



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

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

Episode 029

Master-Full Coaching with Susan Whitcomb, PCC

CHRIS: Welcome to another of our episodes that we call Master-full Coaching. Of course we play with that word 'master-full' because we're trying to emphasize that our Master, the Lord God Himself, who resides in each of us as Christians, we are seeking to have Him be fully present, to invite His presence, and to give Him room to move freely in our very designed intentional professional grade Christian coaching sessions. We are about to listen to another prerecorded coaching session. This is by one of our instructors at Professional Christian Coaching Institute. This time it is Susan Whitcomb. Some of you who have heard our previous episodes, remember Susan talk to us about brain science applied to coaching. She runs a wonderful coach training school of her own called The Academies and they train in neuroscience applied to coaching, leadership coaching, and particularly an emphasis on career coaching, many different areas of specialization that Susan has. Here, what she has provided to us today is a prerecorded session of her coaching a real client. We're going to get to listen in on a portion of that and hear her practice some of these skills that professional grade coaches use. I think we're going to hear the Father call forth some things from this client.

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KIM: Yeah. So this session with Susan and her client demonstrate so many coaching skills and we're going to highlight two today so that you can hone in and really listen to them. There's always two things going on in a coaching session. You're either forwarding the action or deepening the learning. I have to be honest with you, forwarding the action is the easier of the two. How are you going to do that? What are some steps? What are some ways? When is it going to get done because we like to see movement on the client's behalf and sometimes because it makes us feel like we've done a good job coaching.

Often in an exploratory call such as you're going to hear today, the client can't really take different actions until he has different awareness, until he really learns what's going on and what's important to him. As we go through, and I'll give some examples at the end, but I'd like to see if you can hear ways that Susan doesn't just rush him down the trail but stops and pauses, and invites him into deeper reflection on certain words, certain values, things that are important to him. Another skill you're going to hear demonstrated today is an act of listening skill that we call key worded reflecting. Susan really is a master at this. There are all sorts of different techniques we can use in act of listening such as paraphrasing, summarizing, even kind of listing back for the client some of the things they have come up with, and that's useful. It's like going to a jewelry store and looking at the cabinet of all the different precious gems and being able to keep track of each one. Key worded reflecting though is when you just pull out one or two words or phrases somehow in the paragraphs worth of information the client has given, something really is loaded. It's blinking. It seems to carry a lot of meaning and instead of cluttering it with, so it sounds like that sometimes you might be thinking that it could be good too and putting all that preface at the beginning, you just take the one word or the one phrase out like a solitaire diamond on a black velvet cloth and just repeat it and then quit talking, and it's an invitation for the client to really dive into that. So I'd love for you to listen to that key worded reflecting tool as Susan uses it three or four different times just in the

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short segment we're going to listen to today, Chris. So maybe you should set us up since we're not going to listen to the entire conversation.

CHRIS: Right, we're not going to do the entire call here. It's about a 46-minute long session, which is a standard length for a coaching session. Typically, they run 30 minutes to 45 minutes. Some coaches will go a full hour, but we're certainly not going to play 46 minutes worth of a session. We've pulled out 20 minutes and I think as Kim just illustrated, one of the key things to be listening for, this key worded reflecting, I think you would be hard pressed to ever find a better example of a trained professional coach using that skill. In fact, you probably are going to find yourself scratching your head at some point during this because you're going to be hearing Susan say, "precious little" throughout this entire 20 minutes. I actually added up the amount of time just in this segment we're using of the 20 minutes and 12 seconds that it plays, she speaks some portion of time, three minutes total. About 7% of this call is her interjecting various things, reflecting something, posing a new question, calling out more explorations. The rest of the time, all you're going to hear is the client talking. But listen for what Susan does draw the client's attention back to and listen to the power of what results from that. Let me tell you where we're picking this up. Now, Susan has been coaching this client at about 12 minutes by the time we pick up here. They have certainly gone over the initial prep form. They have done some greeting of each other. The client this time opened in prayer. Sometimes the coach will open, sometimes the client opens, some coaches don't open in prayer but Susan does. In this case, the client prayed a very impassioned prayer. It was quite powerful but we're coming in after that and they have actually now clarified in the initial agreement between coach and client, what is it that we want to focus on in this call? Okay. What do you want to walk away from the call? As a result of having focused on that, what do you hope to take with you? So the summation of what they decided to focus on and hope to walk away with was exploration. In a word, it was exploration. This client is a business owner. The business that he owns right now doesn't really matter. He is transitioning out of his fulltime business that he has

