

For People who are Passionate about People



New Insights

LIFE COACH TRAINING

Your Success is Our Success

Course Outline

New Insights has structured this course to allow you to learn in your own time and at your own pace – and to enable you to obtain a high level of skill and knowledge in a supportive and caring environment.

Most people who buy this programme do so because they intend to become practising life coaches but there are a number of people who buy it purely for personal development purposes. Whatever your motivation, we are sure it's honourable and we respect and appreciate it.

To get the maximum benefit from this course, New Insights strongly recommends that you study the seven Skills Training Manuals in the correct order, as each part of the course builds on previous parts.

Throughout the course there are many exercises and at the end of each manual or 'Part' there is a self-test. These open book tests, which are reviewed by New Insights, aim to entrench the learnings and revelations you have had enabling you to integrate the work at a deeper level. In addition, you will find a page titled 'Extraordinary Coach Action Steps' at the end of each manual. You are at liberty to decide whether to take on some or all of these steps. The more you tackle, the more quickly you will become a highly competent coach.

The programme includes a set of Simulated Coaching DVDs in which you will get to see Neil Asher coach his wife, Natasha, through the thirteen sessions. We suggest you watch the relevant DVD(s) after having studied each of the Skills Training manuals. Have your printed coaching session notes handy when you watch so you can follow along.

The four Business Support manuals are there to provide you with some great additional material that will help you to establish and maintain a thriving coaching practice. After all, what point is there in becoming a highly skilled coach if you have no idea about how to run a successful business? These manuals can be studied in any order and should be tackled as supplementary reading that can be done in parallel with your study of the Skills Training manuals and other material.

You may have noticed by now from the coaching session notes and DVDs that the New Insights Coaching System™ involves thirteen coaching sessions. Yet the Skills Training is presented in seven parts.

So, how does that work?

The fact is that the Skills Training Manuals will teach you a great deal more than simply the *process* required to conduct coaching sessions. Many of the skills you will learn will need to be applied *across* the coaching programme.

So there is no direct one-to-one relationship. Each of the Skills Training manuals is structured around a *key theme* (rather than specific coaching sessions).

Let's take a look at the key themes that are covered in each part of the Skills Training material and how these relate to the New Insights coaching programme:

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Part One (Coaching Session 1)

In Part One we cover a lot of ground and lay a solid foundation for your coaching training.

The main theme of this material is to **prepare you to be able to run** what we call a **Session 1**.

In the New Insights Coaching System™ Session 1 is the most critical session and – arguably – the most demanding for the coach, as it involves getting to understand what drives the client and *setting inspiring goals* that form the basis of the ongoing coaching programme.

The New Insights approach to coaching involves what we refer to as fair exchange. Because many prospective clients will know little about life coaching – and may be somewhat sceptical of its effects – Session 1 is always offered free of charge. This is the session that is going to determine whether you land a coaching contract or not, so being able to conduct a great Session 1 is imperative!

Before getting into the subject of goals, what they are and how to set them with your client, it is necessary to cover more basic issues such as the meaning of life coaching, how it differs from counselling and other forms of therapy and how you can recognise and deal with issues that may be distracting your client from focusing wholeheartedly on his/her coaching.

Vital to the above are two very key skills that you will need to develop and practice – listening and questioning. These concepts are dealt with in great detail in Part One.

Finally, Part One deals with the coach-client contract. We offer you a suggested format for a contract and look at some of the important considerations you should bear in mind when drawing up and implementing a contract.

Part Two (Coaching Sessions 2–4)

Part Two builds on the goal setting theme of Part One by exposing you to the twin motivators – pleasure and pain – and introducing you to a simple model of change that explains the cycle that people go through when they are attempting to bring about major change in their lives. You are shown how to assist your clients to uncover the numerous and sometimes surprising array of resources that they have to assist in achieving their goals. The process of breaking goals into more manageable milestones and small but important action steps follows. All of these concepts are introduced to the client in coaching Session 2.

