**VCS-Inc. Wellness Coaching Model**

* **Preparation and Foundation Building (Up to 1 - 8 Weeks)**
* Foundation – Rapport, Engagement
* Explaining the Service
* Explaining the Process
* Rates and Responsibilities Discussion
* Agreement to Proceed
* Paperwork; Consents, HIPAA and Intake, History, Assessments,
* Foundational Speaking, Listening Skills
* Foundational Beliefs, Values
* AWARENESS: Assessment, Intake, Rapport/Engagement - Name the concern
* Non-Judgmental Curiosity. Evaluation, Awareness, and Decision-making
* Exploring present reality/discomfort, unmet needs/desires, preferred alternative present/future (future perfect),
* Goal setting, Ultimate Why (Seven Layers Deep/Root Cause Analysis), Change Readiness,
* Preparation: Values and Strengths (Resources and Supports).
* Powerful Questions for eliciting clear visions/developing appropriate goals, evoking vs providing
* Planning –, SMART Goal Setting, and Action Planning
* Behavior Based Goals vs Outcomes-Based Goals, Be-Do-Have
* **Taking Action - 12-24 Weeks**
* Moving Forward - Subsequent Sessions: The Power of Beliefs, Words, Intention and Attention
* Beliefs/Identity (The Power of I AM) - Thoughts - Emotions - Behaviors - Outcomes/Results: Of Meaning-Making and Making a life
* Programming your Goals, Affirmations to Confirmations, Brain = Radio Antenna
* Continue: How am I doing?
* Follow-Up Sessions: Practice, Review of Progress, Accountability, And Adjustment
* Feedback and Education / Skills Training
* Proceed until you come to the end: Navigating Obstacles and Staying on Task.
* Transformation vs Information, Getting Unstuck, Mindset, Limiting Beliefs, Self-Preservation, Deep Patterns
* Supporting Ongoing Motivation, Resources and Supports, Confidence is earned, Excitement, and Rewards.
* **Maintenance - 3 - 8 Weeks**
* Then Stop: Knowing When and How to Stop; Beginning with the end in mind, Recognizing and maintaining success
* Building Confidence, Self-Determination, Resources and Supports (Working yourself out of a job)
* Celebration / Graduation and Consistency Sessions

**Total: 12 – 16 / 16-40 weeks (3-10 months)**

**Essentials of Trust:**

* Be honest and behave with integrity. (Genuineness)
* Demonstrate competence.
* Keep your word. Be trustworthy and keep your promises.
* Demonstrate trust in the client by being the first to share information about yourself. (Within appropriate, professional boundaries) (Genuineness)
* Demonstrate respect for the client’s feelings, ideas, and point of view. (Empathy and Respect)
* Keep confidential information confidential. (Respect)
* Be willing to share information and resources, and be honest about the reasons when you are unable to do so. (Respect)
* Show the client that you have his/her best interests at heart.

**Create an Agenda:**

Every good coaching session has an agenda. Coaches do not “wing it”. You may want to discuss the exact structure of your agenda with the client in advance of the first session. An agenda sets the pace and basic flow of each session.

**A sample session agenda may look like this:**

* Greeting / warm up / opening discussion questions (to get the client thinking about this session’s topic – priming)
* Summary of issues from last sessions / review of progress / questions from client
* Discover what the client would like to accomplish / goals
* Discussion on how to move forward
* Defining next action steps
* Cooling down and preparing for next session (including confirming the day and time and discussing any actions that will be taken between sessions)

Greeting and Opening:

Greet client warmly and engage in a minute or two of small-talk. This builds rapport and gets both of you oriented for the session. Many coaches use this chatty introduction time to prime the client for the day’s topic. They may ask an opening question to get the client thinking about the topic of the day. The most important thing is to create a level of comfort.

**Establishing Rapport:**

Even if you already know your client well, taking the time to establish rapport is essential to the success of this process.

**One definition of Rapport is:**

“A close and harmonious relationship in which people understand each other’s feelings or ideas and communicate well.” - Oxford Dictionary

**Purpose of Rapport in Coaching:**

* Rapport establishes a bond between you and the client
* It helps both of you feel comfortable sharing feelings and ideas
* It lays the foundation for establishing trust

**Tips for Establishing Rapport:**

* Instead of jumping right into the issues – begin with a relaxed conversation so the two of you can become comfortable with each other.
* Get to know one another by exploring interests, backgrounds, lifestyles and values you may have in common.
* Show that you are willing to be vulnerable by sharing your own personal experiences, values and feelings (within appropriate boundaries)
* Demonstrate a caring attitude – convey to the client that you sincerely care about his or her success.