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run for many years and is transitioning into coaching. This is actually one of Susan's mentor coaching clients. He is building his caseload right alongside of the business that he already runs. He came to today's session frustrated with the relative, at least what he considers to be relative slowness of his transition. He says, "You know, I think I may be operating on some limiting beliefs here. I may be getting in my own way. I'm not sure what this is about. I know I could run a successful business but I just kind of need to explore a little bit about what's going on." So hold that word there – exploring. What you're going to hear in this 20 minutes is a person who is doing a lot of self talk facilitated by their coach. The coach is wise enough to know. Just show up. Just facilitate this exploration. Don't get in the way. Don't add one more voice and you're actually going to hear this client citing several other voices in his psyche, in his head if you will. See if you can listen for those. It's not just his voice coming out, he's got all five or six other voices in there at least and so Susan doesn't add hers to the mix. There's a cacophony going on in there. She's listening for the pure messages and as Kim said, she's going to grab those, reflect those back, and listen to what happens by the time we wrap this up.

Now, at the point that we cut this then of course we'll reflect back some further observations but know of course that the session is not done by the time we wrap it up here. We wrap it up at about 32, 33 minutes into it. They spend about another 10 or 12 minutes wrapping up and being clear as to where to go from there. So without any further ado, let's go ahead and cue this up. We'll be picking up right after Susan has reflected back to the client something he has said and here is his comment about what he really wishes was going on right now in this slow transition from his current business into a coaching business.

[call]

CLIENT: And I would love to spend about, if it's realistic, about 80% of my day or 90% of my day there.

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SUSAN: Mm-hmm.

CLIENT: And I have some people in our other business that I'm delegating things to more and more, and so, you know, I think that's helping with the transition as they begin to come up to speed and they know the way I handle things that as things come up that they, their competency has grown to where I can give them more and more and more is my hope.

SUSAN: Mm-hmm.

CLIENT: That's my strategy. I'm not sure if that's the right strategy but that's my solution or attempted solution to make a successful transition and be able to hang out in the coaching for 80% or 90% of my time.

SUSAN: Mm-hmm, yeah. What are you learning in kind of playing with that greater delegation for the folks in the other business, old business?

CLIENT: That's a great question. That is a great question that I hadn't really even thought of, and it's going to sound funny but I'm learning. We've got, I don't know if you call them virtual assistants these days. You got assistants that work for us but they also work for other companies and they are independent contractors.

SUSAN: Uh-uh. Yeah.

CLIENT: And I've got one assistant that has been working with us for a little under a year and she does really great in some areas, in some areas, she just doesn't seem to have the enthusiasm to kind of jump into that area so it doesn't really get done.

SUSAN: Mm-hmm.

CLIENT: And again, I'm results oriented and so I want to see something that's on the slot to get done and it's not handled, and I get a little bit aggravated about it and we have conversations about it. So recently, we brought on another assistant and she loves to get things done in an area like in the marketing and publicity and things versus my other assistant is more accountant oriented, by on the seat administrative, and

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funnily, that's not a word, funny enough, I'm learning that it is so important to know the strengths of the people on your team and I haven't given any personality inventories or strengths finders or anything, but I'm really learning that it's helpful to know, okay, who's the best person for this task and who's the best person for that? Where can I delegate here or what's coming? So I'm learning that and I think I'm... my wife is a natural delegator so much 180 degrees different from me, but I feel like that nobody, this is a big, it could be a limiting belief but this is a big statement that nobody minds your business like you mind your business.

SUSAN: Mmmm.

CLIENT: Nobody will take care of your business like you take care of it and now, if someone is doing, if they are going to an office supply place or mailing something out or whatever, collecting mail from the post office, the actions in that area, it doesn't really matter. It just gets done but if you're dealing with a client that is a gateway to a big part of what your strategy is to grow forward. I'm hesitant to delegate that to someone because I don't want to make that client feel like they are not being honored and valued. So it's almost like I feel like I need to jump in and be the face person or at least the contact point to make the client feel valued versus if I delegate to one of our assistants, I don't want them to think, "Oh, I'm not good enough that I don't get to speak directly to you to the power..." No, I shouldn't say the powers of me but the [inaudible 13:13] if you will.

SUSAN: Go back a second there where you said, "I don't know if this is a limiting belief." Explore that just a little a little further because it sounds like that's one of the pieces that is poignant to the older business, and it's not judgment, is it. It's right, wrong, or indifferent. Just explore that a bit further.

