Today's guest is:
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10 Insights and 10 Tips to Coach at Your Very Best, Harvested Over 10,000 Coaching-Hours
10 INSIGHTS and TIPS TO COACH AT YOUR VERY BEST

HARVERSTED OVER 10,000 COACHING HOURS

By Jean-Francois Cousin, MCC

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Jean-Francois Cousin
WBECs 2019 Pre-Summit Speaker
Coaches, what business are we in?

Please answer just ONE-WORD in the chat-box ☺

“We are in the business of XXX”
COACHING IS AN ACT OF UNCONDITIONAL LOVE

Choose to love your client’s inner greatness… and it will emerge!

In other words, when you expect the best from your clients, they bring it on.
Coaches,
How do you feel in the first second you meet your client for a session?

Please answer just ONE-WORD in the chat-box 😊
“BEING DEEPLY LOVED BY SOMEONE GIVES YOU STRENGTH, WHILE LOVING SOMEONE DEEPLY GIVES YOU COURAGE.”

LAO TZU
THE DEFINITION OF COACHING…

by the International Coach Federation is just SPOT_ON!

“Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential”

https://coachfederation.org/about
#3

BE AUTHENTIC, HUMBLE AND VULNERABLE

That gives permission to your clients to be the same, and then great coaching work can start!
Be prompt to explore in depth what’s behind the issue a client brings to the session.
DANCE WITH YOUR CLIENT

Invite your client to partner with you in co-creating the next steps of the session.

Ask them, “What’s the best next question for us to ponder?”
INSIGHT #6

SILENCE IS GOLDEN

Let the silence do the heavy work.

Let your eyes ask the questions – they will not ‘pollute’ your client’s thinking with extraneous words.
STEP BACK ENOUGH

Notice the patterns and the discrepancies in your client’s thinking, energy, emotions and behaviors.

Ask for permission to share them for your client’s feedback 😊
We cannot solve our problems with the same thinking we used when we created them.

Albert Einstein
INSIGHT #8

MAKE YOUR CLIENT YOUR TEACHER

Just be a curious and demanding ‘student’!

Great coaching unfolds when the coach invites the client to ‘teach’ the solution to the problem being explored.

Deeper dive in this podcast: http://wheregeniusgrows.libsyn.com/66-magda-mook-jean-francois-cousin-letting-learners-teach-themselves
YOUR PRESENCE AND YOUR INTENTION MATTER A LOT MORE THAN YOUR QUESTIONS

As long as your intention is to help and stretch your client, s/he will do great work!
THE LESS YOU ‘WORK’ IN A SESSION, THE MORE YOUR CLIENT DOES, AND THAT’S WHAT MATTERS….

… because it is your client who can – and must – do the best work!

BE PRESENT
BE CALM
BE RELAXED
JUST BE
Which one of these insights is the most important to you at this moment?

Insight #1 - Coaching is an act of unconditional love
Insight #2 - Coaching is anchored in Partnership (ICF definition)
Insight #3 - Be authentic, humble and vulnerable
Insight #4 - Go deeper sooner
Insight #5 - Dance with your Client
Insight #6 - Silence is golden
Insight #7 - Step back enough
Insight #8 - Make your Client your teacher...
Insight #9 - Your presence & intention matter more than your questions
Insight #10 - The less you ‘work’ in a session, the more you Client does, and that’s what matters…
HELP YOUR CLIENTS BE FULLY PRESENT

At the beginning of a session, offer them a chance to relax and clear their mind so that they can concentrate on the work.
‘CONTRACT’ IN DEPTH

What clients wish to explore - at the beginning of a session - is usually the tip of the iceberg.

Dig deeper and ask them ‘how is this important to you?’ or ‘what could this be about, at a deeper level?’

That helps ensure that your contracting yields a workable objective of real value to your client!
TIP #3

DON’T WORRY IF YOU DON’T FULLY UNDERSTAND YOUR CLIENT, NOBODY DOES

And you never will anyway! 😊

Co-creating value with and for your client is your only responsibility
#4

MAKE SURE YOU ARE NEVER IN THE WAY OF YOUR CLIENT’S THINKING

Remember the ICF’s stance always:

“Coaches honor others as creative, resourceful, and whole.”
LET SILENCE DO THE HEAVY WORK FOR YOU!

The more you talk, the bigger the risk that you pollute the thinking of your Client.

“Young” coaches tend to speak 10-times too much.

Let go of your insecurities so that you can then listen holistically.
TIP

#6

LET THE CONVERSATION INSPIRE YOUR NEXT QUESTION ‘ORGANICALLY’

Don’t work out your questions, just give them time to surface to your mind.

Trust your intuition!
BE HUMBLE

Say “I don’t know” when you don’t know

Say “I am lost” when you are lost

Say “I don’t know which question to ask next” when you don’t.

Don’t worry when your questions don’t work, laugh about them with your client 😊 and then ask them “what’s a better question to ask you?”
DO A MID-WAY CHECK

Half-way along your session, ask your client:

• “where s/he is vis-à-vis his/her objective”,
• “what s/he has learnt so far”, and,
• “what will be the best use of the time remaining”

If the client hasn’t found value in the first-half, isn’t it good to know and timely to re-contract for a great second-half? 😊
CONCLUDE ON A HIGH

For example, ask your client:
• “what value s/he got from the session”,
• “what s/he has learnt at a deeper level – especially about her/himself”,
• “how you could serve her/him better next time”,

And let him/her know:
• “what you learnt from her/him”, and finally,
• “how s/her inspired you”
GOOD COACHING RAISES YOUR ENERGY

If you are tired after a coaching session, it probably means that something is not optimal yet in the way you and your client work together.

Discuss this with your mentor or your supervisor.
10 TIPS TO COACH AT YOUR VERY BEST

Which one of these tips could prove the most helpful to you at this moment?

Tip #1 - Help your Client be fully present
Tip #2 - ‘Contract’ in depth
Tip #3 - Don’t worry if you don’t fully understand your Client, nobody does
Tip #4 - Make sure you are never in the way of your Client’s thinking
Tip #5 - Let silence do the heavy work for you!
Tip #6 - Let the conversation inspire your next question ‘naturally’
Tip #7 - Be humble
Tip #8 - Do a mid-way check
Tip #9 - Conclude on a high
Tip #10 - Good coaching raises your energy
A few ideas for your Mastery implementation session

- What is your ‘posture’ - or (way of) ‘being’ - as a coach, when your Client gains the deepest insights in your session?

- Amongst the lessons you learnt from your mistakes as a coach in your sessions, which one has been the most valuable to your coaching practice?

- If you could offer only one advice to your fellow coaches about ‘how to enhance the impact of their coaching’, which one would you choose?
At the full summit, on October 17th…

A live coaching session

Discussion and experience-sharing

• what is our (way of) ‘being’ as a coach when our Clients access to their deepest insights in a session?

• what limiting beliefs do we need to let go of, so that our way of coaching becomes most effective?

• what can we do when we feel ‘stuck’ or clueless or when we do a ‘mistake’ in a session?

• how can we accelerate our growth as coaches, hold ourselves to ever-higher standards and amplify the positive impact of our coaching?

• how can we enhance our global credibility as coaches?

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“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did.
So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails.
Explore. Dream. Discover.”
- Mark Twain
THE END

Thank you