**Discover what the client would like to accomplish:**

The initial session(s) should be focused on discovering what the client would like to accomplish through this partnership. This is the time to discover goals, unmet needs/desires, values, and level of satisfaction in major life areas – which your client may have.

Even in follow-up sessions, after you have reviewed the progress of the last session, you should check in with your client to see whether they are still working on the same goal, or if they are ready to work on new ones.

**Sample questions for this phase:**

* What is it that you would like to accomplish?
* What prompted you to seek coaching at this time?
* What goal would you like to achieve?
* What are your best hopes for this session / our work together?
* What would you like to achieve today?
* Where would you like this session to go today?
* What do you want to cover today?

**Discover why the client would like to accomplish this goal:**

After your client has expressed what they would like to accomplish, it is necessary to explore for the reasons why they want to accomplish this goal. Do not stop at the surface reason (the first reason the client thinks of). Continue to ask until you reach the “Ultimate Why” – the reason at the base of all the reasons.

**Sample questions:**

* What difference would accomplishing this make for you?
* How would that be different for you or your (life, business, career, marriage, etc.)
* Why is *that* important to you?

**Discover how you can best help your client:**

Once you have discovered the goal and the “ultimate why”, you will need a way to know when/if your client is making progress. In order to do this, you and your client will need to know what to look for (what success would look/sound/feel like).

Sample questions:

* How will you know later that this session has been successful? (confirmation)
* How can I best help you within the next 30 days?
* How will you know by the end of this session that we have accomplished what you want to accomplish on this call?
* What is the most empowering thing I can do for you during our sessions?
* What can I do to help you achieve your goals?
* How can this partnership most impact your (life/business/career/relationship/health) in the next 30 days?
* How will you know that we have made some progress?

**Questions and Challenges:**

A coach should ask their clients what challenges they are facing or what areas they need particular help with. A client may not clearly understand these, so you may have to draw this information out of them (Eliciting/Evoking). They may simply *feel* that things are not going well, without being sure as to why.

**Some helpful tools to use here:**

* SWOT Analysis
* Seven Layers Deep
* Root-Cause Analysis
* 12 Areas of Balance
* Values Interview
* Strengths Interview

**Finding a Vision:**

Have your client create a vision of what they would like for their life/business/relationship/career/education/etc. The clearer your client can imagine attaining their goal, the more efficiently and easily it will manifest into their reality. Visions are most effective when the client writes them out and re-reads them every day.

**Some helpful tools to use here:**

* Miracle question
* Vision board
* Visual goal diary
* Future Perfect Narrative
* Affirmations
* Affirmations to Confirmations
* Brain=Radio Antenna Analogy
* Law of Attraction Analogy
* Multiverse Analogy
* Perfect Day Meditation
* Perfect Day Calendar

**Some sample questions:**

* What does your ideal life look like?
* What does your ideal business/career look like?
* What does your ideal body/relationship look like?
* What course does your ideal day run?
* What are three things that would drastically improve the quality of your life/etc.?
* If you had all the money in the world, what would your life/etc. look like?
* If money were no obstacle, how would you live?
* What does success look like for you?
* What are you currently working towards creating?
* What is your lifelong dream?

**Establishing the Overall Goal:**

**Using the Vision…Begin to Create Goals.**

**Sample questions:**

* Now that you have a clearer vision of what you would like your life/etc. to be like, what would you say your goal is?
* Now that you have a clearer vision of what you want, what would you say our overall goal is?
* What goals can be derived from how you envision your idea life/etc.?
* What would you have to accomplish to help you get closer to your dream?
* What kind of person lives the way you want to live/has what you want to have/does what you want to do?

**Next,**

* Ask your client to be SPECIFIC about their goal (if needed).
* Ask your client how they will be able to MEASURE their progress.
* Ask your client to set a DEADLINE for accomplishing this goal.
* Ensure that your client’s goal is relevant to their vision.
* Ensure that your client’s goal is achievable, especially in the timeframe given.
* Ensure that your client’s goal is motivated by internal desires/values (intrinsic), not external pressures/expectations/mores (extrinsic).
* Ensure that the goal is not set at the surface of change (Do / Have), but that it is set at the foundation of change (Be).

