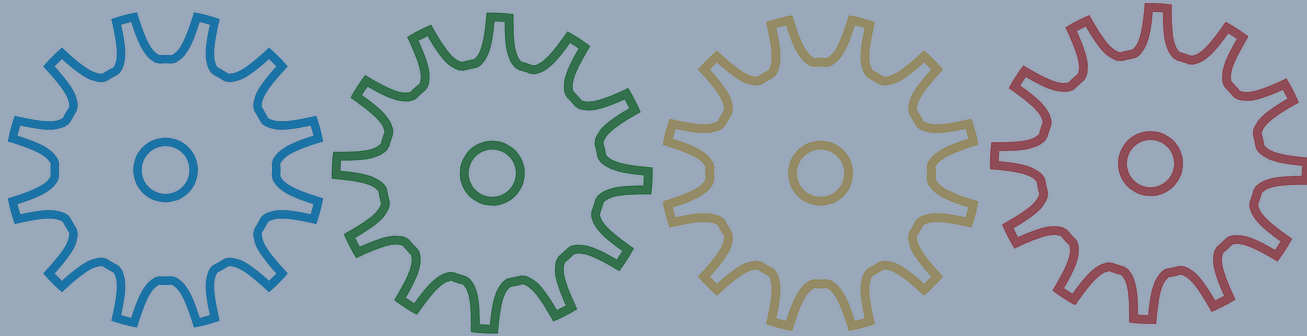


Life Coaching



M A K E T H I N G S H A P P E N

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Revitalizing People to Live Authentic and Purposeful Lives



What is Life Coaching All About?

*Life coaching is a synergistic relationship between a life coach and a client that catalyzes a client's manifestation of his/her desired outcomes. Delving deeper, coaching beckons life coaches to serve with authenticity: who we **are** in the dynamic coach client relationship.*

- Coaching is about being who we are as opposed to doing what we learned.
- Inside-out approach which is at the crux of personal growth.
- Utilization of skills and techniques that build on personal growth; both are vital towards manifesting desired outcomes.

Life coaching is about assisting clients to consciously choose their responses to life.

- Clients are able to recognize their internal power to respond to life the way they choose.
- Clients effectively generate their dreams as they recognize life's "sign posts" that guide them to choices.

What is Life Coaching All About?

Life coaching is about communication

- Effective life coaching needs the right questions

Life coaching is about connecting

- Listening
- Understanding
- Empathizing
- Verbalizing

Life coaching is about accountability

- Results-Driven
- Focused
- Follow through
- Achievement

Life coaching is about motivation

- Optimistic
- Enthusiastic
- Triumphant
- Celebratory



What is Life Coaching All About?

Life coaching is about ethics

- Professional
- Honest
- Do No Harm
- Empowering

Life coaching is about sustainability

- Results
- Behavior Changing
- Reliable
- Life Changing

Life coaching is about asking the right questions in order for the client to make clear, informed, and unbiased decisions. The relationship is sustained

by listening and empathizing while helping the client to prioritize what matters in their life. Most importantly, life coaching is about helping the client to articulate their dreams and desires and to remain accountable to their objectives.



What is Life Coaching All About?

Why hire a life coach?

- People are looking for accountability and structure to achieve their goals and dreams.
- Need to be held responsible for specific actions.
- They desire the unwavering support from a coach who is committed to their success.
- They have heard coaching works.
- Want to jump start the rest of their life.
- They are seeking to define their purpose in life, and to make a difference in the world.

In summary, a life coaching assists in developing strategies to overcome personal roadblocks, and to identify and eliminate limiting beliefs. A life coach anchors personal accountability as the client pushes through their comfort zones as they journey towards their life aspirations. The keys to success are **identifying our dreams, creating a strategy, and developing an action plan.**

Life Coaching and Counseling Differences

Let us begin with **Life Coaching**

- Life coaching is a **non-therapeutic process**.
- Life coaches listen for deletions, distortions, and generalizations to identify obstacles to clients' **present and future goals**.
- Life coaches are **non-advising and non-consulting**, and their role is to ask questions to draw out answers from the client.
- Life coaches come into the relationship at the same altitude as a client.
- Life coaches work with clients who are seeking ways to improve their life circumstances and **maximize their emotional health**.
- Life coaching is **goal and results driven**.
- Life coaches work with the client in **defining specific goals** that are unearthed through questioning, and they formulate a plan.
- Life coaches **hold clients accountable** for their progress while providing the client with **structure and encouragement**.

