



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 025

Master-Full Coaching with Jory Fisher

CHRIS: Boy we have a treat for you today. As we gather for another one of our special episodes that we call Master-Full Coaching that always is emphasizing that our Master, the Lord, the Holy Spirit is full or fills up, is present in these coaching sessions by professionally trained Christian coaches as they work with their clients. We trust that the Lord is going to show up as is were promised that He will when we gather in His name and that He will draw out from our clientele through the training, the skills, and the use of self, the presence that we bring as professionally trained coaches to a coaching relationship. We are going to get the chance today to listen to another pre-recorded session. This is a real coaching session always. These are not staged or role plays or anything. There's no prep ahead of time. These are faculty members from Professional Christian Coaching Institute who have submitted to us for our review audio recordings of sessions they have done with real clients around real issues both parties have signed permission slips allowing us to utilize these for training purposes through these podcast interviews.

Today's episode is featuring Jory Fisher. She is of course one of our instructors. She teaches both our ethics course, Ethics and Liability Risk Management for Christian Coaches and our group coaching course. She is the host of a popular

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radio broadcast called Heart & Soul for Women of Faith. She has a background in law. She actually practiced law for 15 years. She was one of the charter faculty members and developers of the law school at Liberty University. She served as Associate Dean for Career and Professional Development there in the law school. She no longer practices. She instead does coaching full time. She is a Master Certified Coach specializing in several areas. Again, we'll just provide more information for you about Jory at the end of the call but Kim, set up our listeners here for what we're about to share with them and what to be listening for.

KIM: This is such an exciting opportunity to be able to once again, I feel like kind of have a sneak peek behind the scenes of what really goes on with coaches and with clients. I really appreciate, Jory and her client, Alex, who have allowed us this opportunity. As always, there are so many things going on in these coaching sessions it would be impossible to remark on them all. We'd like to highlight just a few today so that you can understand and connect the dots between some of the maybe abstract theory that we'd like to explain and talk about about the coaching process and really see it played out in action and what a beautiful dance it is.

One of the things, Chris, that I really appreciated about this coaching session is this factor of we'll call managing progress and accountability. This is the 11th of the ICF's course competencies. They have 11 and so it ends with managing progress and accountability, which says it's the ability to hold attention on what's important for the client and to leave responsibility with the client to take action. As much as we get excited about process, about active listening, powerful questioning, and direct communication, and it's just so exciting when clients have an "aha" moment, at the end of the day, they have come to us because they want different results. They want something to be different in their life as a result of having come in to coaching. It's incumbent upon us as the coaches as we manage this process to make sure that they do make progress and they have accountability and they keep moving forward.

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CHRIS: Well, it's one of the things that I really am glad that you pointed out here that this process which is a lot of what we train our professional coaches to be able to follow, it is that process that actually facilitates in conjunction with the Holy Spirit of course, but facilitates the drawing out of those things, the clarifying of them, the crystallizing for action of them that our clients are looking for. It's that process that as you mentioned, the 11 core competencies of the International Coach Federation. That's what they are all about. What is it that we're principally doing since we're not advising them, we're not directing them, we're not guiding them, we're not giving them the answers and drawing just from our own expertise? Well, we're moving them through a process and it's what I love about how these recorded sessions allow us to hear that process in action.

KIM: A process with proven results. Week after week, you'll hear the client come in and say, "Well, I want this by the end of the session," and when they leave saying, "Oh, I achieved that. by the end of the session." They go out and they do different things, and it's measurable in their lives. Jory is going to demonstrate that for us today. Part of what is good to see since we're just looking at an isolated session is that coaching is not a series of maybe 12 or 24, however many discreet sessions on 24 different topics, this is a person's life and the session, in a sense, does not end just because the client has hung up the phone. There are actions they have committed to taking, things they are going to do then they are going to fill out a call strategy form or a prep form, whatever the coach chooses to call it, for their coach turn it in before they come in the next week, often following up on what went well, maybe what didn't go well, what was undone, what they noticed about these things. So the learning, it's like right foot, left foot. They are always learning, taking action, learning, taking action.

