

# Top 10 Places To Start Your Coaching

Please note: This guide was written for the coach, but as a client, you will benefit from reading this.

What should you and your client focus on first when starting your coaching? Here's a list of the ten areas that the coach and client can start.

## Welcome to Coaching!

### 1) Tolerations

Ask the client what he/she is putting up with; he/she will give you a list of between 5 and 500 things. There will be many things in this list to help the client focus on handling. When the client starts getting rid of tolerations, he/she will feel like he/she is making progress in his/her life, and the momentum created (because energy is freed up) will keep the client motivated, which is very important when a client is new to coaching.

### 2) Shoulds

Find out what the client thinks he/she 'should' be doing right now, personally and professionally. Most of us have lots of *shoulds*, yet we do not feel that we can readily toss them out, given the potential consequences. Have the client make a list of at least 10 shoulds. This educates him/her, and you/they will quickly find out how much of his/her life he/she is living and how much of someone else's life he/she is living.

### 3) Frustrations

What is frustrating the client? Ask the client "What are the 5 things that are frustrating you right now about yourself, your life, your work, or others?" Feelings are a great place to start the coaching process because when the client gets in touch (and shares) with real feelings, the truth begins to come out. And when the truth comes out, there is relief and movement. Let truth drive your client, not you.

### 4) Money

Money — or the lack of it — is at the heart of at least 50% of a client's current problems, whether they recognize it or not. Find out how much the client makes, how much they owe, how much they are saving or debting, and see if the client is willing to make some financial changes, quickly. If he/she does so, he/she usually reduces stress right away, and this frees him/her up to better benefit from your coaching.

### 5) Client Programs

Coach U has over 30 client programs, like Clean Sweep, Tru Values, Personal Foundation, Buff, SuperReserve, Biz Whiz, and Attraction. Find out if your client likes working with this

type of tool. If so, recommend one or two, or send the collection and let him/her pick out the one(s) that best fits his/her needs. You can still focus on other things, but many clients like the independent structure that these client programs provide. These programs can also help the client to discover something about himself/herself, so it meets the needs of the client who is into self-discovery and self-improvement.

## 6) Desires

What does your client REALLY want in his/her personal or business life? What is the goal that he/she has given up on or put off for a while, due to circumstances? When a client feels that someone (the coach) cares enough to encourage him/her to reach for what will bring the greatest happiness, it may be all the client needs to succeed in that area. Remember, success is stressful, and getting what you want is sometimes a stretch; that's why the client has hired you — to help him/her get through whatever is in the way. When you help the client tap into what they most want, they get inspired and do not need constant motivation.

## 7) Integrity

It is very important to determine the strength of your client's integrity. In other words, is your client doing the best for themselves and their body? Are they stressed out? Eating/drinking too much? Running on adrenaline? Stepping over problems? Avoiding the truth in a situation? Not taking time for himself/herself? Without enough integrity, whatever you help the client to achieve will eventually fade because the "container" for their life is cracked.

## 8) Outcomes

Many clients know exactly what they want and they want your support to achieve it, so by all means help them reach these outcomes. You can definitely have a tight focus with a client on outcomes, but also weave in some of the other nine of these 'starting points' into your coaching (always get the client's permission). Some clients are very happy with a single focus of achieving outcomes, and they really do not want to work on the intangible or Personal Foundation strengthening type of stuff.

## 9) Strategies

Some clients want you to help them develop a strategy or a plan so they can achieve their result in the shortest period of time, with the least stress. If the client asks you "how" they can achieve X, then you know they are asking for strategy. Sometimes, the client will ask what action steps they should take, but you may want to work with them on strategy development first because, with the right strategy, the steps become obvious.

## 10) A Change Or Improvement

Most clients want to change or improve something. For example, they may want to change jobs or improve a relationship. The trick is to discover if their 'change goal' is what they really want or if it is something they want to do because it will get them something else, as in "If I get a promotion, I'll be more fulfilled." As a coach, you might want to work with the client on Values first to find out what WOULD fulfill them, because a promotion may not be the ticket.

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