



WHAT IS COACHING?

Coaching could be defined as a developmental ongoing interaction between two people, the Coach and the Client which assists the Client to develop his capabilities, achieve his goals and objectives and produce successful results.

The NLP Coach facilitates change through verbal and non-verbal communication (questions, reflections, explanations, metaphors, tasks, guiding focus, exercises etc.) The NLP Coach promotes and supports the Client's growth, learning, professional development and personal bench-marks.

The Coach creates and facilitates change, elicits, selects, trains, asks meaningful questions, motivates, creates insights, explains, tasks, evokes, challenges, stimulates, supports and encourages client's self-expression.

You Use Coaching For

Accepting change, adaptability issues, anger management, career development, change of position, commitment issues, communication emotions, communication issues, company/business or personal positioning, conflicts and conflict resolution, cultural differences, decision making, emotional intelligence, feeling left out or left behind, gender communication, job selection, language precision, leadership competencies, learning issues, mediation, modeling for excellence, motivation (self and others), negotiation skills, nervousness, organization issues, performance enhancement and other issues, personal organization, presentation skills, process coaching, procrastination, project planning, relationship issues, role issues, self-esteem issues, social skills, stage fright or negative emotions, stress management, test anxiety, time management, work-life balance and more...

Works with both the Conscious Mind and the Unconscious Mind for Integration

Numerous studies have proven that in order to achieve full integration (balance) or a sense of alignment between your emotions, your thoughts and your actions, you must be aware of the way your brain stores, processes and retrieves information on both the unconscious and conscious levels. Professor Gerard Hodgkinson of the Centre for Organizational Strategy, Learning and Change at Leeds University Business School says, "Humans clearly need both conscious and non-conscious thought processes, but it's likely that neither is intrinsically 'better' than the other.

Traditional Therapy vs. NLP Coaching

Traditional Therapy	NLP Coaching
Is about working with a patient	Is about working with a client
Asks the question WHY?	Asks the questions HOW, WHAT and WHAT IF? In NLP generally we do not ask WHY because as it is usually used, it just gets reasons not results. It gives us more content and not the structure or the process of the problem.
Takes for granted that emotions are a sign that something is wrong and are therefore to be avoided	Assumes emotions are natural and looks for the INTENTION and PURPOSE for the expression of those emotions
Generally works with a person's past and the traumatic events therein, and seeks healing of those events.	Is interested in a person's present and works to help them in Creating a compelling Future.
Diagnoses mental illnesses and attempts to deal with identifiable conditions in a person.	Assumes that the client is healthy (IE: not broken) and wants to create a better future.

Traditional Therapy	NLP Coaching
Defines a Doctor – Patient relationship where the Doctor has the solution	Defines a partnership of equals. (The Coach offers techniques and encourages the Client to find his/her own solutions.)
Focuses on the Client being broken, and somehow has to be fixed	Focuses on actions, outcomes, and process, remembering that a person is perfectly capable of best performance and only has to get in touch those capabilities.
Generally through conversation, encourages the patient to talk about and therapy resolve old pain. The focus is on relieving pain and symptoms to get rid of them.	Helps Clients to discover the process by which he/she prevents the achievement of goals and objectives and learn new ways of thinking, new ways of looking at things. The addition of NLP techniques helps build more control over inner capabilities thus creating a compelling and achievable future with the focus on outcomes.
Is about fixing the Client by understanding and fixing the past.	Is about understanding the past as a framework for the present and Creating the Future.
Relies on the DSM (Diagnostic and Statistical Manual of the APA) to diagnose pathology. Operates in a medical or clinical manner.	Remembers that Coaching is a model of learning and potentiality which focuses on the future and its achievable goals and outcomes.
Generally, because of transference the therapist will not talk much about him or her self.	When appropriate, the Coach shares much about his/her experiences which is vital to learning.
In most psychotherapy, the patient's progress is time consuming and can be agonizing.	The changes amaze most clients since they are so fast and so much fun.
Doctor targets a diagnosis for the patient and then puts forth his/her training in diagnosis and treatment of disease and then offers a path to healing	Coach aligns mentally with the Client and then through a discussion identifies the challenges, then provides coaching to move beyond them to create wins. In the process, the Client is responsible to achieve the Outcomes. We realize that the Client ALWAYS has control over his/her results.

NLP Coaching vs. Self Help

Self Help Process:

“The self help process: People who use the self help process usually follow the advice of self help books, television shows, tapes, seminars, radio shows, and/or internet sites. When using the self help process, you must provide guidance, energy, support, wisdom, and direction to learn and do what you feel is necessary to accomplish your goals. The self help process also requires you to conduct most if not all of the improving processes alone. Using this method normally produces in-completion.”

NLP Coaching:

In the NLP Coaching we realize that we can probably arrive at the same goals and outcomes with or without a Coach but the process would be more tedious and more difficult because we are like the fish in the water; we are unable to describe our environment. Many times we can't traverse our own logical thinking and we need to bounce our ideas by somebody else like an NLP Coach. NLP Coaching gives you the perspective of a Coach trained in process (Not in content), who can then discover where the process is going wrong and thus Coach you to correct it. The feedback is essential in correcting mistakes and improving overall results.