



LIFE COACHING

INFORMATION PACK

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WHAT IS COACHING?

Coaching is a powerful, collaborative relationship between a coach and client, which enables, through a process of discovery, goal setting, and strategic actions, the realization of extraordinary results. Coaching is also a body of knowledge, a technology, and a style of relating that focuses on the development of human potential.

Simply put, coaching is an ongoing partnership that is 100% focused on YOU, one that assists you to create more of what you want and less of what you don't want.

Coaching will help you gain clarity in your life and access the resources you need to solve problems and fulfil your dreams.

Why has coaching become so popular?

As the march of progress and technology continues, peoples' lives are getting more complex and often more stressful. While 21st century life offers more opportunities – it also presents us with more choices, and navigating our way through these choices can be a challenge – that's where we need a guide. A Life Coach is that guide.

Coaching offers people a way of dealing with important issues in their lives in a non-threatening way. In the past, therapy and counselling may have been regarded as the only solution when we encounter personal challenges. Now there is an increasing realisation that we have the resources we need within us – and we also need some outside assistance to help us access them and so facilitate our progress. As people become busier, prioritising their lives becomes an increasing challenge. We have so many commitments, we don't always successfully prioritise those commitments. If you have three phone calls to make, five emails to answer and the dry cleaning to pick up – it's not surprising if other issues such as designing your life get put off – again and again. One of the reasons coaching has become so popular is that a coach holds us to our deadlines, our commitments and our promises. By working with a coach, we make a commitment to ourselves.

How is coaching different from consulting or from therapy?

The difference between coaching – and other fields such as counselling, therapy or consulting is quite simple. The coach does not have the answers. The coach does not provide subject specific technical knowledge or expertise. A coach operates from the belief that the client has all the resources.

Coaching is about assuming that people already have what they need – they just need to be coached to access it. The client is the expert. The coach is an expert in not knowing. Coaches do not provide answers or expertise in the way a trainer, consultant or mentor might, nor does the coach need to come up with their own answer to the client's problems. The true art of coaching is to gently question and facilitate the client into tapping their resources so that they come up with the answers. As a masterful coach, will help you to stay on track with your own self-selected solutions and plans. The coach asks thought provoking questions to help clients clarify their present state without judgement, and helps clarify their desires for the future. Once the client develops strategies, the coach helps the client make steady progress towards goals by providing ongoing structure and accountability.

When an explorer sets off on an exhilarating journey, they may well take a guide. When they finish the journey and celebrate their achievement, they know that they are responsible and they achieved their dream. But they also know they probably wouldn't have done it without the help of the guide. The guide did not make the journey for them, but they were there at every stage to encourage, motivate, help with the navigation and remind the explorer why they took the journey in the first place!

Coaching is not therapy. Coaches do not diagnose. Coaching is not a process for deep analysis of the past or for healing mental health concerns such as chronic depression, psychosis, or addictions. Though discussions of a client's past may be used in a coaching session to reveal insights and understanding, they are not the prevailing focus of the coaching relationship. Coaching has a stronger focus on action, change, development, and goals than traditional therapy. Coaching uses a defined process to move through an in-depth understanding of a client's history and progress to solving problems and meeting goals.

Who hires a coach?

Anyone who wants a more successful, satisfying, and fulfilling life. Successful people seek out coaches. We have come a long way from the days when people were regarded as 'broken' if they had to seek outside help for problems. Now it is accepted that it is the most successful individuals who seek out coaches because they realise that to fulfil your dreams in a complex world, you can't do it alone. Recent issues of Newsweek, Money Magazine and The Wall Street Journal are urging professionals to seek out the services of a professional coach.

Coaching is certainly used to address problems, blocks to progress, and unhappiness. But, people who feel good about their lives also hire a coach to focus on spiritual growth; enhancing their personal evolution; clarifying and taking action on the legacy they would like to leave; going beyond "enough" to create reserves of money, time, space, love, and friendship; or to pursue their ideal life.

How long do you recommend that I be coached?

