

Storytelling & Session Structure

Quick recap

Eben outlines key steps for effective coaching sessions and demonstrates techniques for helping clients become present. He emphasizes the importance of coaching successful individuals to build a profitable business and discusses strategies for self-credentialing and establishing authority through storytelling. The meeting concludes with participants practicing and refining their personal stories to enhance their credibility and connect with potential clients.

Summary

Effective Coaching Session Steps

Eben outlines five key steps for effective coaching sessions: helping clients get present, processing their recent experiences, facilitating insights, making commitments, and taking action. He then leads a practical exercise to demonstrate the first step of getting present, which involves physical movement, sensory awareness, emotional check-in, and visualization. The exercise concludes with participants reporting feeling more present, energized, and ready for the session.

Success Coaching for High-Value Clients

Eben emphasizes the importance of coaching successful people to become more successful as a key strategy for building a profitable coaching business. He explains that while coaches may feel compelled to help those with the greatest need, focusing on clients who can afford higher fees is essential for financial success. Eben discusses the Pareto principle, highlighting how value tends to concentrate among a small percentage of people. He encourages coaches to overcome any moral reservations about helping already successful individuals, noting that most wealthy people are good and use their resources positively. Eben concludes by providing examples of highly paid coaches who work with successful clients, demonstrating the potential for significant income in this approach.

Self-Credentialing for Coaches

Eben discusses the importance of self-credentializing and self-authorizing for coaches, emphasizing that the best credential is the ability to help clients achieve their desired outcomes. He suggests that coaches should focus on telling stories about how they've helped others or themselves achieve results, rather than relying on traditional credentials. Eben introduces three types of credibility stories, with the first being about how one learned to understand how people work.

Building Credibility Through Life Experiences

Eben discusses the importance of having experiences that involve interacting with many people to understand human behavior. He asks participants to recall such experiences from their own lives. Karen shares her story of working as a lifeguard at 16 and then teaching in Japan for 42 years, which significantly increased her credibility with the group. Eben then introduces the concept of a "credibility story" and asks participants to think about the moment they realized they were coaches. Stuart begins to share his story about realizing he was a coach in high school.

Credibility Stories for Coaches

Eben discusses the importance of credibility stories for coaches and provides guidelines for crafting effective ones. He emphasizes three key types of stories: how one learned to understand people, the moment one realized they were a coach, and how one has helped themselves or others achieve desired results. Eben then asks participants to share their own success stories, with Bibi recounting how she helped a woman get a promotion by teaching her to train her successor. Eben refines Bibi's story, demonstrating how to present it more confidently and effectively to potential clients.

Mastering Self-Credentialing Through Storytelling

Eben instructs the group on the importance of self-credentialing and storytelling to establish authority with potential clients. He recommends sharing three 30-second stories: how they learned to understand people, when they realized they were a coach, and how they helped someone achieve their goals. The group then practices these stories in breakout sessions. Upon returning, participants share their insights, noting the exercise helped them recognize their valuable experiences and the power of their stories to inspire others.

Storytelling for Client Connection

Eben discusses the importance of storytelling in building credibility and connecting with potential clients. He advises participants to collect and practice telling short, relevant stories about themselves that resonate with their ideal clients. Eben emphasizes that these stories are valuable assets that can be used in various marketing contexts. He also addresses questions from Stu, Lawrence, Manon, and Jeannine about selecting and crafting personal stories for business purposes.