When Jory starts the call, she doesn't plunge in with, "All right, so what's important for today?" She takes time to keep managing the progress the client has made from the previous session and so she starts with a lot of cool things. The first one is kind of a good question. It's about celebration but she asks Alex,

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“What are you grateful for?” I know we don’t want to do a spoiler alert, Chris, but I know you noticed that this becomes an important question as the session plays out.

CHRIS: It sure enough does and you’re right. We don’t want to do a spoiler here but we do want to draw our listener’s attention to the very last, it’s about a minute and a half or so of this session because at that moment, you can very clearly hear an “aha.” That “aha” the big insight that the client gets I would suggest is a combination of the thing that he responded to in terms of what he is grateful for. From the very beginning of the session, what are you grateful for and what should we focus on? What do you want the results of that focus to be? What would you like to walk away with here? As they move through, each of those next pieces of the process, how best do you do that? How can you close the gap? What seems next here? Can I stretch you? Each of the pieces that they are moving through kind of each play their part, I think, in presenting then when we finally hear those “aha” moment that as I said, we’re going to encourage you to listen to until you hear it and see if you hear the various pieces that merged together to make it possible. It’s a discovery. It came from inside of the client. A lot of different pieces went into creating it and then there was kind of that point where the ceiling just got a window opened in it, got a hole burst through it and out this came. Let’s go ahead and pick up this interview. We’re starting after they have exchanged niceties and she has referred to his prep form what she calls the call strategy form. She has referred to it and asked him what is he grateful for to begin. So we’re picking up with Alex’ response to that question.

ALEX: Actually a lot of the good things have happened. You know, one of the things that we spoke about last time was just having multiple things on my plate and not knowing what the focus on and not only the focus and the things but also the business side of things. I was doing so much that I felt that I just felt that I didn’t have momentum. So over the last week, I have really clarified what I want to focus on in my business, at least the remainder of this year. That clarity has

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helped me quite a bit. I'm not exactly fully there so that's my hope that we're going to accomplish today, at least get a little bit further. But just answering your question, what I'm grateful for, that clarity has showed me that one of the most valuable things that I bring is just the marketing strategy and what I do. That comes very easy for me and so this morning, I had a client meeting and I took them on as a client. That's a \$24,000 engagement, a consulting arrangement. So that's a huge thing.

JORY: Halleluiah! Congratulations!

ALEX: Yeah. I'm excited about that. I'm excited about that because typically, it has been a month or two long projects and they recognize the value that I bring and how I can help them get the word out and so they wanted to bring me on for a little bit longer period of time. That honestly gave me a little confidence boost because I know that if they saw the value, I can go and get other similar client that want the same results, and that's a huge one for me.

JORY: Okay. Well, I celebrate that. I congratulate you. I know it's wonderful to have a confidence boost so congratulations. It's fabulous.

ALEX: Thank you.

JORY: You also said that there was something that you wanted to get done but you didn't and I appreciate you putting that on the call strategy form. So what that is if you would and how would you like me to hold you accountable for that for next week if you would?

ALEX: Yeah, like I said, I'm focusing more on what I do offer, like what I do bring to the table, but it's not fully structured yet so I know one of the things that I want to do is more coaching. I would say more mentorship, mentorship and consulting either in group programs or in one on one consulting with clients that need help with their business or their organization. So I really define those aspects of service. It's not, you know, I define some things that it's not going to be about and I

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define some things that are it is and I realize that I'm really passionate about the mentorship, you know, aligning with somebody and helping build them up, and so I want that to be a big focus, but I haven't drafted that out. I haven't really detailed what that actually looks like. I know that that's my intention and now I have to give it some structure so that I can communicate effectively and others will know about it.

JORY: Understood. Okay, great. So, well, you know, congratulations for getting part of that done. That's fantastic and we can continue to work on that if that's something that you would like to do. Today, what would you like to focus on? By the end of the call, what would you like to have taken away?

ALEX: Mmm, a great question. I mean there's probably a lot but I want to, you know, with this whole thing of this place that I'm in right now of focus, you know what I'd like to focus on today would be maybe what is that one on one engagement look like with clients.