This will vary from client to client. To ensure sound results, I recommend that clients be coached for a minimum of three months. Many clients continue for a year or more having monthly sessions; the choice is yours.

You are welcome to hire me for a specific, short-term project or support through a challenging situation. Many clients are so pleased with their results in addressing a specific issue that they go on to use coaching to help them pursue a fully satisfying life in all areas.

One of the key objectives of coaching is to help the client establish new positive behaviours, attitudes and thinking patterns that will ultimately make the coach unnecessary.

WHAT ARE THE BENEFITS OF WORKING WITH A COACH?

Working with me in a coaching relationship, you will:

Eliminate self-limiting beliefs.

No strategy for happiness or change will succeed if you have core beliefs that prevent you from taking action. Together we will take the journey to have your beliefs and behaviours become congruent with what you want and what your mind knows is best for you.

Take better, smarter, and more actions towards the goals you really want.

To find out exactly what you really want is our first task together. I help you distinguish between what you think you have to or should do and what you really want for yourself. Once you create the ideal goal you are much more likely to naturally and consistently take actions to reach it.

Have a balanced life that works well because you design it selfishly.

Having it all means starting with a balanced life. I'll show you how to become selfish in a healthy way and still be responsible. You will take the steps to establishing a strong personal foundation, which will become the cornerstone for your personal and business goals.

Make and keep more money because you are worth more than you are making.

I'll help you increase your income, pay off old bills, and earn what you are worth.

Reach for more and not be consumed in the process.

When you have a partner you can trust, you will always reach for more. You can afford to because you have the support, encouragement, and honest feedback to keep going for what you want.

Make better decisions for yourself because your focus is clear.

Every single client of mine is smart, but not always focused. I will help you become focused as you share ideas with someone who understands and is subjective enough to want a lot for you, yet objective enough to not be self-serving. Just talking about your options with someone who knows how to listen is often enough to have it all become very clear. You'll always get my honest, constructive views.

Have more sustainable energy.

You will have the tools, structure and support you need to stay on track, thus eliminating stopping and starting. When you are happy, productive, and free from tolerations and problems, you are going to feel better, and more energized.

TEN REASONS TO HIRE ME AS A COACH

1. I'm fun.

I bring fun and humour into a coaching relationship. This creates buoyancy and energy that can shift a client into an optimistic perspective. Coaching is a serious business, however we can have fun while we are doing it.

2. I am genuine and compassionate.

My clients feel supported, accepted, and valued. A strength that I bring to coaching is my own background of life experience. Triumph over my own fears, anguish, mistakes, and life challenges has not only deepened my capacity to understand, but has given me many tools and suggestions to share.

3. I am energetic and honest.

Clients enjoy the feel of our upbeat, authentic, and straightforward sessions. Together we convert problems into opportunities to grow, make choices, clarify values, and to strengthen character.

4. I want the best for my clients.

I believe in my clients and their dreams. Clients can count on me to serve on their behalf as they create the quality of life they want.

5. I build on the client's strengths.

I mirror back the client's best self and opportunities for evolving into the fullest expression of who they want to be. With coaching, clients develop self-esteem, self-trust, and confidence.

6. I help clients get "unstuck."

Together we discover the source of a blockage or self-sabotaging behaviours, and create a momentum and attitude shift that allows for endless possibilities. My clients often see with "new eyes."

7. I am a highly skilled listener.

I listen non-judgmentally and ask non-directive questions to assist clients in finding their own answers. My clients gain clarity, and then make decisions they can stand behind 100%.

8. I am "there" for my clients.

I listen and observe intuitively. I hear what is not said as well as what is said. I am present for my clients. They feel heard and understood.

9. I focused on the present and the future.

I work with clients to help them channel their energies into going towards their wants verses away from their fears. Rather than investing precious time and energy in being unhappy or dwelling in the past, clients learn to invest their time, creativity, and energy in pursuing a fulfilling life.

10. I am a very experienced, highly trained, professional life coach.

I have been involved with coaching and training people for nearly ten years. I am qualified in Life Coaching, NLP, Counselling, Hypnotherapy and Reiki. I love what I do and am continually researching and updating my training.

