

Virtual Coach Accelerator

Inner Game of Coaching

Meta Conversations:
Going Beyond Surface Level
Interactions

Today's Objectives

Distinguishing various styles of coaching that produce effective long-lasting results

Meta-Conversations in Coaching

- Coaching is a collaborative process that involves a conversation between the coach and the client.
- The coach helps the client explore their thoughts, beliefs, and emotions to identify their strengths and areas for growth, and to develop personalized strategies for success.
- Coaching is not about the coach imparting their knowledge or providing solutions to the client's problems. Rather, coaching is about helping clients unlearn limiting beliefs or behaviors that are holding them back from achieving their goals.

Meta-Conversations in Coaching

- Meta-conversations are discussions about the conversation itself.
- This level of communication is powerful and often under-utilized in coaching.
- By understanding and addressing how and why we communicate, we can lead more effective, goal-oriented conversations.
- The coach serves as a guide and facilitator, supporting the client in their journey of self-discovery and transformation.

Content Instructions VS Process Instructions

- Content Instructions are specific guidelines on 'what' to do. They provide concrete information and advice, often solving problems directly
 - Content instructions- When we provide specific steps, actions or information to our clients. (Sports coach saying to bend knees, flick wrist)
- Process Instructions, however, guide 'how' to do something. They facilitate independent problem-solving skills and inspire critical thinking
 - Process instructions- focus on the client's thinking process and allow them to experiment and adjust their approach. (open ended questions, mirroring, etc)

Content Instructions VS Process Instructions

- Striking the right balance between these is crucial. While content instructions offer immediate solutions, process instructions nurture self-reliance and empowerment.
- Process-oriented instructions are more effective in coaching because they help clients develop their own solutions.
- Each client is unique and has their own approach so offering Process Instructions as relative guidelines is most effective as it develops the clients own strategies and thus builds up confidence in their ability to overcome challenges. (kids and self esteem-doing it themselves vs doing it for them)

Examples- Content VS Process

Content Instructions:

1. Identify the client's goals and concerns
2. Explore the client's beliefs and assumptions about their challenge
3. Help the client brainstorm possible solutions and action steps
4. Assist the client in evaluating the effectiveness of each option
5. Collaborate with the client to develop a concrete action plan

Process Instructions:

1. Listen attentively to the client's story without interrupting or judging
2. Use open-ended questions to encourage the client to reflect and clarify their thoughts
3. Summarize and reframe the client's words to help them gain new insights
4. Use visual aids or metaphors to facilitate the client's understanding and creativity
5. Encourage the client to experiment with different approaches and review their progress regularly

Human Motivation Theory

- David McClelland's Human Motivation Theory, developed in the 1960s, revolves around three distinct motivational drivers: achievement, affiliation, and power
- These drivers explain why individuals behave in certain ways, emphasizing the psychological needs influencing their actions
- When we as coaches understand which of these needs predominantly motivates our clients, we can tailor our approach to better align with our clients' intrinsic motivations, thus enhancing the effectiveness of our coaching and improving client satisfaction.
- Employing these drivers makes our interventions more personal and impactful since our clients feel that their personal motivations and needs are being addressed.

Achievement

- **Achievement**- Individuals driven by the need for achievement strive for success and are often very goal-oriented. They prefer tasks where they can receive feedback on their performance to gauge their progress and improve. They generally avoid both high-risk and low-risk situations because these do not provide meaningful feedback on their effort or skill.

Examples:

- **Goal Setting:** Coaches can work with achievement-driven clients to set challenging yet achievable goals. For instance, if a client is in a sales role, setting a specific sales target that is higher than average but within reach can be motivating.
- **Skill Development:** Encouraging clients to pursue training or certification that can directly enhance their competence in their chosen fields can also be motivating.
- **Progress Tracking:** Implementing a system to monitor and review progress regularly can help keep such clients engaged and motivated. Regular feedback sessions to discuss accomplishments and areas for improvement can be very beneficial.

Affiliation

- **Affiliation**- Clients motivated by affiliation value relationships and are driven by the desire to belong to a group. They seek warmth, friendship, and mutual support. These individuals prefer collaborative environments over competitive ones and thrive in roles that require significant interpersonal interaction.

Examples:

- **Team Projects:** Encouraging clients to engage in projects that require team collaboration can satisfy their need for affiliation. For example, organizing group sessions or masterminds where clients can connect with each other.
- **Networking Opportunities:** Introducing clients to professional networks or clubs can provide them with the community interaction they seek.
- **Peer Feedback:** Incorporating group feedback sessions where clients can share and discuss their experiences and learn from one another can also be beneficial.

Power

- **Power**- Clients with this desire to influence and control others, and seek to have an impact on their organization or the broader society. For clients motivated by power, coaching strategies that enhance their leadership skills, decision-making ability, and impact on others will be the most effective. Individuals driven by power desire influence and control. This motivation can manifest as either personal power—directing personal efforts towards dominance and status—or institutional power—aimed at organizing the efforts of others to improve the company or community status.

Examples:

- **Leadership Roles:** Encouraging clients to take on leadership roles within their organizations or in volunteer capacities can fulfill their need for power.
- **Decision-Making Skills:** Coaching on decision-making strategies and providing opportunities to practice these skills can be particularly effective.
- **Public Speaking:** Enhancing a client's ability to influence through effective communication techniques, such as public speaking or persuasive writing, can help satisfy their drive for power.

Exercise

Person A- Pick an area of your life that you are feeling stuck or stopped by. Discuss in detail about what the issue is, what you don't like about it, why it is a struggle, what you would like to change and why.

Person B- See if you can identify while they are speaking if they are primarily motivated by achievement, affiliation, or power.

****Practice using/being aware of both Process (client's thinking process) and Content (specific steps, actions or information) Instructions in your coaching**

Leveraging Other Techniques

Other 'Meta Conversation' Ideas

- NLP techniques like mirroring and matching, anchoring, and reframing are potent tools in coaching. They can help to build rapport, invoke positive states, and challenge limiting beliefs.
- Understanding your clients preferred representational system (visual, auditory, kinesthetic, etc.) can also enhance communication effectiveness.
- Personality testing such the Myers and Briggs, Enneagram, Kolbe, DISC, Human Design, The 3 Transcendentals or The 5 Love Languages can support and enhance our ability to understand, speak to and communicate with or clients.