JORY: Okay.

ALEX: Let's try to think through a structure of that of how I'm really supporting people for how long and things like that. So just a little bit more clarity on that because when I have that, that's what I really love to do, but because it's never defined, I'm not really getting clients in that particular area because it's not defined, so my intention is to be that support for people. I know the value. I've done a lot but I think I need to structure it and identify it so that now I can purposely market it and get the word out about that particular thing.

JORY: Wonderful. This would be the mentoring and consulting, one on one engagements with clients, right?

ALEX: Correct, yeah.

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JORY: Okay, very good. What have you been able to determine, if anything, might be standing on the way? What issue, for example, might have been blocking you before?

ALEX: Ahh, you know what it comes down to, it is confidence of what I do for people because I kind of gotten proven results for people in the work that I do so it's not that. It's more of having so many things that I can do. It's like so overwhelming that I just can't decide what I will do or what I truly want to do because just because I can do something really good doesn't mean that that's what I should focus on. I think I've spend too much time thinking about all the ways I can help people as opposed to the two or three that I truly excel at and I feel great doing and that it's not a drag. There are things I get paid well for that is kind of a drag and I don't want that. I think because I haven't let go of the monetary opportunities and that I haven't really grasped what I do want, which is more of what we're talking about here – the mentorship, the consulting and things like that.

JORY: Right.

ALEX: So that's really what's holding me back is monetarily, some of the services I've done, they pay well but they kind of take life instead of giving life. There's that. There's comfort in that and then obviously having too many things that I can do and not really defining what I desire to do and what's most valuable to the people I help.

JORY: All right. So Alex, based on what you just said which would be your desire for this call, a new topic that is, what you want to focus on, the issues that you believe have been standing in the way. How will you know when you've been successful with this call? What exactly do you want to accomplish in our 30 minutes time?

ALEX: At least be well on my way to define what that program looks like.

JORY: Okay.

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ALEX: You know, 30 minutes probably isn't enough time to structure the entire thing but it would get a lot done and begin giving it structure.

JORY: All right, that sounds great. Okay, so what do you believe would be the first step towards accomplishing that goal in our call today? I'll give you an example. Do you enjoy brainstorming? Do you enjoy setting up a Ben Franklin pro and con list? How would you best like to or most like to go about putting this together, creating this?

ALEX: Mmm, let's see. When I structure things, I feel the most freeing or more creative process for this would be like doing a mind map and organizing the different components of it. Like the first two that I'm thinking to address that is instead of putting pieces in place first, I have to kind of build the puzzle box to see what the end result is going to be like and then work backwards. I think that's what I have to do. I'm always, I naturally go to the tactical and the minute things, but sometimes I don't see the big picture first and then putting the pieces in place so that it ends up looking like that. I think if I start there, that's going to give me a huge shortcut because now I'm not just throwing things out and hoping they will fit when I don't even know what fits into yet, you know. I think that's a big part for me.

JORY: Okay. Let's do that then. Am I understanding correctly that you want to think about in terms of what your individuals clients would have accomplish by the end of your working with them?

ALEX: Yeah, I think that's the most important thing and when people invest in my services, my business consulting services, they are expecting an end result. They are not just wanting to throw money at me.

JORY: There you go.

ALEX: It would nice if they did but that's not okay.

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JORY: Okay, so end results of the client and you have already spoken about how you want to do what you really enjoy doing, what you're passionate about looking at the joy income, if you will, not just the monetary income. Do you want to factor that into the this as you structure how the one on one mentoring program will look?

ALEX: Yeah, it should happen so that things that really make, give me, things that I get excited about because then for me, it's a lot harder to build momentum if you're excited about something than if you're just, it's just doing it to do it. My time is best used in something that I enjoy and I think I thrive in that environment.

JORY: Yeah, and I am with you. Excellent. Okay, well then keeping in mind what you are passionate about, what you are excited about, what God has gifted you to do, keeping that in mind, what is the end result of an ideal client, if you will, working with you?

