

Making Coaching Messages Concrete

Quick recap

Eben led a coaching session focused on improving communication by teaching participants to distinguish between abstract and concrete, inner and outer elements in their messaging. He demonstrated how to make communication more effective by incorporating specific, measurable outcomes, using himself and Jenny as examples to illustrate the difference between abstract concepts like "stressed" and concrete outcomes like "not being able to sleep at night." The session included exercises where participants practiced identifying both positive and negative, specific outcomes for their clients, with Eben emphasizing the importance of making communication concrete and measurable to increase impact and clarity.

Summary

Presence in Coaching: A Virtual Session

Eben conducted a Virtual Coach Holiday Edition session, focusing on the importance of presence in coaching. He led a presencing exercise to help participants get centered and present, emphasizing its value in coaching sessions. Eben also shared that he had developed a significant insight on coaching after 25 years of study, hinting at an upcoming revelation.

Improving Communication Through Abstraction

Eben discussed a communication model that distinguishes between inner and outer experiences, abstract and concrete concepts, and subjective and objective perspectives. He explained that 80% of communication is miscommunication and emphasized the importance of expressing ideas in multiple ways to improve understanding. Eben introduced the concept of the ladder of abstraction and began to explain its relevance to communication and sales, but the transcript ended before he could elaborate further.

Abstract vs Concrete Thinking Concepts

Eben discussed the difference between abstract and concrete concepts, using examples like blueberries and fruit to illustrate how specific details become more general categories. He explained that most people, particularly those interested in coaching and abstract concepts, tend to think more abstractly rather than concretely. Eben emphasized the power of specifics, using examples like advertising claims and medicine labels to show that concrete, detailed information is more believable and effective than general abstract concepts. He also introduced

the concept of inner and outer concrete and abstract thinking, explaining how to distinguish between specific, detailed experiences and general, big-picture ideas.

Balancing Abstract and Concrete Coaching

Eben discussed the importance of balancing abstract and concrete communication in coaching. He emphasized the need to focus on outer and concrete benefits, such as specific measurable outcomes, to make coaching more relatable and effective. Eben encouraged participants to list 10 specific, measurable outcomes that their clients want, both toward and away from their goals. He suggested using ChatGPT to assist with this process and promised to put participants into breakout rooms to work on this task.

Client Outcome Goal Setting Exercise

The group discussed an exercise where participants were tasked with identifying five specific client outcomes and five things clients want to avoid, with Eben emphasizing the importance of concrete, measurable goals. Kim helped Arlee troubleshoot technical issues with audio in the breakout rooms, and Blaine joined the call to discuss a separate matter with Kim. Eben concluded the session by emphasizing the value of using specific language in client communications, such as incorporating details like how many pounds or how long it takes for a service.

Refining Client Messaging Strategies

Eben guided participants through exercises to refine their messaging and identify specific, measurable outcomes for their ideal clients. Jenny shared her journey of niching down as a health coach and discussed challenges in articulating her offerings clearly. Eben emphasized the importance of focusing on concrete, tangible benefits that clients desire, such as improved relationships or physical capabilities, rather than abstract issues like stress and anxiety. Participants were encouraged to practice identifying and communicating these specific outcomes to enhance client engagement and improve their own communication skills.