your friends in this exercise.

Exercise 6: The Belief Journal

This exercise was designed to help discover incorrect beliefs so that they can be replaced with correct ones.

Instructions:

Anytime your client feels down or begins a sentence with the words "I can't" request that they write down the scenario in their journal.

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That simple step can lead the discovery of incorrect and limiting beliefs.

To change incorrect beliefs they must be replaced through repetition.

From then on, every time an incorrect or limiting belief arises a client should direct their attention to the repetition of the new correct affirmation.

Assignment:

There is no length requirement for this assignment.

Submit assignment together with your final exam.

Save this assignment in a Word or RTF document format entitled “Goal Attainment Module Assignment”

Part 1: Define your *professional* long term and short goals based on the vision you have for your life. Ensure that your goals meet all the criteria discussed in this module (PPS.)

Part 2: Select and complete 5 of the exercises above to take your coaching to the next level.

Submit the actual notes or a summary of how you found the experience.

Bonus Resource

12 Goal Setting Areas

What are some areas that your client’s can set goals in?

Artistic:

Do you want to achieve any artistic goals? If so, what?

Attitude:

Is any part of your mindset holding you back? Is there any part of the way that you behave that upsets you? If so, set a goal to improve your behavior or find a solution to the problem.

Career:

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What level do you want to reach in your career?

Education:

Is there any knowledge you want to acquire in particular? What information and skills will you need to achieve other goals?

Family:

Do you want to be a parent? If so, how are you going to be a good parent?

Financial:

How much do you want to earn by what stage?

Physical:

Are there any athletic goals you want to achieve, or do you want good health deep into old age? What steps are you going to take to achieve this?

Personal and Professional Knowledge:

Increasing your knowledge is a key to success. What would you like to learn?

Pleasure:

How do you want to enjoy yourself? - You should ensure that some of your life is for you!

Public Service:

Do you want to make the world a better place? If so, how?

Spirituality:

Do you want to feel closer to God? How would this affect your life?

Time Management:

Do you want more spare time? How would you spend it?