ALEX: One, before I get into the business results, I think for me it's, for me, just this is what I stand for, is I want them to have a successful business that revolves around them and not the other way around.

JORY: Mmm.

ALEX: I've been the victim of the other way around where I had a successful business but it consumed my life, and so the end result for my client is that you have more freedom as a result of work, how you build your business so that you can have a more engaged relationship with your spouse, if you're married, your children if you're a parent. In other words, your business empowers your ability to be more and do more for your family, not just financially. That's one aspect but now you're more present. Now you build a business around what's most important to you, which is, in the case of many of my clients, it's their family or the things that they truly enjoy. Perhaps it's mission trips or personal vacations. Like me, one of my goals is to travel three countries a year. I love that and so if my business gives me the freedom to do that, then I'm thriving because it's rewarding me in

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experience, not just the money and so a lot of people that I speak to in business, that's what they want. They want more freedom. They don't want to be trapped having two jobs that look like one of their own businesses that is just consuming them.

JORY: Sure.

ALEX: So that's really the end result is a business that gives you more life.

JORY: Okay. So as you are looking at their end results, right, somebody that you would be excited with and whose end result is they have achieved more financial freedom, more time with their family, perhaps more freedom to go on mission trips, etc., would it be fair to say that in many ways, your ideal client and what you want them to achieve at the end of working with you is what you're passionate about?

ALEX: Yeah, yeah. When I think about my ideal client, it's kind of somebody like me.

JORY: All right.

ALEX: Yeah, it's really easy to pinpoint. I don't have to paint a picture. I just look in the mirror. Somebody who loves God and is beyond the money thing, we're interested in making an impact and contributing to causes, contributing to people, contributing to their community. I feel that we have a bigger purpose behind just the money because I've been at a place where business was just about the money. We got there and it was like, "What else? Something is missing here." We're making \$20,000, \$30,000 a month. We're young, we're married, and we're doing things but why do we still feel unaccomplished? Why do we still feel that there's a gap? I was missing that contribution piece. So now that I value that, I think the people that really resonate with my message are people similar to that. Yeah, they want the good stuff for themselves but they know that it goes far beyond that.

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JORY: Okay. It sounds as if you've done a good job now, an excellent job of identifying who your ideal client is and what they will have achieved from working with you. Is that correct?

ALEX: Yes and I didn't know it. I guess I knew it very intimately and I never really thought of it that way.

JORY: Oh, I'm glad you had a little revelation here. Awesome.

ALEX: Yeah, yeah, thank you.

JORY: You're so welcome. That's the beauty of the coaching process. You said that you wanted to ascertain, to figure out how you can best go about supporting such people. So how are we going to do that today?

ALEX: Hmm, so we know the result. Now, I got to really think about the process of what they need to get there.

JORY: Yes.

ALEX: It's almost like where are they now? That's where they are going. Where are they now because then the pieces get filled of what their journey needs to, what needs to occur in that journey to cause this change.

JORY: The gap.

ALEX: Yeah, exactly.

JORY: What are you going to do to fill in the gap to get them from A to B, right?

ALEX: Yes, exactly.

JORY: Okay. So think about your skills. Tell me if this would be helpful. Think about your skills, think about again your passion for what you do best, what you're most passionate about in helping people, and what does that look like. Would that be a good way to approach it?

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ALEX: What I do best? I think it would give us some good insights, or what I do best is and this is something natural to me so I don't even know how to word it or whatever but the moment I speak to somebody, I can sense what's very unique to them, what's valuable about them. It's almost like I uncover their value. I'm finding that a lot of people lack confidence. Maybe they don't charge what they need to because of limiting beliefs or because of past experiences that keep them playing small. It's almost like when I speak to them, I bring out this new level because it's in them already. It's not like I'm placing it in there but somehow, it's just hitting beyond all these layers of tough life experiences and they don't even see the precious diamond that they are. In speaking to them, it's like, "Wow, I get it. I didn't even know that that was me and so for me, there is something that comes naturally of me being able to bring out the value in people and almost like give them permission to be as great as they are and they don't know it.