HOW I COACH

Every coach, has their own, unique coaching style. The following is a brief description of mine.

Our coaching relationship is a partnership between two equals. I am a resource for you to use to your best advantage. I provide the structure and ongoing support needed to stay in action. I celebrate your successes and provide compassion and support during difficult times.

You are responsible for your own life, your choices, and whether or not you take action following coaching sessions. You are also encouraged to coach me on how to best coach you.

I believe in you.

I respect you, want the best for you, and trust you as the expert regarding your life.

I believe you are smart and capable.

I support you in identifying and working towards your ideal life and maximizing your potential. In hiring me, you are probably ready to do your best and to live in integrity with your values. When you are not, I will ask you to do so. If you cannot, I will understand. You will be heard and supported. Together we will discover a next step forward.

I ask provocative questions.

I trust you have your own answers. I create the opportunity for you to hear them. I am trained to help you reveal your own wisdom with as much ease as possible.

I make direct requests.

At times I will make a direct request based on what you have shared (e.g. "Will you accomplish X by the end of the week?"). You may accept the request, propose your own request of yourself, or decline. There is no "wrong" response.

I give observations, feedback, and, when appropriate, make a suggestion or give information.

I will do so as unconditional constructive comments and only with your permission. When I am not sure I will say so. I will be authentic and straightforward. Your own judgment determines how you use any information or viewpoints I share.

I am straightforward.

We work together to recognize and identify the truth. I will question what I sense or observe, such as a change in your tone of voice or language that implies a block, or even a hunch about the situation. Often, this opens a new door to clarity or resolution, allowing you to move forward without resistance and fear. I will invite you to consider possibilities or different perspectives, but never make you wrong.

I help you to plan and take action.

I usually ask that you come up with two or three goals, actions to take, or breakthroughs to have between one call and the next. If it is too much, say so. If you want more, just ask.

TEN WAYS TO GET THE MOST FROM YOUR COACHING

Just by having a coach and chatting on a regular basis, you will get value. You don't have to work hard for benefits to occur. This is because the synergy that occurs as a result of the coach and client relationship is what makes the biggest difference to a well-motivated client. However, there are ways to maximize the value of the coaching relationship. Below are ten suggestions I recommend to my clients:

1. Focus on how you feel and want to feel, not just on what you want to produce.

Sometimes, clients feel the need to focus the coaching time on how to produce more tangible results. But don't forget the intangibles, such as feeling happier, more peaceful and more inspired. Results are very important, but the feelings you experience during your day are equally important. Enjoy having both.

2. Talk about what matters most to you.

You may talk about anything you want to during the coaching session. This includes your goals, your life, your needs, what you want to improve, what's bothering you, an idea you have, a problem you are dealing with, even stuff that may not appear to be all that "useful" to talk about. It's surprising what a difference it makes in the long run when you focus on what you most want to talk about during coaching, not what you think you "should" talk about during the session in order to get the most value from your session.

3. Sensitise yourself so that you see and experience things earlier than before.

Time is collapsing -- meaning that things are happening faster and faster; the pace of change continues to increase. For some, this causes stress because they feel both the pressure to keep up and the fear of getting left behind. But for others, this phenomenon is a chance to recognize opportunities as they occur, instead of seeing them too late. How does one do this? By reducing whatever is clouding your ability to see or numbing your ability to sense. This process is called "sensitising yourself." The more you can feel, the faster you can respond to events and opportunities. You sensitise yourself by reducing or eliminating alcohol, television, adrenaline, stress and caffeine.

4. Feel coached during the 10,000 minutes of your week not just the 30 minutes of your session.

There are 10,080 minutes in a 7-day week. Coaching occurs throughout your week, not just during your coaching session. What we talk about during your sessions will resonate with you during your week and you will find opportunities to integrate, utilize, and grow what was discussed. All you have to do is to fully live your life between coaching sessions and be open to seeing what we have talked about.