Life Coaching and Counseling Differences

Let us take a look at **Counseling**

- Counseling is a **therapeutic process**.
- Counselors are focused on the **past** to assist a client's present dysfunction.
- Counselors have answers for the client, and their knowledge helps to uncover sources of emotional pain to assist a client in recovery.
- Counselors aid clients to move from a state of dysfunction and illness to one of being functional and well.
- Counselors work with clients who are seeking to identify dysfunction or trauma and to resolve issues that keep them stuck.

In summary, life coaching is the route if the source of stress and emotional suffering is caused by lifestyle choices. Clinical counseling is better for when the source of stress and emotional suffering is rooted in the thoughts and emotions that spring from our perceptions and interpretations of our experiences.

Life Coaching and Counseling Differences

We are highly variable in our personal development; however universal themes transcend gender, race, ethnicity, and social class. Change is packaged in a variety of events experienced through personal loss, family shifts in one way or another, career shifts, and household relocation, etc.

Life coaching infuses hope and inspires motivation towards reframing events that give way to creative goal setting and result in personal fulfillment.

- **Ambiguity is part of the journey.**
- The journey leads to **pursuing a course of action.**
- Action leads to **unchartered new paths.**
- The path **opens to a new world** that aligns with the present.



Goals Are the Spark of Life

Life coaching's overarching goal is to work with a client towards a **paradigm shift** in viewpoint, feeling, and perception of the world. It is about life transformation inspired by a client identifying a clear vision of what they want, creating and writing a plan, taking action, and being accountable. Other goals include helping clients to **prioritize what they value, and to make informed decisions that are rooted in what they feel is important**. All of the aforementioned goals aid a client in making lasting and positive changes in his or her life. The process begins with a vision of a desired future, as the vision allows a clear mark of where we are heading.

- **Client defines success goal(s) and plans**
- Client details
- Client creates effective **strategy**
- **Client commits** to long-term success
- Client pays attention to **inner life and outer decisions**
- Client is aware of the past and lessons learned
- Client lives in the present while planning for the future



Life Coaching Sessions – What Goes On

We begin sessions with a client agreement form and a description of life coaching services. Coaches often use assessment tools to guide the process and assist in defining purpose, goals and desired outcomes.

- These tools provide essential material for crystallizing a client's life purpose, as they identify specific goals and action plans. Coaches use other assessments that aid a client in identifying personal values and work preferences and that guide them to mindful living. Here are a couple of ways tools contribute to personal growth:
 - **Tools provide a launching pad for appreciative inquiry into how the client defines himself/herself.**
 - **Tools provide information on the nature and quality of their thoughts. The right thoughts open the client to create lives that are in balance and harmony with their vision.**
- Sessions are structured based on what is important to the client. What is it they would like to discuss? What new perspectives they would like to share. Concerns they have. Challenges they have experienced. Accomplishments attained.

Life Coaching Sessions – What Goes On

Coaches talk with their clients about goals and commitment to action. Clients identify ways to overcome self-limiting beliefs and roadblocks. The Coach and Client set completion dates for each action they ascertain will aid in their progress.



Authentic Coaching as a Gift to Others

In Summary

A life coach asks guided questions posited at the right time to catalyze and lead clients to their purpose. The most effective life coach is a person whose own lives reflect the best of who they are as human beings. Authenticity creates the environment for a life coach to help bring out the best in the clients they serve.

A life coach takes what may seem muddled and guides the client towards clarity. A client is able to unveil their inner truth, and this leads to a paradigm shift. The shift empowers clients to make permanent and positive changes in their lives. Clients begin to experience transformation in their feelings and their perception of the world, and they begin to create their desired future—the ultimate benefit of life coaching.

Questions

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