

# INSPIRE Formula:

## Coaching Clients Into Action

### Overview

This live class focused on coaching techniques, specifically the INSPIRE formula (Achieve, Avoid, Act) and the concept of a 5-star coaching session. Eben presented a structured approach to coaching that emphasizes helping clients achieve clarity, make commitments, and take action. The session included a demonstration of the coaching method with a volunteer, followed by breakout sessions where participants practiced the technique with each other.

### Key Concepts or Theories:

- 5-star coaching session: A framework consisting of presence, process, insight, commitment, and action
- INSPIRE formula: A questioning technique to help clients identify what they want to achieve, what they want to avoid, and what actions they need to take
- Implications questioning: Exploring the deeper consequences of both achieving goals and avoiding negative outcomes
- Coach as facilitator rather than knowledge-impartor: Shifting from telling clients what to do to helping them discover their own solutions

### Important Questions Raised:

- How can coaches effectively structure their time to balance client work, marketing, and personal rejuvenation?
- What is the most effective way to help clients make commitments and take action?
- How can coaches transition from being knowledge-imparters to action-creators?
- How should coaches handle situations where clients resist presenting exercises or go off-topic?

### Key Takeaways and Summary of Learning Objectives

- The 5-star coaching session framework provides a structure for effective coaching: presence, process, insight, commitment, and action
- Coaches should focus on being "action creators" rather than just "wisdom imparters"
- Using the client's exact words when reflecting back creates a powerful connection and understanding
- Creating focused blocks of time with breaks between them optimizes productivity for coaches
- Daily practice of coaching conversations builds mastery of the INSPIRE formula technique
- Effective coaching involves helping clients discover their own solutions rather than telling them what to do

## **Topic 1: The 5-Star Coaching Session**

The 5-star coaching session framework provides a comprehensive approach to effective coaching. The first step is presence, helping clients transition from what they were doing to being fully present in their body, emotions, and mind. This presence allows them to orient themselves better in their life and take steps forward. The second step is the process, where clients express their experiences in words and are witnessed, helping them objectify their situation and create some distance. The third step is insight, where clients need to have an "aha" moment or realization that helps them understand what they've been doing and what they could do differently. The fourth step is commitment, where clients commit to doing something new, different, improved, or developed. The final and most important step is action, where clients actually implement what they've committed to. Eben emphasized that coaches should think of themselves as "action creators" rather than just "wisdom imparters," focusing on behaviors that help clients take meaningful action.

### **Relevant Q&A**

Rick: Do you ever have clients who think the refresh is ridiculous and simply don't want to do that part?

Eben: I've never had one tell me it's ridiculous or that they don't want to do it. If someone did say that, I'd probably ask why not, and 80% of the time I might end the professional relationship because they're probably not a good client for me.

Rachel: I'm finding it hard not to share my expertise as a health coach. Is this approach just for the first session or practice?

Eben: Most people who are called to coaching have so much they want to give, but from the client's perspective, that's not necessarily what will get them to take action. See yourself as a facilitator who helps clients get motivated and aligned rather than someone who's there to teach. Get them to self-motivate first, then you can bring in your recommendations.

## **Topic 2: The INSPIRE Formula**

The INSPIRE formula (also known as Achieve, Avoid, Act) is a powerful questioning framework designed to help clients gain clarity and motivation. The process begins by asking clients what they want to achieve and exploring the implications of achieving those goals. This is followed by asking what they want to avoid and the implications of successfully avoiding those things. By holding both the toward and away-from motivations simultaneously, clients can see a clearer picture of their situation. The coach then asks about next steps and what the client could do first, helping them identify concrete actions. The key insight of this approach is connecting the action to both the achievement of desired outcomes and the avoidance of unwanted consequences. This creates powerful motivation by showing clients how taking specific actions directly leads to getting what they want and avoiding what they don't want. Eben demonstrated this technique with a volunteer who wanted to lose weight and return to cycling after accidents, showing how the process creates clarity and commitment.

### **Relevant Q&A**

Claudia: What do you do if someone starts to wobble a little bit and the discussion doesn't go to the question?

Eben: Early in the coaching relationship, ask permission with questions like: "Is it okay if I ask you some questions?", "Would it be okay if I interrupt you if I need to, to keep us on track?", "Is it okay if I make requests?", and "Is it okay if I hold you

accountable?" This sets conditions for the relationship and gives you permission to redirect when needed.

### **Topic 3: Ideal Schedule for Coaches**

Eben presented an idealized schedule for successful working coaches, emphasizing the importance of focused blocks of time with breaks in between and substantial open space for rejuvenation. The schedule begins with a personal success ritual during the first hour of each day—a time to do things that make you strong before checking email, social media, or attending to others' agendas. This is followed by a networking hour for talking with prospective clients or people who could introduce you to them, and then a contribution hour for creating content like social media posts, newsletters, or podcasts. Client sessions are scheduled in blocks on specific days, with strategy sessions (sales conversations) allocated a separate time. The schedule includes significant white space for rejuvenation, learning, and social activities. For part-time coaches, Eben suggested a modified schedule with weekend hours for networking and contribution, and evening slots for strategy sessions and client meetings. The key principle is creating a structure that protects your energy and optimizes your effectiveness, rather than fitting coaching randomly into available time.

#### **Relevant Q&A**

Rachel: I've been trying to follow Tony Robbins' coaching strategies, but find it difficult. Your approach seems different.

Eben: Learn my way of doing it, then learn Annie's way, plug it in with Tony's way and your way, and make something that's great for you. The key difference is seeing yourself as a facilitator who helps clients get motivated and aligned rather than someone who's there to teach them what to do.

#### **Actionable Next Steps / Assignments**

- Practice the INSPIRE formula by having at least one coaching conversation per day for the next 10 weeks
- Implement a personal success ritual during the first hour of each day
- Create a structured weekly schedule with focused blocks for networking, content creation, and client sessions
- Watch the Next Level Coaching training in the members' area for additional scripts and techniques
- Continue with the Wake Up Productive program if you haven't already started
- Email [hello@virtualcoach.com](mailto:hello@virtualcoach.com) if you need assistance with practice groups

## **Supplemental Resources and Readings**

- Wake Up Productive program (referenced as an essential resource for participants)
- Next Level Coaching training (available in the members' area)
- Spin Selling by Neil Rackham (mentioned as an "absolutely spectacular achievement of a book")