

# VCA Coaching Gym

## GYM: Building Client Trust

Practice Gym: Do a short strategy session with the client in any area of stuckness. Scaffolding questions below can support.

- 1/Which outcome do you most want to create?** (invoke dream/ desired outcome state)
- 2/ What will having that do for you?** (flesh out benefits, raise motivation, amplify impact)
- 3/ How will you know when you get there?** (get their proof of accomplishment/ evidence procedure for success)
- 4/ What's it like now for you?** (explore current problem state, calibrate emotions X/10)
- 5/ Reduce emotional charge** (help them regulate to lower X/10, seek hidden resources)
- 6/ Build trust using all three client test frames:** I get it/ I care/ We've got this/ I believe in you/ I'm on your team, let's go!

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- 1/ Curiosity:** "I get it!" (I understand yr pain, your desires, you make sense, anyone would struggle here, you're innocent, acknowledge & honor their struggle as sane, valid, understandable, meet them where they're at)
- 2/ Care:** "I care, I got you. Let's do this!" (validate their pain, and their desires as real and achievable/ show your personal commitment to their dream being good & possible)
- 3/ Commitment:** "I believe in you!" (inspire them past their fears, towards their dream, show your commitment to achieving their outcome, market the successful future as a done deal, be results-driven, speak about dream-achieved state to client)