

# Applying Past to Present: Trusting 'Nowing' Over 'Knowing'

## *Quick recap*

Annie underscored the significance of belief, trust, and holding a vision of the client's future success in coaching relationships. She stressed the importance of aligning a client's thoughts and feelings with their desired future success, understanding a client's perspective and experiences, and holding the client's vision. Annie also highlighted the role of a coach as a leader in the conversation and relationship, and the significance of applying past experiences to current situations. She emphasized the importance of attuning to current sensations and experiences to support personal growth and development, recognizing and working with cognitive biases, and establishing a strong foundation for coaching.

## *Summary*

### **Coaching Relationships: Trust and Future Vision**

Annie emphasized the importance of belief and trust in coaching relationships. She underscored that a client needs to feel seen, appreciated, and admired. She stressed that the coach's role is to hold a vision of the client's future success, even during challenges. Annie also highlighted the need for the coach to interact with the client as if the future successful accomplishment is a done deal. She reminded the team that they are working for the client's future successful self, not the current self.

### **Client Perspective and Future Aspirations**

Annie emphasized the importance of aligning a client's thoughts and feelings with their desired future success. She illustrated this with a client scenario where the client's resistance to opening herself to her partner could be traced back to her past loss of her brother. Annie stressed the necessity of comprehending a client's perspective and



experiences to effectively assist them in envisioning and achieving their future aspirations. She also highlighted the significance of holding the client's vision and noticing when they lose faith in it.

### **Client-Centric Coaching: Understanding and Empowering**

Annie emphasized the importance of understanding the client's perspective and feelings before suggesting any changes or solutions. She shared her approach to coaching, which involves asking questions to comprehend the client's reality and challenges and then believing in the client's potential. Annie also underscored the role of a coach as a leader in the conversation and relationship. She demonstrated this approach in a coaching session with Monica, who shared her struggle with opening her heart after a breakup. Annie acknowledged Monica's fear and pain and then shifted the conversation to a past struggle Monica successfully overcame – learning to cook from scratch. Through this exercise, Monica learned to take advice and input from experts, educate herself, and use trial and error to develop her own recipes.

### **Cooking Lessons for Love**

Monica and Annie engaged in a conversation about Monica's approach to cooking and how she could apply these lessons to her personal relationships. Monica shared that she focuses on her goals, allows herself to make mistakes, and doesn't take failure personally. Annie encouraged Monica to apply these lessons to her heart, emphasizing the importance of trial and error, not taking failure personally, and continuously trying. Towards the end, Annie guided Monica to visualize and connect with her future self, who had successfully navigated through love and relationships.

### **Self-Love and Coaching Practices in Business**

Fernando shared his insights on his meditation practice, emphasizing that it has helped him cultivate self-love and self-care. He also noted that the confidence he gained from the practice has made him more kind. Annie suggested applying these insights to other areas of his life, specifically his business, to help him trust others and improve his



confidence. The discussion concluded with an activity organized by Annie on practicing coaching skills, emphasizing the importance of belief and positive reinforcement.

### **Applying Past to Present: Trusting 'Nowing' Over 'Knowing'**

Annie stressed the importance of applying past experiences to current situations and viewing problems as dynamic processes rather than fixed entities. She suggested turning nouns into verbs to better understand and navigate situations. Annie also emphasized the significance of being present at the moment and the need to trust 'nowing' over 'knowing', which involves tuning into one's sensations to gather fresh information. She illustrated these points with examples from her work and personal life, and encouraged her listeners to prioritize 'fresh bread over stale bread' by trusting 'nowing'.

### **Sensory Data for Personal Growth**

Annie discussed the importance of attuning to current sensations and experiences to support personal growth and development. She emphasized the role of raw sensory data in providing information before the mind processes it, and the need to recognize and work with cognitive biases. Annie also highlighted the significance of interception, or internal sensory data, and the practice of feeling where clients are disempowered. She mentioned that future sessions would explore more tools and techniques to help clients understand and respond to their sensations.

### **Coaching Mindset and Emotional Frames**

Annie discussed the importance of establishing a strong foundation for coaching, emphasizing the significance of mindset and emotional frames. She highlighted the need to interrupt clients who stray from the coaching plan and guide them back to the intended path. Annie also introduced the concept of calibrating emotions on a scale of 0 to 10, a skill she believes can enhance the effectiveness of coaching. She stressed the importance of maintaining a belief in the client's potential, even in the face of disempowering narratives, and recommended practicing these skills with friends and family.

