

# The Art of Apologies and Emotional Healing

## Quick recap

Annie led a comprehensive workshop on trust and emotional safety in coaching, emphasizing the importance of genuine care and curiosity in building client relationships while discussing various techniques for handling emotions and conflicts. She shared her approach to coaching that prioritizes authentic concern for clients' well-being and introduced concepts like "wabi-sabi" and the "Lounge of Why" to help individuals embrace their natural characteristics and understand underlying emotional drivers. The session concluded with discussions about apology frameworks, coaching techniques for resolving internal conflicts, and the announcement of a new 6-month program called "The Mistress Mind" for relationship coaching, followed by a closing session where participants shared their experiences and insights.

## Summary

### Building Trust in Coaching

Annie led a workshop on trust in coaching, emphasizing that genuine care and curiosity are more important than knowledge in building client trust. She explained that trust is established when clients feel their feelings are welcome and that the coach cares more about their relationship issues than anyone else in their life. Annie shared her approach of prioritizing caring as the core value of coaching, rather than focusing on technical knowledge, and stressed that authentic concern for clients' emotional well-being creates deeper connections and better outcomes.

### Emotional Safety in Coaching

Annie discussed the importance of emotional safety in coaching, particularly in relationship coaching, where creating a safe environment involves accepting and

validating all feelings and thoughts. She emphasized that most conflicts stem from a lack of safety, often manifesting as fear or anger, and advised coaches to approach these emotions with empathy and understanding, while allowing clients to maintain their preferred expression of these feelings. Annie also introduced the concept of "wabi-sabi," the Japanese aesthetic of embracing imperfection, as a way to encourage clients to embrace their natural, unrefined characteristics.

### **Facilitating Personal Transformation Through Acceptance**

Annie discussed the importance of helping individuals feel safe and accepted in order to facilitate personal transformation. She emphasized that true change involves removing defensive mechanisms and allowing people to embrace their authentic selves. Annie explained that loving someone exactly as they are, without conditions, is crucial for inspiring growth and change. She also highlighted the need for individuals to first accept themselves before being able to fully accept others.

### **Understanding Emotions and Feelings**

Annie discussed the distinction between feelings and emotions, emphasizing that emotions are unconscious while feelings are conscious. She explained that as coaches, their role is to help clients become more aware of their emotions in real-time, transforming them into conscious feelings. Annie also shared her view that there are only two primary emotions: love and fear, with fear manifesting as various contracting emotions. She highlighted the importance of focusing on feelings rather than stories or explanations, as these often serve as an escape from the body's sensations.

### **Lounge of Why: Relationship Insights**

Annie discussed the concept of the "Lounge of Why," emphasizing the importance of understanding and addressing the underlying reasons behind someone's emotions rather than just asking "why." She explained that every person has a unique apology style and shared her personal experience of realizing this after struggling to apologize to her husband, Eben. Annie also introduced the idea that relationship conflicts are co-created by both parties, encouraging coaches to help

clients recognize their own role in the situation and work on personal growth to improve their relationships.

## Effective Apologies and Healing

Annie discussed the importance of taking responsibility for one's actions and the power of apologies in healing relationships. She emphasized that apologies should focus on the future and lead by example rather than asking for forgiveness. Annie also shared tenets of effective apologies, including creating a safe space for the other person to express their feelings and being fully present and resourced during the process.

## Validating Emotional Responses Effectively

Annie discussed a method for handling apologies and validating others' feelings. She emphasized the importance of acknowledging and understanding someone's emotional response, even if one doesn't agree with the reason for their upset. Annie suggested asking for a numerical rating of the upset to show genuine curiosity and to help the person feel heard. She stressed the need to validate feelings without agreeing with the story behind them, and to seek clarification if needed. Annie also highlighted the importance of not shaming others for their fears or emotional reactions, regardless of how trivial they may seem to others.

## Effective Apology Framework Strategies

Annie discussed a comprehensive framework for apologies, emphasizing the importance of genuine remorse, behavior changes, and commitment to prevent future issues. She shared that apologies without behavioral shifts are ineffective and highlighted the need to focus on future requests rather than past grievances. Arlee raised a question about her husband's approach to handling upsets, and Annie advised focusing on future behavior rather than past issues. Steve shared a success story about using Annie's techniques to help a client who almost ended her marriage but was able to save it using the discussed apology framework.



## Embracing Client Feelings as Art

Annie expressed gratitude to Steve for implementing her teachings and encouraged others to test the methods in their lives. She mentioned that Kim would email instructions for the online open-book test to complete the certification process. Annie also discussed how to assist clients who engage in self-deprecating talk and emphasized the importance of validating and understanding their feelings. She explained that every feeling has dignity and intelligence, and she advised coaches to help clients see their feelings as artful and meaningful.

## Balancing Coaching and Motherhood Roles

Annie discussed a coaching technique for resolving internal conflicts between different parts of a client's psyche, particularly focusing on balancing the roles of being a successful coach and a good mother. She explained how to facilitate a dialogue between these parts through curiosity and understanding, ultimately helping clients integrate these seemingly opposing aspects. Annie also shared personal advice about handling feedback and criticism, emphasizing the importance of maintaining an empowered stance and viewing constructive criticism as an opportunity for growth rather than personal failure.

## The Mistress Mind" Program Launch

Annie announced a new 6-month program called "The Mistress Mind" for 12 women, which includes two live retreats, weekly meetings, and access to a coach accelerator program valued at \$10K, all for \$15K. She emphasized that the program is for those seeking deeper support and customization, and she will interview interested participants to ensure they are the right fit. Annie also requested testimonials from participants and encouraged feedback on what aspects of the program resonated most with them.

## Relationship Coaching Course Conclusion

Annie conducted a closing session for her relationship coaching course, where participants shared their experiences and insights. They discussed the effectiveness of the parts work technique and the importance of maintaining an open heart in relationships. Annie emphasized the role of coaches as visionaries and magicians, encouraging participants to use their newfound knowledge to help others visualize a positive future. She concluded by reminding everyone to keep their hearts open and to identify as visionary leaders of possibility in all areas of their lives.