**Creating the Action Plan:**

The next step should be to create clearly defined action steps that the client needs to take. The two of you should agree on these together. This is the process of map drawing. You will co-create the roadmap for your client’s journey towards change/wellness/self-improvement/success.

There may be action steps for you as the coach to take as well.

**Ask your client:**

What is the first big/uncomfortable step (short-term goal) that you need / are willing to take – *immediately* – to get closer to your goal?

**Help client set priorities and create action plans:**

Your most important job as a coach to help clients prioritize and start taking action on the things they need to do to improve their situations. Talking about goals without making plans and taking action is simply dreaming. Your clients do not take the time and spend the money to see you so you can dream with them. They engage your services so that you can help them make their dreams REALITY.

You cannot stop at simply helping them vision what they want and imagine how they could do it … you need to take the next steps into getting them started, then keeping them moving. This is how they get closer to their goals. A series of successive actions, consistently taken, adjusted as needed according to experience, until habits form and results materialize. When your client succeeds, you succeed. Not a minute before.

When they see benefits, they will realize the value of your coaching. They will then, likely, stay with you until they complete their plans, and tell others about you.

**The Biggest First:**

The client’s first priority should be the biggest project that will have the greatest impact on their situation. (Figures of speech that support this axiom: “Make the bed”/ “Eat that frog!”/ “Take the haymaker”/ “Call the leader out”) It is usually not hard for a client to name this. However, if they are struggling, you can use Root-Cause Analysis, powerful questions, and other methods to help them uncover their most significant issue. Sometimes, it is just a matter of making a list of priorities and choosing the biggest. Ask them, “If you could accomplish only one thing, what would it be?”

**Breaking it up:**

Once you have identified the biggest project of the goal, break it down into sub-goals (bite-sized chunks).

These milestones along the way will get the client closer to that big goal. (How do you lose 100 pounds? One pound at a time!)

Break milestones down into clear, actionable steps. By DOing these things on a daily basis, your client can reach their sub-goals. Add up the accomplishment of all sub-goals and – eventually - the overall goal is accomplished. If an action step or milestone is too big, break it up further until you have a list of daily tasks.

We say, “Take one day at a time” … as if *two days at a time* were an option!

How do you get to Carnegie Hall? Practice, practice, practice!

Your life today is a lagging measure of your daily choices.

Think and plan one choice at a time.

**Reverse Engineer:**

Big goals are hard to reach because they operate on a different time scale than we do. We need to be able to see the attainment of these goals day by day, or even choice by choice. Each step along the way toward the goal should have an independent timeline.

Timelines give your client a realistic deadline in which to finish tasks and reach milestones. Although your client will want to move forward as quickly as possible, they may need you to help them slow down. It is important that timelines be realistic. If they are not, your client will fall behind. You will have helped them to set themselves up for failure. Set reasonable deadlines and allow for flexibility if tasks take too long or are finished quickly.

**Allowing for change:**

Along the way, changes in strategy/plan may need to be made. Make room for this possibility. You make the original plan based on the information available to you at the time. As you and your client continue to work together and evaluate the progress they are making (and lessons learned) you may realize that the plan needs adjustments in order to result in success. It is okay to make any changes necessary as long as goals remain clearly defined. Timelines, small tasks, action steps, milestones, resources, supports, tools, rewards and consequences can all be shifted. Keep the major goals in place.

**Feedback:**

Provide your client feedback by focusing on what they have done well and what needs work. (You win or you learn). Whenever you discuss what they are doing, ask them first for their evaluation/ideas before you give them yours. Ask questions such as: “Why do you think that is happening?” or “What ideas have you already considered for dealing with that?”

You should then give your opinions and ideas, as well as your evaluation of which solutions you think would work. Ask them to repeat back to you what they need to do (check for understanding).

**Review of Progress:**

It is extremely important to review the client’s progress. At some point during the session, you should discuss the objectives and action steps from the last session and follow up with what they did and how they felt about it. The review/evaluation & feedback process will be most effective if clients can collect and provide concrete data,