CLIENT: Uhm, well, my wife and I have talked about this just yesterday. We were talking about it and she said, "I really think very, very differently than you do in this arena" and so we began to process that and take, okay, is this a true belief or is it

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just a limiting belief, you know? At what point is it okay to delegate? At what point is it detrimental to your business because your customers don't feel valued and honored?

SUSAN: Mm-hmm.

CLIENT: And so I think that's, and I know you do your best to serve your customers with [inaudible 14:34] across the board. No matter how successful you get, you never stop doing that, but I don't know. Maybe I'm overly concerned with over serving, over delivering. I kind have been taught that over serve, over deliver, over communicate, wow them with service that kind of thing.

SUSAN: Mm-hmm.

CLIENT: And maybe that's where that's coming from and it may be just overkill not really necessary.

SUSAN: That's right. Over serve, over deliver, overkill, overdone [laughter]

CLIENT: [laughter] Overdone. Yeah and maybe that's it. Maybe I've got to figure out what the balances of, okay, that's too much, you know.

SUSAN: Uh-uh, yeah.

CLIENT: Because a customer may not even expect it but yeah, I guess, you know, I've been drilling down even deeper, I like to wow people and I like to, it's like that Ephesians 3:20 where God says I want to do exceedingly abundantly more than what you can expect or imagine.

SUSAN: Right.

CLIENT: I love it when people do that for me and just blow me away like Ritz Carlton kind of service. It just makes my day and I kind of want to make other people stay.

SUSAN: Yeah.

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CLIENT: And maybe that's the motivation behind that.

SUSAN: So go further without me. How, I'm not even sure what the right question there is.

CLIENT: Well, I feel like I'm trying to kind of process what's coming up in this. They don't really expect that I go that much above and beyond. They may be completely delighted with the service they would get from one of our assistants.

SUSAN: Mm-hmm.

CLIENT: And my energy instead of trying to go all out and just overkill beyond what's necessary, my energy may be better served in coming kind of back to a balanced place or a centered place, and put that energy not just towards one customer but in towards reaching a lot of customers so that I don't just have one delighted satisfied person I'm serving but I've got, you know, 10, 100, or 1,000 times that many if I can figure out how to leverage it and serve more people. So it's a matter of managing my energy and seeing to value, the far greater value in serving more than just going way overboard with less, serving less people.

SUSAN: Mm-hmm.

CLIENT: So I don't know. I'm searching for answers and I kind of feel like something fundamentally for me in my belief system that's got to shift a little bit in order to grow, and maybe that's it. I certainly don't want to stay, for that company to stay in the size or the influence or the reach it is now. I want to grow much faster and we've grown to where it is now, but to get it to go to the next level and to go higher, I got to be okay with maybe delegating and at least experimenting and see how that works and be okay with prying new ground. You know maybe Susan it's that I don't want to be a bad steward and I feel like God entrusted us with something and I want to, at the end of the day for Him to say, "Well done."

SUSAN: Mm-hmm.

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CLIENT: And to me, working hard is rolling up your sleeves and getting in there and getting after it and doing whatever it takes, whether it's taking out the garbage or talking to the biggest client. Whatever it takes, you get in there with your assistants and you just get it done, and maybe in my desire to be pleasing to do a good job and to serve the customer and to really do a good job in God's eyes, I'm trying to just with sheer force, power, and strength give it my all 100%. I mean, I grew up as an athlete so, you know, the coach would say, "Leave it all on the field. When the game is over, don't have anything left. Leave it all on the field" and so maybe it's kind of that thing versus saying, "You know, I can still serve God really in a better way by shifting to a more intelligent strategy and it be a more intelligent approach instead of a brute force kind of approach.

SUSAN: Okay.

CLIENT: It's almost like serving our clients and we talked about this in one of our other sessions. I want to serve the clients and so I want to give them all the resources, the tools, and the inventories and just jump right in there and help them instead of just back it up and making all that available obviously, but realizing that I really serve them best by listening and being intuitive and allowing the Holy Spirit to speak and to bring up things and reveal things to them and allowing them to process.

SUSAN: Mm-hmm.

CLIENT: And I guess that's kind of that same thing that's jumping in there.

SUSAN: Mmm. So listening, being intuitive, hearing the Holy Spirit.

CLIENT: Yeah.

SUSAN: Allowing you to process.

CLIENT: It's amazing the connections and different areas of our life and it's like, wow, I see that same... I hadn't seen it before.