JORY: Okay. So it sounds like that is something that would give you joy that you're naturally gifted at doing, and that would help your ideal client achieve their ideal end result.

ALEX: Yes.

JORY: Okay. So do you have a piece of paper or are you in front of your computer?

ALEX: I have my iPad.

JORY: iPad, yeah, okay. So would that be valuable steps then? It sounds like it would help people uncover, that you would help people uncover their value, realize what it is that makes some of the precious diamond, give them permission to really soar.

ALEX: Yeah, probably so.

JORY: Okay, so step one on the way. What would be another step? I don't know if it's step two exactly but what would be another step?

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ALEX: So one is like there are just, so it's mindset things I guess but really what it comes down to is almost just first identifying who you are, identifying what you really bring to the table. Once you know that then it's helping them to find who would get the most value out of it.

JORY: Okay.

ALEX: Like me right now, you're helping me kind of see these different pieces that are natural for me but now if I go to a trucker, that may not be as valuable and wanting a purposeful life. Maybe so but I'm just generally speaking, maybe stereotypically speaking but a trucker or something like that, just something that maybe they are not focused on the bigger purpose behind their business. Maybe they are but I'm just giving an example. So they may not be the right audience for me, right, because maybe they are not connected to that message. So for my clients, once they uncover their value, they need to identify who can get the most value out of it, like who is their ideal client that would appreciate and value who they are and what they provide.

JORY: And as you're saying that, I can't help but think that this is something that you need to do as well, would you agree?

ALEX: Choosing the ideal clients?

JORY: Yes.

ALEX: You know I have a good idea who it is but certainly what we're talking about today and kind of even looking at my own characteristics, I can definitely go a little bit deeper.

JORY: There you go.

ALEX: So I think I have a good grasp of that because that's something that I teach on and coach on, but there's absolutely a place for me to continue improving and getting deeper into who my person is. So yeah.

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JORY: May I ask you a question that may stretch you a little bit?

ALEX: Yeah, absolutely.

JORY: Okay. So as briefly as you can, describe your ideal client to me right now for you.

ALEX: My ideal client is mid-30s to 40s, married couple with children, have been in business for at least five years that seem to be stuck and frustrated because they are passionate about what they do. They want to do it in a much bigger scale but they are stuck. They reach a feeling and quite honestly, they don't know how to get beyond that. This feeling isn't a feeling of ability or skill. It's usually a feeling of their thoughts and because they haven't broken through those thoughts, those beliefs, they haven't, it has affected their ability to go out and attract more clients and get more clients in other words because they are not sure of what they are doing themselves. They question and doubt if what they are doing is even worth it because they are falling short on the goals that they set. So the confidence equates to not marketing themselves properly, not going out there and educating and think properly because they second guess what they do and who they are.

JORY: Okay. Is there an income range that you feel most comfortable working with that you're trying to attract through marketing?

ALEX: Yeah, I would say on the low end about \$50,000. I would say on the higher end as it is today and this will shift in the future but I would say for me when I look at the average of my clients, they are in the \$50,000-\$200,000 a year range, which is still a significant range. I think probably my kind of like the bread and butter is between \$75,000 and \$125,000. That's a little bit of a smaller range there.

JORY: What would be a stretch for you if anything?

ALEX: As far as their income?

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JORY: Yes and for you to attract them, reach out to them, sell yourself to them.

ALEX: You know I want to say I can work best and increase results for people that are over \$200,000 because typically, they are in a place in their business where first of all, they have money to invest in what I do and they are not questioning, “Do I have the not pay a bill to invest?” That’s a challenge that I face right now with some of my prospects.

JORY: Okay.

ALEX: And the second thing is they have a different mindset and that they have a business. They are not trying to start a business or get a business off the ground. They actually treat their business as a business and so they commit not only financially but they commit the necessary time, the necessary resources, the necessary assistance. So they might get an assistance to help them implement what I’m teaching them or coaching them on.

JORY: Okay. So Alex, I need to bring you back to our agenda and see because we have about 10 more minutes or so to go here. We’ll need to wrap up and we need to design an action plan which we’re in the process of doing, but to get even more specific, how are we doing with the agenda that you wanted when you came to this call?

