

# Map-Changing Coaching Techniques

## Helping clients step into their future selves before solving problems

☰ NLP Metamodel described

<https://docs.google.com/document/d/1jXmV-01Wz08-6AoH0cRBUcOnbc4appsv-mPMkuTz39E/edit?u&tab=t.0>

### Quick recap

Annie introduced her coaching model, which builds upon existing frameworks and incorporates NLP concepts, explaining how our brains create subjective maps of reality and the role of coaches in helping clients transform these maps. The session included discussions about Judith's goals for confidently communicating her value and securing clients, with a specific focus on reducing her fears through visualization techniques. Annie demonstrated coaching techniques with both Judith and Josh, helping them overcome creative blocks and access their inner power to achieve their goals, and concluded with participants practicing coaching methods in breakout rooms.

### Summary

#### **NLP-Inspired Coaching Model Introduction**

Annie introduced her coaching model, which builds upon the Achieve, Avoid-act model taught by Evan and incorporates NLP concepts. She explained that NLP was developed by Richard Bandler and John Grinder, who studied successful therapists like Virginia Satir, Fritz Pearls, and Milton Erickson to identify common techniques for creating transformation in clients' minds. Annie also discussed the concept of cognitive filters, explaining how the brain processes and filters incoming data, highlighting the importance of relevance and novelty in what we perceive and remember.

## **Shifting Client Reality Maps**

Annie discussed the concept of how our brains create subjective maps of reality, distinct from actual reality, and emphasized that as coaches, their role is to help clients shake up these maps to address problems that exist within the map rather than in reality itself. She explained her coaching approach, which involves first helping clients achieve a resourceful state by focusing on their desired future outcomes before exploring current problems. Annie also highlighted the importance of identifying any benefits clients might be receiving from maintaining their current map and finding ways to achieve those benefits without the associated problems.

## **Confident Client Communication Strategies**

Judith and Annie discussed Judith's desire to confidently communicate her value and secure clients, with a specific goal of having one ideal client paying her \$300 for a 5-week program. Judith shared her recent progress in clearing clutter and gaining clarity, which she attributed to a values class with Eben. They explored Judith's fears around client opportunities and used visualization techniques to help her expand her comfort with potential clients. The session concluded with Judith reducing her fear level from 7-8 to 3 out of 10 through guided breathing and visualization exercises.

## **Coaching Techniques and Framework Demo**

Annie led a coaching session where she demonstrated techniques for helping clients achieve their goals. She worked with Judith to help her access her inner power and take small actions towards her dream of having one client. Annie also coached Josh on overcoming creative blocks for his social media influencer brand by encouraging him to shift from consuming to producing content. She shared her coaching framework, which includes asking clients about their desired outcomes, benefits, proof of success, and exploring trade-offs. The session concluded with participants practicing coaching techniques in breakout rooms and reflecting on their experiences.