The key theme of Part Two is **change**, what that means, how liberating it can be and how to achieve it. Central to bringing about change is coming to terms with one's beliefs, how they develop, why they don't always serve you, how to eradicate beliefs that are not empowering and how to instill new positive beliefs that can be highly motivating and assist with achieving what it is one truly wants from life. In coaching, you will deal with beliefs in Sessions 3 and 4.

Part Three (Coaching Sessions 5 and 6)

Part Three explores the theme of **what makes people 'tick'**.



It looks at the issue of values in some detail, going to the heart of what drives people and how they distinguish what is 'good' from what is not. It explores how values provide a directional compass for the individual and how, sometimes, the compass can become 'confused' when there are conflicts between positive values and 'anti-values'. Coaching Session 5 is where you look at values with your client.

The other important concept covered in Part Three is that of 'rules'. This is often the source of many powerful realisations as trainees get to terms with how difficult people make it for themselves to feel good and how easy they make it for themselves to feel bad! You will uncover your client's rules for feeling good and bad in Session 6.

Part Four (Coaching Session 7)

The theme of Part Four is **understanding human behaviour** and how to use this understanding to become a truly great coach.

In this part of the theory we tackle the issue of human needs and how people go about meeting those needs in different ways – ways that may seem quite acceptable to some and completely out of place to others. A large section of this manual is devoted to discussion about the qualities that make a great coach – entirely appropriate given the human behaviour theme!

The relevant part of the coaching programme is Session 7.

Part Five (Coaching Sessions 8–10)

Communication is the big theme running throughout Part Five.

We often get feedback from trainees that although Part Five is one of the toughest to work through, it is one of the most revealing in terms of the insights that it contains.

Without giving too much away, Part Five deals with the fact that our perceptions of other people are moulded by the perceptions we have of ourselves. It starts with revisiting the model of change covered in Part Two and then goes on to show how powerful and effective the art of communication can be in helping us to achieve our goals and dreams. It deals with why so many of us sabotage our own interests with the way that we communicate as we seek to justify our inadequate actions or lay blame on others for our shortcomings. The application of this learning comes about in coaching Sessions 8 and 9.

Building rapport between coach and client is a crucial part of the coaching process and is covered in some depth in Part Five as is the concept of making binding inquiries of the client. In addition, there is some really useful material relating to the application of universal laws and a process we call 'mind balancing', which is used to assist the client in Session 10.

Part Six (Coaching Sessions 11 and 12)

By the time you get to Part Six you will have covered many of the key concepts and skills required to run an effective coaching programme... with one very important exception!

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The theme of Part Six is **uncovering one's life purpose** and this is possibly the most intense and spectacularly revealing section in the entire coaching programme. After all, there can be little more important in life than understanding, aligning with, and living out one's life purpose!

Preceding the material on life purpose is a detailed section on setting long-term goals with the client. You are shown some advanced techniques for setting effective goals and made to understand why this is so important to your client and to the health of your coaching practice.

Setting long-term or 'mega goals' is the topic of Session 11, whereas the critical and inspiring process of uncovering life purpose is dealt with in Session 12.

Part Seven (Coaching Session 13 and beyond)

Part Seven incorporates a dual theme, namely **celebrating success** and **ending or extending the coaching relationship**.

In the final manual, you are shown how to help your clients express themselves and their achievements during the programme and how to deal with clients who may not yet have achieved the goal or goals that they originally set out to reach.

There is a wealth of material on how to encourage clients to extend the coaching relationship (we recommend that anyone who embarks on coaching should stay with it for at least a year to experience maximum effect) and how to handle separation from your client if that is what he or she decides upon. Guidance is given on how to gain testimonials from your client and how to conduct what we call 'Level Two coaching' (i.e. going beyond the thirteen session programme).

Coaching Session 13 is dedicated to celebration of your client's achievements and looking ahead to the future (with or without ongoing coaching). Also included in your coaching session notes are templates for running Level Two Sessions 14, 15, 16 and beyond.