ALEX: Yes. I mean it’s a really good start because I’m like ready, fire, aim. I’m like building stuff before I really lay the foundation and so this is a lot of good foundation on things, which many times, I just kind of glance over and keep moving. So it’s good to really stop and invest the right time building the foundation because then I can develop it for exactly the right person as opposed to, “Okay, let’s see who fits into this.”

JORY: There you go.

ALEX: I think we are definitely at a good start here.

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JORY: Okay. Well, you know from our experience before that I always give field work that you and I come up with together. So as we move into this action phase of the call, we're going to be coming up with what your field work is. Are you ready for that or is there anything that you wanted to say because we're going through the various steps. Is there anything else you want to add before we get into the field work and action plan?

ALEX: No, let's get right into the action plan and if there's anything that I have to add or that I feel is missing, then I might bring it up and hopefully you can help me work through that.

JORY: Sounds great. Well, God has blessed you with a number of ideas. You are clearly a man of action so which of the ideas that you have come up within this call, for example getting even more clear on your target market, recognizing that your ideal target market has a whole lot in common with you. Anyway, out of the number of ideas that you've had, which of these would you like to move into action during this coming week?

ALEX: What I'm just thinking about right now is, you asked me a question that really has me thinking of, you know, "Who is this ideal target and what would push you" and I'm thinking about my client this morning of who they are and they invested \$24,000. I'm like why build for one on one stuff that might be a \$4,000-\$5,000 program, why not just go get 10 of these other clients, 10 of these \$2,400? Why don't I just focus there and then now I can hire out or get the assistance or get the help I need to build the other stuff? I think that's the most effective use of my time and effort and just duplicating what I did this morning.

JORY: Alex, the hair on my arms is standing up and I have tears in my eyes. That's exciting. Yay! Okay, so how would you create your field work then for between now and the next time we talk related to it?

ALEX: Yes, profiling this client. They go to church. They are building a new building and they want to revamp their web presence. They want to make sure that they

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are ready for this giant move and they are able to provide multimedia experience so the people that go on their website and watch their services, watch previous stuff and they are really limited, and so they basically hired me because I know how to work with multimedia. I know how to build a great web presence. The thing that really stood out for them and made it a no brainer because they were looking at other places, they said, “You’re the only one that told us that the website itself wasn’t the end all. It was just one tool and we actually have to spend more time after it was created than during the creation.

CHRIS: And there you heard it. We’re going to cut the coaching session right there simply in the interest of time, but hopefully, you heard the process that was being followed there as Jory tracked with a very talkative client, a very engaged client. if we were listening for what we call the 80-20 rule in coaching where about 80% of the talking is done of the client and about 20% or so is done by the coach. We probably heard about a 90-10 rule there, didn’t we? Very little talking by the coach and yet when the coach inserted, it was for the purpose of continuing to keep the client focused on what they said they wanted and to keep them moving along and not getting stuck even when some really cool insights came. “Great, so what do we do with that?” Keep it moving along as she played her role out very, very nicely there.

\ Just to kind of go back to what we encourage you to be listening for, if you go back to the very beginning, you’ll recall that the client opened up by talking about what he was grateful for and he had landed a fantastic client, one of those “Oh my goodness. Look at this \$24,000 client here.” It’s more of an organizational client than an individual. So this was a big new thing for him. Jory celebrated with him and then turned that fairly quickly from “So okay, what shall we focus on today?” There’s moving into the process for this call and the client says, “I want to focus on what that one on one relationship with my clients used to look like.” So moving him through the process, “What do you hope to accomplish by the end of this call?” “I’d like to identify what that relationship needs to look like and

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maybe put some structure to it.” Identify and get some structure to it. She steps right in and says, “So how best do you do this?” I think she could hear the client didn’t quite track with what she was looking for. Kim, I think you’re going to point out to us the core competency that was being drawn upon here but what Jory was trying to do was to not do this processing, help the client accomplish the way Jory Fisher accomplishes things, but instead to step into the mind and the being and the way of thinking that Alex does things. So she said, “Well for example, do you work well with brainstorming or with a Ben Franklin kind of a list?” He got it because he said, “Okay, you know actually I think I work well with mind mapping.” We’re not sure what that means but he goes on to explain that “I need to see the end result first and then work my way backwards from that.” So Kim, that does plug into a core competency, right?