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SUSAN: Mmm.

CLIENT: And it's that same tendency that was showing up over here, well, now, I see the same tendency over there and I hadn't seen that before.

SUSAN: Mm-hmm. A lot of thoughts, yeah.

CLIENT: It's just, you know, I guess I'm just going to have to pray and say, "Lord, you know my heart's desires to serve people and wow them with your goodness" because He wows us with His goodness.

SUSAN: Mm-hmm.

CLIENT: But I don't want to get out ahead of him and I want Him to wow them instead of necessarily me wow them. Maybe that's a better... and so.... maybe I'll sit down and give Him the microphone.

SUSAN: [laughter]

CLIENT: I mean, He is still sitting there in the audience going and saying, "okay, whenever you're done. I'm ready."

SUSAN: [laughter] Good. So what does that mean, giving Him the microphone?

CLIENT: Yeah and practicality I think it's just starting to beg on. Alright Lord, I want to trust you that the people that you bring in to assist us are going to be able to serve and the system that you give us to utilize to reach more people is going to be adequate and going to represent you well and going to meet the needs of the people, and just allowing Him to use our assistance and our employees instead of me having to do, you know, I heard Jack quote say that it's funny how God drops little nuggets along the way. Jack Welch, I was listening to an interview a couple of weeks ago by Jack Welch, the former CEO of GE and he said, "You know, I'd come to a meeting and I didn't come with the answers. I just gathered a lot of great, smart intelligent people around and we'd all talk about it, and different people would come up with different answers and collectively, we'd all come up

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with things and figure out what the best idea was,” but I thought that was passé and that he didn’t provide the answers and he didn’t expect to provide the answers, and he didn’t come in the meeting with, “I got the answer.” They just came in that, “How can we do better and I know among all of us, we can come up with a way.

SUSAN: Yeah, yeah.

CLIENT: And it’s kind of that same thing, I don’t have the answer. God has got the answer but I’m willing to rely on the intelligence and the wisdom of the people that he surrounded in our team and let them go and blossom and flourish and cheer them on, you know.

SUSAN: Hmm, very coach like.

CLIENT: [laughter] Yeah. It’s a real shift I tell you. Inside, it’s a real shift in the approach of each day.

SUSAN: Mm-hmm. You had a word back there that seemed to have a little energy around it or just curious about it with the expectation and talking about the expecting that God has brought me the people that are going to be able to do, to wow the people that I love, the people I want to serve.

CLIENT: Mm-hmm.

SUSAN: And I can’t help but see kind of an interesting, maybe it’s a double entendre, right, originally, you said earlier on, maybe I need to manage my expectations about the timeline and all of those things, and then here’s this other word – expectation – in a kind of a different frame. It’s more of like a faith frame. The expectation that they are going to be able to do it, that you can trust them, that you can trust God to do it through them. I don’t know if there are any connect the dot interesting insights around that or I’ll just throw it out on the table.

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CLIENT: Yeah. I like the visual and the faith frame and the expectations and the trust and really the believing that they can and anticipating and instead of saying, “I’m not real sure” which is negative but really saying, “You know what, they are highly competent, full band width people and very creative and come up with really great ideas,” and just trust in that and believe that it’s going to be fantastic instead of getting in a fear and worry zone of “I delegated it but I might have to take it back” and living in that, “Okay, today, am I going to have to take this back and put it back on my plate?”

SUSAN: Yeah.

CLIENT: Yeah. I think that’s, I heard Steven Covey say that one time and it’s almost like a self fulfilling prophecy and it’s like an energy that we create when we believe that our teammates or our clients, if you want to apply it to coaching, are brilliant and talented and have all it takes and more.

SUSAN: Yeah.

CLIENT: And believe that they are going to knock it out of the park. They are not going to strike out. They are going to get up there and they are going to make contact, and they are going to knock it out of the park and it’s going to be a grand plan, and we’re going to get the thrill of cheering them on.

SUSAN: Wow.

CLIENT: And in that way, that’s kind of fun when I feel like it in that way.

SUSAN: Yeah.

CLIENT: It’s more fun in watching the teammates knock it out of the park than if I’ve got to get the bat and always be the one to knock it and run so we win the game.

SUSAN: Yeah.

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CLIENT: It's really a lot more... because then I rob them of the thrill as being all God has created them to be, you know. I've never really seen that before but if I keep taking the bat away from them to hit the ball because I don't think they can, well, then they never get the thrill of hitting the homerun and that's no fun, and so...yeah.