5. Reduce the drain and strain in your life.

Coaching works because it focuses you in two areas. First, you'll be helped to stretch yourself further, take more actions than you would on your own, and devise/implement effective strategies to get what you want. At the same time, you will also be identifying and reducing things that drain and strain you, such as tolerations, stressful situations, difficult relationships, pressured environments and recurring problems. So, don't just hoist a bigger sail, make sure there are no cracks or barnacles on the hull of your boat.

6. Get more space, not just time, in your life.

Coaching needs room in order to work. If you're too busy, rushed, or burdened, you'll be using coaching to push yourself harder, instead of using coaching to become more effective. I strongly suggest that you put some projects on hold, reduce your roles, simplify your day, reduce your goals, streamline your work, install personal management systems, etc., before or immediately after starting coaching. Simplification gives you space. Space is needed to learn and evolve beyond where you are today.

7. Become incredibly selfish.

Coaching is about you and what you most want. You want to become selfish in the sense that you, your health, and well-being are top priorities. When you are happy and are doing well, others will benefit as well.

8. Be open to seeing things differently.

In coaching, you will be working with your goals (called, the "what") and your strategies to reach these goals (called, the "how"). But you will also be working on you (called, the "who"). In other words, you will get more out of coaching if you are willing to re-look at some of your assumptions, ways of thinking, expectations, beliefs, reactions and approaches to success. There are always newly developed concepts, principles, distinctions and evolutionary steps to learn. You will never be forced to make changes given they are so personal, but I do ask that you consider different approaches and ways of thinking and try them out to see if they work for you.

9. Be willing to evolve yourself, not just develop yourself.

Coaching is both a developmental process as well as an evolutionary one. In other words, you'll be learning how to accomplish more with less effort -- this is the developmental aspect of coaching. But you will also be thinking differently and expanding yourself and your world, which I call evolving. Evolving is a skill worth learning because life itself is evolving, not just developing.

10. Design and strengthen your personal and business environments.

The value of coaching can be extended if you use part of your coaching time to design the perfect environment in which to live and work. Where you live and how you live are key to your success. Who you spend time with and are inspired by can make the difference between success and failure. Be willing to invest some time -- and money -- in improving your environment so that you feel supported to be your best.

MAXIMUM ACHIEVEMENT CLIENT CODE OF CONDUCT

Client Code of Conduct, which covers the rules of conduct for clients of Maximum Achievement International coaching programs.

You the client commits to:

1. Always attend meetings on time.
2. Always telephone at the agreed time.
3. Always be prepared for the coaching call.
4. When asked send any forms back promptly and fully completed.
5. Complete weekly, the pre and post coaching forms.
6. Carry out and complete any agreed task or action.
7. Give 24 hrs notice if you are unable to make the arranged appointment times.
8. Consider what actions may be necessary prior to sessions.
9. Be honest at all times. Never lie about what you have achieved. It does not serve you.
10. Agree that I can challenge you if you are deceiving yourself or on any areas I see appropriate to do so.
11. Be willing and enthusiastic about trying new methods that I, as your coach, may suggest from time to time.
12. Accept and willingly work on direct, honest feedback received.
13. At all times work in partnership with me.
14. Be prepared to work on all areas of your life, not just your career. I am interested in your whole life not just a small part.
15. Arrange for payment to be made in advance of all coaching programs.
16. Be prepared to step outside your comfort zone into an achievement zone.
17. If you believe that you have received good service, please recommend my life coaching to your friends.
18. Always to conduct yourself with integrity, responsibility and accountability.
19. Maintain a high level of courtesy and reply promptly to all and any enquiries.

MAXIMUM ACHIEVEMENT COACH CODE OF CONDUCT

Coach Code of Conduct, which covers the rules of conduct for the coach of Maximum Achievement International coaching programs.

