

VCA Coaching Gym

Values Inquiry 5 Layers Deep

Excavating Endogenous Internal Motivation for the Client

Groups of 3: coach, client, witness: times 15 mins for each turn

Coach: What is the 1 next imp. thing to do in service of your business success?

(Look for something 4/10 edgy, something with hesitancy/ procrastination around it)

Coach can ask any of these questions to get at the client's latent motivation (aim to go 5 layers deep):

- What will having that do for you?
- If you got that, what would it give you?
- What's important to you about that?
- And if you had that, what would be important about that?

Coach aims to go 5 layers deep to get at core values that drive the client's reality, and uses that fundamental info to help motivate the client towards taking action along their values vectors

Coach: Can you see how doing (x next step in your business) will help you achieve...(insert fundamental values)?