SUSAN: It looks like...

CLIENT: It really is.

SUSAN: To give it to them, yeah.

CLIENT: It's really.... It's really like the joy of, we've got three children and it's like the joy of seeing your kids do something for themselves and seeing that sparkle and confidence.

SUSAN: Oh wow, yeah.

CLIENT: Come up in them and it's kind of innate. It's allowing other people to have those breakthroughs and that confidence and victories happen in their life.

SUSAN: That's [inaudible 28:48]

CLIENT: That's a whole another dimension, you know, that I hadn't really, I wasn't really aware of.

SUSAN: Mm-hmm.

CLIENT: So really, I'm serving my teammates so that they can serve our customers instead of just going and serving the customer.

SUSAN: Wow.

CLIENT: Which I had heard Dan Cathy of Chick-fil-A say that.

SUSAN: Ah.

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CLIENT: He said, “If I can serve my store owners really well, they will serve their customers really well” and that made sense to me in my head but now as I talk about it in my own application, I feel it in my chest more than in my head, you know.

SUSAN: Ahh.

CLIENT: It’s one thing when you hear somebody say something but when you start to experience it for yourself, it’s a whole another depth.

[end of call]

KIM: So there you just heard it, an exciting session where Susan was doing what Chris said was precious little talking but the client was making tremendous movement, having shifts in his awareness. As I said earlier, really deepening his learning around this entire issue and I asked you to listen for some of the techniques or questions that Susan used to deepen the learning for him, and so I’m going to point them out just in case you didn’t pick up on them. Here are some of the questions she asked –what are you learning as you play with that delegation in your old business? Often as coaches, a clientele use a word and to take them deeper into it, we’re basically saying, “Define this. What is fulfillment mean to you or “What are you learning in this situation or what’s important to you about that?” So she highlighted that. just a few minutes later, she came back and said, “Go back to where you said I don’t know if this is a limiting belief. Just explore that a bit” and we all know that limiting beliefs are well worth explorations. So she was keeping track of everything he said but she heard where the real gold was, Chris, where to really dig. There was something that was limiting him that even he could identify but wasn’t quite sure. So she invited him deeper into that and then there’s one other example of kind of helping him go deeper where she said to him, “So what does that mean, giving him the microphone,” referring to God in that instance. “Again, define that. What’s important about that,” really

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helping him go deeper. So here's this client wanting to explore, Chris, and she's really helping him dig into the gold.

CHRIS: I love several things in this session. I love the point at which right there when she reflected back to him, "So what does that mean, giving God the microphone" that they were both laughing. That laughing was partly because it was funny and partly because it was actually kind of dispelling some energy, some pent up frustration like, "man are we getting anywhere? What's happening here?" Both of them felt that the laughter just kind of allowed some of that energy to get spent off because a great deal was in fact going on and yet it's frustrating because it's not clear yet what's going on. Are we getting anywhere? Is anything becoming more clear? I love that as we wrap up there, right at that very end, you heard the client say, "It's like I can feel it in my chest. It's a whole another depth." This client went from as a I said in the beginning, a cacophony of voices in his head, all kinds. Remember he said, "My wife and I talked about this and she said I see this very differently than you" And then he cited some Scriptures. So he's got Scriptures going his head. He talked about Ritz Carlton excellence. So I guess he's got like some commercial about over the top excellence going on in his head. He's got his ball coach in his head. He referred to his baseball coach. Jack Welch was in there, the former CEO from GE. I had Steven Covey in there. Of course God was in there. I want to hear God say well done, good and faithful. So he has got all this stuck in his head feeling very frustrated, feeling like he's really just going in a snail's pace as he is moving through this and he transitions through being heard, coming to that point of things becoming clearer. As you said at the beginning, Kim, deepening of the whole learning process for him that then they have this kind of a clarifying moment that he comes out with this. It's like, "Maybe I just need to get out of the way and give God the microphone." They laugh and then she says, "So what does that mean, give God the microphone?" She pulls out his words and keeps inviting him to explore them without her adding one more voice to his head. We don't hear Susan in what this client is processing. We hear him processing it out until it finally moves from his head

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down into his chest, into his being where he says, “It’s a whole another depth.” You heard deepening of buy in, of motivation, of passion even though we’re not yet clear now what’s the action. Okay, that’s going to come next, but any amount of action, of goal setting, time limits, that kind of stuff, that would have been putting the cart ahead of the horse with this many different conversations going on inside of this client’s head.