KIM: Absolutely. when you look at core competency #3, establishing trust and intimacy with the client, it says it’s the ability to create a safe, supportive environment that produces ongoing mutual respect and trust, and then subcompetency D says “demonstrate respect for the client’s perceptions, learning style, personal being.” So much wisdom in Jory basically taking time to explore, “How do you learn best? What’s going to be important for you?” He said, “Normally I’m a detail person, a technical person. I think I’d better start with the end picture.” What if she has just started and said, “Let’s do a pro-con list” because that’s the way she liked to work and that can be our temptation, but no. It’s important for this process to work in an environment where he can thrive, use his strengths, and discover what’s important to him. So I thought it was very wise of her to check in with him before she just plunged in.

CHRIS: Wasn’t it cool that the client even knew himself well enough to say, I think his phrase was, “Yeah, I tend to do kind of ready, fire, aim. I just get going on something and I really do need to stop.” I think he said like, “Get the box top together so I know what the picture is to look like when I’m done.” It was an important point for Jory to be able to continue walking alongside of him and help

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him process this whole thing in the manner that actually is going to be the most productive for him. As they continue that, she drew out of him something that was a pretty big “aha.”

KIM: Yes and this is part of what led up to one of those big “aha” moments in the coaching session. Jory was doing a great job managing the process. The client was doing his mind mapping and looking for the end result, and he started talking about these ideal clients, how they would have more freedom, they would be able to contribute, they would have confidence, they could go places, and then he used himself as an example. “For example, I’d love to be out of the country three different times during the year and I would like to not feel trapped and having two jobs” etc. and as he went on, Jory is listening, hearing the energy, hearing the passion, hearing his values. So she comes back with just this very basic but such a powerful reflection and says, “Would it be fair to say that what you want in your ideal client and working with you is what you are passionate about?” Oh my goodness. You could hear the minute he comes back, this delight in his voice. He’s like, “Yes, it’s someone like me. I don’t have to investigate them. I just have to look in the mirror. I know who this person is.” It’s such a beautiful thing when you see your clients be able to connect the dots that have seemingly been there all along but you didn’t see them. So he was able to put this piece together and Jory really emphasizes it, celebrates it with them, and he said, “I don’t even know if I’ve thought of it this way before” and the process continues. She starts calling out his values now, the things that are important to him. “All right, how are you going to go about that? If you thought about your skills, your passions, what you do best, what would be a good way to approach it? Basically if you’re your ideal client now, what’s going to be a good process for someone like you?” So he states pondering that out loud, “Well, what do I do best? Well, I think that would give me insights if I thought it that way.” So they came up with this idea of thinking about it kind of as joy income and investing in the things he is naturally gifted at, and he started writing those things down and so just a lot of

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attentiveness, reflecting back to the client his energy, his values, really moved him, I think, into a whole new spot, Chris.

CHRIS: It certainly did and it was right after this is the point that we finally heard the big “aha” where it kind of all merged together.

KIM: I love that metaphor, that picture of Alex talking about he loves to help other people uncover their precious diamond. We hear Jory actually I think helping him do that in the session and they are moving along and then Jory decides to, in a sense, kind of up the ante just a little bit. One of the core competencies is designing actions, helping the client create opportunities to implement their learning and subcompetency I says that the coach encourages, stretches, and challenges the client at a comfortable pace of learning. So you hear two stretching questions from Jory at this point, “May I ask permission to stretch you a bit?” Good for her. Good coaching presence, making sure getting permission to do that and then he talked about his ideal client, the ideal income range, \$75,000-\$125,000 is probably what he is shooting for even though it’s still a significant range, Then Jory comes back with another question and says, “What would be a stretch for you in that if anything?” It’s like, boom. He said, “Wow, people over \$200,000 maybe even \$250,000. They are already working in their business. They have assistants to help them. They have basically the ability to financially commit and so he is getting closer and closer to this bigger “aha” that we hear towards the end of the call. And so then back to the process, Chris, what does she do next to keep the process on track?