I the Coach commit:

1. To conduct all my dealings with you in absolute dignity, respect, honesty, confidentially, and as an equal.
2. Always to conduct myself with integrity, responsibility and accountability.
3. Always to attend all meetings on time.
4. Always to answer the telephone at the agreed time.
5. Always to be prepared for your coaching call.
6. To treat all information discussed with you or written to you with confidentiality.
7. To be committed to both the spirit and the letter of any agreements made with you.
8. Give 24 hrs notice if I am unable to make the arranged appointment times
9. Always to ask in advance for permission from you before releasing your name as referee.
10. Not to defraud, misrepresent, deceive or mislead you.
11. To lift the bar just when you thought you had reached it.
12. To share with you, all my knowledge, skills, experience and expertise where appropriate and when I deem necessary.
13. To challenge any self-deceptions which hinder your progress towards your ultimate outcomes.
14. To give you all the assistance, help, support, encouragement and guidance in fulfilling the outcomes or agreed objectives with me.

HOW BALANCED IS YOUR LIFE?

One of the key areas that we focus on in Life Coaching is “balance”. Being out of “balance” means being at odds with ones self. This can lead to feelings of unhappiness, guilt, frustration etc. Being in “balance” leads to feelings of happiness, fulfilment, contentment, success etc.

To achieve anything, you need to know where you want to go. However it is equally important to know where you are right now. Only then can you work out how to get to where you want.

The Wheel Of Life

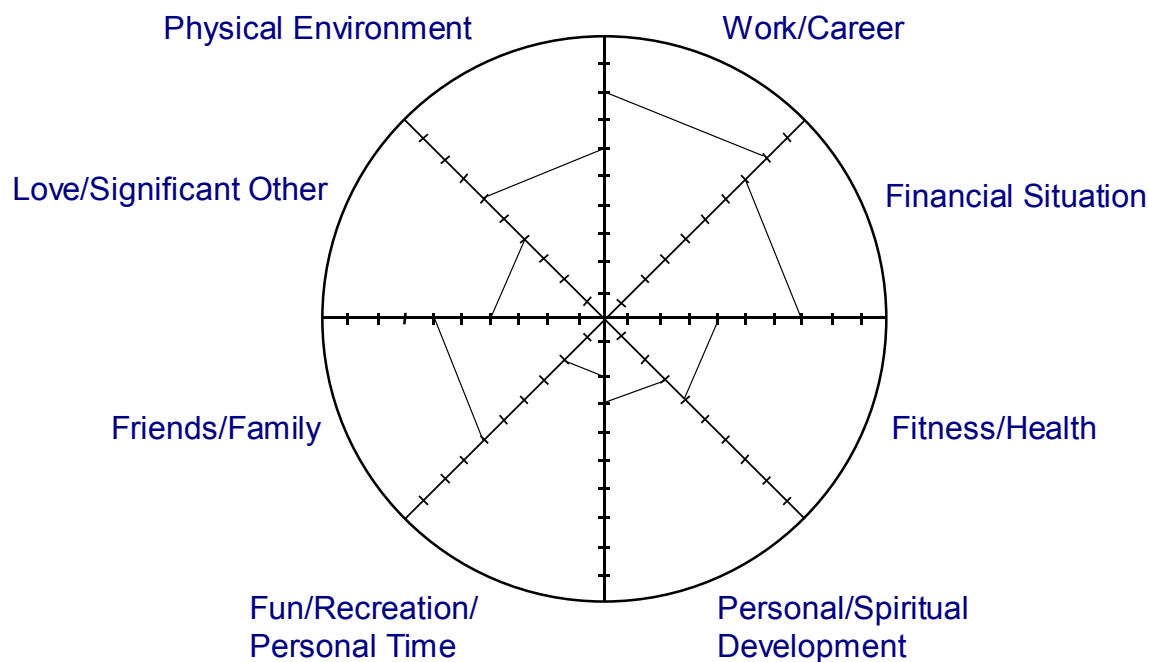
An exercise used in coaching, that enables you to review and decide how satisfied you are with different areas of your life, is called “The Wheel Of Life”. It is possible to use many categories for this, but I have found that the following ones give an accurate overview on how things are right now for most people:

Work/career, physical environment, financial situation, fitness/health, personal/spiritual development, fun/recreation/personal time, friends/family, love/significant other.

