

Coaching Through Feeling

How real change happens in the body

Quick recap

In this coaching session, Annie taught her students about the fundamental role of feelings in coaching and personal transformation. She explained the difference between physical sensations and the stories we tell about those sensations, emphasizing that real change happens when clients can connect with their body-based feelings rather than getting stuck in mental narratives. Annie shared her method for working with overwhelming feelings, which involves first releasing energy that isn't personally yours, then regulating and listening to the remaining sensations as if they were messages from a wise inner guide. She emphasized that feelings are not just emotional experiences but are actually trying to guide us toward success, and she demonstrated how to practice this approach through breathing exercises and body awareness techniques. The session concluded with Annie providing specific steps for feeling and working with feelings, including calibrating emotional intensity and listening for empowering messages from the body.

Summary

Transformative Feelings in Coaching

Annie led a New Year's meeting where she encouraged participants to embrace 2026 as a transformative year and discussed the importance of feelings in coaching and personal development. The group shared personal achievements and brags, which Annie emphasized as a powerful practice for solidifying success. The conversation ended with Annie introducing a discussion on feelings and their role in coaching, setting the stage for the main topic of the class.

Building Trust and Emotional Safety

Annie discussed the importance of building trust and credibility as a coach, emphasizing that genuine caring and curiosity are more valuable than credentials. She explained that emotional safety is created when clients feel their feelings are welcomed and that the coach's agenda is secondary to the client's needs. Annie advised coaches to focus on helping clients accept themselves and become more authentic, rather than trying to change them. She also warned against developing codependent relationships with clients and encouraged coaches to aim for 80% emotional safety rather than perfection.

Somatic Cartography and Coaching Focus

Annie discussed the concept of somatic cartography, explaining how to map and differentiate between physical sensations and the stories we tell about those sensations. She emphasized the importance of acknowledging and processing feelings in the body rather than dissociating into narratives, and highlighted how coaching can help clients direct their attention towards transformative outcomes by focusing on both the problem state and the desired future state.

Coaching Through Sensory Awareness

Annie discussed the importance of coaching from personal experience and emphasized the need to lead by example. She explained the difference between the "Lounge of Y" (dissociation and distraction) and the "House of Dew" (present moment and transformation). Annie encouraged coaches to practice attuning to physical sensations rather than getting caught up in stories and explanations. She also highlighted the power of breathwork as a tool for regulation and transformation, advocating for a focus on body sensations rather than cognitive distractions in coaching sessions.

Embodiment and Sensation Awareness

Annie led a guided meditation exercise to help participants connect with their bodily sensations and feelings, emphasizing the importance of attending to physical experiences rather than getting caught up in narratives about those feelings. She acknowledged her own struggles with embodiment and shared that while she teaches this practice, she often needs to remind herself to use it when facing challenges. Annie explained that distinguishing between physical sensations and their accompanying stories is crucial, particularly in therapeutic contexts where understanding the body's signals is key to diagnosis and treatment.

Addiction as an Emotional Coping Mechanism

Annie discussed the nature of addiction, explaining that it is a coping mechanism for dealing with overwhelming feelings. She emphasized the importance of learning to feel and process emotions healthily, rather than relying on crutches like drugs or teachers that promise permanent relief. Annie also introduced a theory that feelings above a 5 out of 10 on a scale are overwhelming and often belong to someone else, suggesting a process to unmesh from these foreign feelings to regain control.

Managing Foreign Emotions Technique

Annie shared a technique for managing overwhelming emotions by distinguishing between feelings that belong to oneself and those that belong to others, using a metaphorical pie chart to determine the percentage of foreign emotions. She described a process of giving permission to these foreign emotions to leave the body, followed by a breath exercise to reclaim one's own

emotions. Annie emphasized that feelings serve as teachers, providing guidance for personal growth and success when attended to with presence and curiosity.

Emotional Coaching and Transformation

Annie discussed the importance of working with feelings as an emotional coach, emphasizing that feelings have a natural cycle and can last up to 7 minutes before needing to be processed. She explained that avoiding or dissociating from feelings can lead to physical symptoms or addictions, while facing them can lead to transformation. Annie also described her approach to coaching, which involves creating a safe space for clients to process their feelings and using various techniques to help clients connect with their bodies and emotions. She clarified that while coaching and therapy overlap, coaching focuses on the present and future rather than the past.

Emotional Awareness Coaching Session

Annie led a coaching session on emotional awareness and body sensations, emphasizing the importance of listening to and understanding physical feelings as a path to personal and professional growth. She explained that many people avoid intense emotions by dissociating into stories or fantasies, a strategy that served them as children but now hinders their success as adults. Kim introduced a four-step process for feeling and processing emotions: identifying the sensation's location, allowing overwhelming feelings to dissipate, regulating and attending to the remaining sensation, and interviewing it for guidance. She encouraged participants to practice these techniques and promised to continue the discussion in the next session.