

# Coaching Strategies

## 100 Ways To Help Your Clients Get More Of What They Want

There are many different ways that a coach can support a client to reach his/her goals and achieve both success and happiness. Some of the strategies are known as front-door strategies, such as goal-setting, weekly coaching support, asking the right questions, making direct requests and listening. Others are known as back-door strategies, meaning that they focus the client on something other than the goal itself.

In my view, backdoor coaching makes coaching powerful, easy, and sustainable. It's like the honeybee... The honeybee gets up every morning and looks for pollen to bring back to the hive. The honeybee could care less about man's desire for apples and other fruits, but as a by-product of the honeybee's flitting around, cross-pollination occurs, which permits the orchards to bear fruit. It's similar with coaching. Sometimes, you focus the client on areas or activities that do not directly relate to the goal they want to reach. But as a byproduct of working in one of these back-door areas, the goal – or a better one – is reached, often in less time.

So, whether you use front door or back-door coaching strategies, this list should at least give you some ideas! This list of 100 strategies is the one I use the most with the clients I coach. They work.

### 1. Modify Goals

*Most goals need fine-tuning*

- ▶ Change the goal
- ▶ Clarify the goal
- ▶ Make the goal values-based
- ▶ Abandon a goal
- ▶ Abandon all goals/goals-Free Zone
- ▶ Simplify the goal
- ▶ Make the goal clearly measurable
- ▶ Eliminate pipe-dream goals
- ▶ Change measures of success
- ▶ Set intangible goals versus tangible ones

### 2. Strengthen Internally

*Strength permits rapid growth*

- ▶ Resolve the past
- ▶ Extend boundaries
- ▶ Establish a Super Reserve
- ▶ Build character
- ▶ Improve self-esteem
- ▶ Increase self-confidence
- ▶ Restore integrity
- ▶ Daily exercise
- ▶ Excellent eating habits
- ▶ Absence of emotional stress/drain

### 3. Improve Environment

*Environments support and shape*

- ▶ Establish support structure
- ▶ Establish daily routine/habits
- ▶ Expand professional network
- ▶ Create loving home environment
- ▶ Create productive work environment
- ▶ Acquire the right tools/equipment
- ▶ Live well but within means
- ▶ Resolve toxic people/situations
- ▶ Reduce clutter, clean up physical spaces
- ▶ Focus on quality versus quantity

### 4. Create a Gap

*Gaps pull a client forward*

- ▶ Help client to discover a truth
- ▶ Help client find their vision.

- ▶ Point out a better paradigm
- ▶ Plant a seed
- ▶ Draw a distinction
- ▶ Focus on financial independence
- ▶ Focus on a perfect life
- ▶ Fuel desire/find hot button
- ▶ Set 'impossible' goals
- ▶ Point out unseen options

### 5. Use a Program/Checklist

*Coach 24 hours a day via Programs*

- ▶ Clean Sweep Program
- ▶ Need Less Program
- ▶ Tru Values Program
- ▶ Personal Values
- ▶ 100 Smiles Program
- ▶ Attraction Program
- ▶ Extreme Self-Care Program
- ▶ Biz Whiz Program
- ▶ Team 100 Checklist
- ▶ Super Reserve Checklist

### 6. Bond Fully

*Trust accelerates growth*

- ▶ Listen to care, not to coach
- ▶ Identify with client's feelings/situation
- ▶ Validate client's concerns
- ▶ Share inklings/sensings/intuition
- ▶ Be deeply respectful of client
- ▶ Focus on client, not just the result
- ▶ Empathize, no matter what
- ▶ Find common ground
- ▶ Tell the truth, always; be forthright
- ▶ Remind the client who they are

### 7. Challenge and Push

*We all need a push at times*

- ▶ Speak with The Edge
- ▶ Expect the client's best
- ▶ Make a direct request
- ▶ Correct assumptions
- ▶ Demand a change
- ▶ Be directive, instruct

- ▶ Illuminate a path/steps to follow
- ▶ Unhook from the future
- ▶ Identify potential consequences
- ▶ Refuse to coach client on 'that'

### 8. Make Client Smarter

*Educate them continuously*

- ▶ Share formulas/equations
- ▶ Package thoughts into messages
- ▶ Draw a Venn Diagram of dynamic
- ▶ Devise overarching/meta-strategies
- ▶ Increase awareness
- ▶ Introduce to right people
- ▶ Share principles/maxims
- ▶ Tell stories/parables
- ▶ Recommend a book for client to read
- ▶ Ask the client to teach others

### 9. Improve/Strengthen

*Help the client to build skills and self*

- ▶ Communication skills
- ▶ Selling/Marketing skills
- ▶ Internet/Cyber skills
- ▶ Relationships/Network
- ▶ Space/Freedom
- ▶ Talents/Skill Sets
- ▶ Willingness/Flexibility
- ▶ Choices/Options
- ▶ Thinking process/Openness
- ▶ Bandwidth/RAM/Capacity

### 10. Reduce/Eliminate

*Less creates space for more*

- ▶ Tolerations
- ▶ Problems
- ▶ Compromising
- ▶ Resistance/Blocks
- ▶ Delay/Waiting/If...Then
- ▶ Personality/Emotional problems
- ▶ Doubt/Uncertainty
- ▶ Fear
- ▶ Stress
- ▶ Bad habits

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