Professional Coaching
= The Definition of Insanity

It’s time to challenge
ALL assumptions!

Great Coaching WILL TRANSFORM Our World    @CoachVille
Together!

• Please multi-task during this presentation!
• Start an email to: coachdave@coachville.com
• While I am sharing please write me a note with your thoughts, insights, agitations...
• ANYTHING that you would like to share with me about this presentation.
• THANK YOU!
GRACE

• My aim is to be GRACEFUL as I challenge the assumptions of our coaching field.

• Challenging assumptions can really agitate the mind. As a Coach, you already know this!

• I ask you to be GRACIOUS toward me and what I am sharing.

• I will say things that contradict things that I have said in the past!!!!

• THANK YOU!
Our Profession = Insanity

• This is my 20th Year as a Professional Life Coach! I am in the 2%.
• I have seen THOUSANDS of people come to professional coaching and then drop out!
• What I am playing for...
• Anyone with a strong desire to be a professional coach and willing to PLAY BIG
  Can thrive financially and joyfully
Our Profession

We need a new FRAMEWORK!!!

(we need to challenge ALL of the current assumptions... of our profession AND our “era”)
Industrial Age -> Connected Age

- Professional Coaching began in the 1990’s
- As a result MANY of the assumptions of our field are based in the Industrial Age

Ps. PLEASE stop calling it the Coaching Industry

Pps. Words Matter
Troublesome Coaching Business Gurus

• Don’t trade your time for money – if you do it’s not a real business; you will never be free.

• I trade presence for money
  Presence has enormous value!

• Don’t waste time working 1-1 with people.

• People are NOT a waste of time and I don’t work with people, I coach them.
  HINT: That’s what coaching IS!!!!!!!!!!!!!
A Story of Global Transformation

Management Science

Coach Approach

Great Coaching Will Transform Our World

@CoachVille
A Transformation of Humanity

The Industrial Age

Of work

Focus = consume

The Connected Age

Of Purpose

Focus = co-create
A Transformation in Human Achievement

The Industrial Age
A Manager
With workers
Completing tasks
Solving Problems
For Mass consumption

The Connected Age
A Coach
With players
Building Relationships
Co-Creating results
For Shared Purpose
The DREAM of the Era

The Industrial Age
WORK WORK WORK WORK MORE MORE MORE
Retire with your stuff.

The Connected Age
Co-create something BIG in the world to...
contribute to others
To be a
GAME CHANGER
Coaching is...

a profound personal relationship in pursuit of life-changing results

(NOT an intervention for problems!)
The Coaching Conundrum

• The non-malicious deception of the Info-Guru
• “It worked for me, it will work for you!”
• Because of Industrial-Age mental programming we are prone to look for THE SOLUTION to the PROBLEM. (so it is easy to sell “answers” to the masses)
• As coaches... Our experience has REAL value
• But not as THE solution for another person.
From Transaction to Relationship

The Industrial Age
A problem solved
Command
Control
Compliance
This is confusing for coaches...Thus 2%

The Connected Age
A possibility co-created
Purpose fulfilled
Belonging
Awareness
Results
The Industrial Coaching Model

1. Define your Niche / Target Market
2. Pound on their Pain/Problem
3. Demonstrate Expertise at solving “their problem”
4. Pitch Free “Consultations”
5. Deliver Consultation = amplify pain/create hope of solution
6. Offer your “High Priced Package”
7. They have no time/money = Use manipulation story
8. Follow up with prospects... Keep selling
9. Deliver Contracted Coaching Sessions
The Connected Coaching Framework

- PLAY for Influence
- Visibility of Purpose
- “Recruiting” Players of Shared Purpose
- ALL-IN Coaching Relationships
Assumption #9

• Transaction Model: Professional Coaching is contracted Coaching Sessions and/or “contact availability” for a fee.

• Relationship Framework: Professional Coaching is an “ALL-IN” relationship of shared purpose.
Assumption #8

- **Transaction Model:**
  Follow up with potential prospects...
  Keep selling.

- **Relationship Framework:**
  Choose your players for next season.
  Confirm the value.
Assumption #7

• Transaction Model:
  If the prospect says they don’t have the time/money... use your manipulation story.

• Relationship Framework:
  Engage in realistic investment / exchange conversations.
Assumption #6

• Transaction Model:
  Offer your “High-Priced” Package.

• Relationship Framework:
  Check resonance for a future coaching relationship.
  You are NOT available NOW.
Assumption #5

• Transaction Model:
Deliver the consultation; amplify pain / demonstrate expertise / create hope.

• Relationship Framework:
Connect and engage in possibility / purpose conversations with LOTS of players ALL the time.
Co-create presence
Assumption #4

• Transaction Model: Pitch your “free consultation” that is a thinly disguised sales conversation.

• Relationship Framework: Propose conversations with anyone and everyone who you resonate with.

• Engage in conversations with LOTS of “players” in the game of life. ALL the time. BE the Coach.
Assumption #3

• Transaction Model: Create expert credibility through content.

• Relationship Framework: Your players share about their successes and YOU all the time in the Connected World!

• We must reform the notion of coaching confidentiality = the existence of the relationship is public
Assumption #2

• Transaction Model: Pound the Pain / Problem in your marketing communications
• Relationship Framework: Share your purpose and possibility
• OOOZE Personal Transformation
• We must stop “problem intervention” marketing for coaching. It amplifies the “STIGMA”
Assumption #1

• Transaction Model: Define your niche / target market
• Relationship Framework: Clarify your purpose!
• LOVE your game / play
• Know your tribe (those who share your purpose)
The Connected Coach Framework...

Imagine you are dropped into a real life adventure game...

• YOU are the main character / hero... A Coach!
• You have Coaching Super Powers
• You have a variety of abilities and resources
• You have a backstory of “Trauma”
• You find yourself in a wondrous world of interesting characters and difficult challenges
• You have a “mission” to use your super powers to gather 10 players who will pay you to be a part of your team to fulfill a world-changing shared purpose!
• You know that you MUST transform yourself AND your players in order to survive!

• Let’s PLAY!
Send me the email!

• Please send me the email that you started!
• To coachdave@coachville.com

THANK YOU!
ALL-IN Coaching Framework