How does it work? For each of these areas of your life, assess how satisfied you are RIGHT NOW on a scale of 0 to 10 (Zero being the least satisfied, ten being the most satisfied). Then draw a line across each category on the wheel at that level of satisfaction (zero being at the centre, ten being at the outside).

A balanced life will most likely have slices which are fairly similar in size. A very unbalanced life might have one huge slice, such as “work” and very little else.

Here is an example:

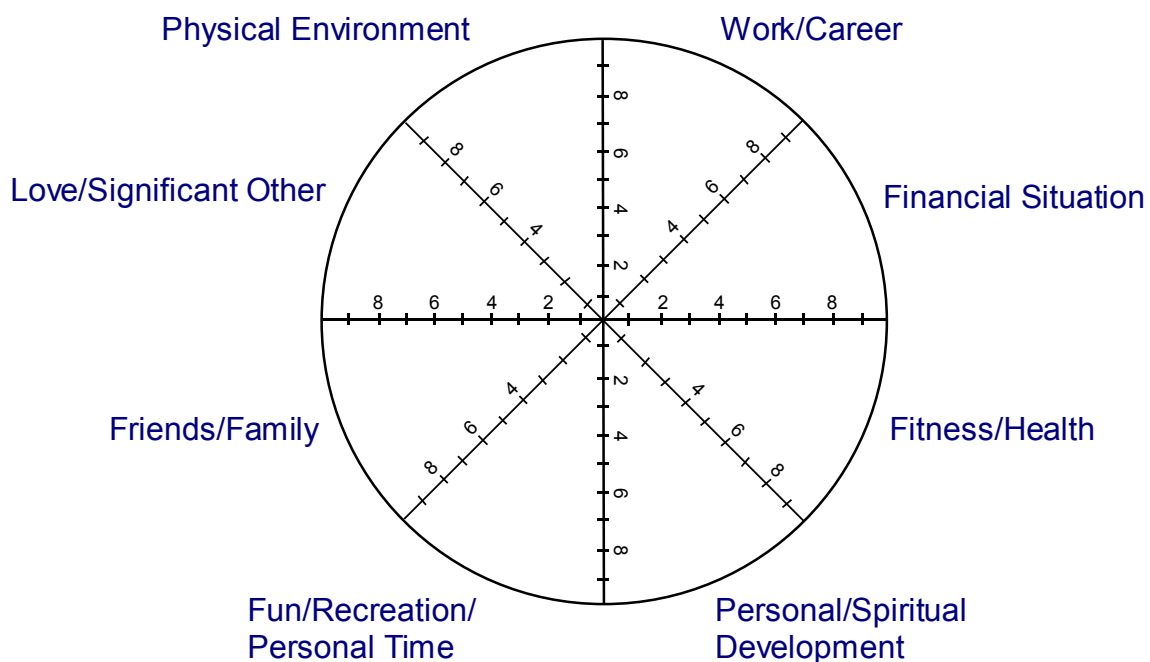


Wheel Of Life 1: Your Life As It Is right Now

Enter in the table your level of satisfaction RIGHT NOW for each category, using a scale of 0 to 10. Zero being the least satisfied, ten being the most satisfied.

	Current Level Of Satisfaction
Work/Career	
Financial Situation	
Fitness/Health	
Personal Development/Spirituality	
Fun/Recreation/Personal Time	
Friends/Family	
Love/Significant Other	
Physical Environment	

Then draw a line across each category on the wheel at that level of satisfaction.



Wheel Of Life 2: Your Life As You Would Like It To Be

Enter in the table your level of satisfaction as you would LIKE IT TO BE for each category, using a scale of 0 to 10. Zero being the least satisfied, ten being the most satisfied.

	Desired Level Of Satisfaction
Work/Career	
Financial Situation	
Fitness/Health	
Personal Development/Spirituality	
Fun/Recreation/Personal Time	
Friends/Family	
Love/Significant Other	
Physical Environment	

Then draw a line across each category on the wheel at that level of satisfaction.