CHRIS: Exactly. She checks in with him. She’s watching the clock. She lets him know about how much time they have left, about 10 minutes remain and she’s checking on the progress that they are making. “How are you feeling about the progress that we’re making in terms of your stated agenda?” He just says, “You know, I like this. I think we’re moving through exactly what I need to be doing here.” Good for her for just checking and so they turn their attention then to the profile of this new client so that he can figure out, “Well, how am I going to target that

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new client? How can I get more of those?” It was at that moment that he referred back to an earlier question. You heard her just kind of be comfortable with his silence there for a moment, and he tumbles out with this new awareness of the kind of client that he would really like to work with, back to that stretching question that Kim just mentioned a moment ago. I think it’s at that point that the self-imposed ceiling he had been operating on, a ceiling of clientele somewhere below the \$200,000 range. In his own words, “Kind of those who are still getting started. They are frustrated,” and then as he later pointed out, “And they don’t have much expendable income.” When he burst through that stretch to the \$200,000, \$250,000 above, he suddenly realizes, “Maybe my ideal client is not just individuals like me but individuals who are building larger organizations and they are already established to some degree because they have money to invest. They have a different mindset, “And that’s just like what happened for me this morning so here it all comes together.” From his celebration of what he was grateful for and his focus for the session, and listening to his own values and heart, there was the diamond right at that beautiful moment. Again, Jory celebrates it with him, even lets him know that she has tears in her eyes and the hair on her arms is raised up, and she doesn’t miss a beat. She keeps moving forward. “This is wonderful but we’re not going to stop here and just have a party.”

KIM: Yes because as we mentioned when we first started the call, they are coming in for different results, not just “aha” moments. The “aha” moments lead to being able to approach things entirely differently but he still got to go out and do this and so we don’t have the end of the call. Just in the interest of time, we weren’t able to put it all in but Jory very wisely takes him back to designing actions, planning, and goal setting. Competency #10 and #11 again, managing progress and accountability, and the parts you didn’t get to hear but she walked him through very carefully are questions like this, “What steps would you like to take to do that? What resources do you need to identify in order to be able to do that? What support do you need? What might get in your way? How would you like to

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be held accountable?” There it is. He’s leaving with a firm plan in place to implement the new awareness that coaching created.

CHRIS: I’ll tell you what, we always enjoy these, don’t we, but it’s really sweet when you hear so many things come together in such a relatively short concentrated period of time, and that client and the ability that that client had then to leave that call with Jory and to focus from a different state of mind and even awareness of himself in that business, I believe that was a transformational moment that we were all privileged to get to listen to right there.

If you were excited by what you hear and you care to connect with Jory Fisher, you can certainly find her out on the web and I encourage you to do so. You’ll find her at JoryFisher.com. As you’re out there, you’ll find of course as I said that she hosts a fantastic internet radio broadcast called Heart & Soul for Women of Faith. You’ll also notice that she specializes in work principally with women, not exclusively with women, certainly around business growth, health, career. She’s certified to administer the Myers Briggs type indicator, quite a number of different areas of specialization, and she has an ebook on her website that you can download for free. I encourage you to get a copy of that and it’s called Deepen Your Faith ~ Grow Your Business ~ Expand Your Ministry. So you hear that’s all about growing there, that free download from her website at JoryFisher.com.

KIM: While you’re on the web, we do encourage you to go by our website, Professional Christian Coaching Today. We have that wonderful free download, Align Your Life. A quick checkup with God that I know you’ll want to download and take and also we have transcripts of each and every podcast episode. So if you got lost in your note taking as I often do, you don’t have to worry about it. You can just download the transcript and refer back to some of these competencies you heard Jory practice today.

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CHRIS: What a privilege to be strengthening the field of professional grade, distinctly Christian coaching. Until next week, gang. Keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.