KIM: And this I think, Chris, is really a great example of what I would think of as courageous coaching because while it seems simple, almost like lazy coaching, just saying, “What does that mean? Explore that a bit more,” it takes such courage to stay in the question, to trust the process, to not rush to some surface solution just so you’ll tie up that loose end but just knowing that God has something in here for him. So it takes great courage to do this. I’ve noticed, Chris, and maybe you have too as well when new coaches start training and they are practicing their coaching skills and doing a good job, they are pretty good at forwarding the action. What are some steps, let’s bring some in some different ways. How do you do that? When will it be done or all people who are coaches are pretty good coaches and goal achievers is a rule. It comes rather naturally. We like to help people but to stay in the question takes a depth of maturity in coaching. I think almost experience, seeing that the process works week after week after week after week until we can just go in blind and trust the process, ask these deepening questions, let the client explore knowing that by the time the session wraps up, he or she really will have moved forward.

CHRIS: Courageous is a good word for it because I do believe that that, well, you and I know even from the training that we do. This is one of the toughest things for our students to, I want to say to learn but honestly, I’ll speak from my own perspective. When I was a psychotherapist training for this field, I felt like what we’re talking about here was what I had to unlearn. I was so used to being the person who is paid really good money to come in there and try to help fix some things, try to bring healing. “Come on, man. I’m bleeding all over the place here.

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Do something.” You bet, I’m Johnny on the Spot. I’ll show up and I’ll start doing all kinds of things and they were helpful. In my role as psychotherapist, there were times where I had to play a very directive role. I had to bring some clarity from the outside because it was such chaos in the inside of all the emotions and the mess of what life had become for persons. And even when I wasn’t being so directive as a therapist, still, you have a template in your mind. That template is called mental health. You have a picture of where you’re trying to get the client. You know what healthy communication looks like. You know what a healthy model of parenting looks like. You know what healthy functioning on the job or healthy communication between husband and wife looks like. So you have templates, models that you’re working from as you explore with the client. In coaching, no. You don’t know what the Lord’s call for that person’s future is. You don’t know what the path is going to be for them. You must not just add one more voice, one more piece of noise, one more great very well intentioned piece of advice that might miss the mark as much as 10 others, or even if it’s on the mark since it didn’t come from the client. They are not going to follow through on it. This willingness to show up and trust the process, use the skills but stay in the question is so tough to teach.

KIM: It is but you could hear that the client mentally and even verbally was really connecting some dots between things that were in him in his head but weren’t really connected and integrated deep into his life. So that’s part of what happened here. The other thing, Chris, that we mentioned at the beginning was that key worded reflecting. Not cluttering the space with a lot of words and a lot of thoughts, but picking the real diamonds and gems, and just mentioning them. Just a few examples where Susan did this was one, when she said this kind of a long sentence. “Over serve, over deliver, overkill, overdone.” You heard some more of that beautiful, gentle laughter, but it was just in its stark presence on that black velvet cloth. It was just beautiful and timely for what the client needed there. She did it again later on when she just reflected back some of the things that she’d heard him say. So she’s not using interpretations on them but just listing

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listening, being intuitive, hearing the Holy Spirit allowing you to process, and then later on she did it again with that word “gift” giving that gift to the people he is working with and his associates. So some nice examples and I want you to think back or maybe even listen again to hear how these worked almost as questions even though they weren’t. So again sometimes, new coaches know that coaching is a lot about questions, staying in the question, but it almost begins to sound like a Gestapo interrogation. What about this? What about that? Well, if you do this, what would happen? The person is just kind of reeling from almost as if it were too many powerful questions one after another and the way Susan uses this key worded reflecting is she highlights the keyword and then just pauses. What’s beautiful, she doesn’t have to choose a path for the client and hope it’s the right one. The client’s mind will automatically go to the best spot, wherever that is, to dig into that deep emotion or deep learning or awareness of whatever that word represented. So again, a beautiful example of key worded reflecting.

CHRIS: If I were to capture the one word of it, I think states what the client came away with in terms of an “aha” a deepened learning experience, the word was delegation. He danced around that word. He knew he needed to do more delegation. His wife wanted him to delegate more. He realized that unless he starts delegating more, he’s going to be chief, cook, and bottle washer forever and never make this transition. So he danced around that word a lot but when he got his big “aha,” his reflection back on that is, “I think I want to take a more intelligent approach instead of a brute force approach. I want to get out of God’s way and let Him wow them instead of me wowing them. Then you heard him talk later about how he wanted to let his people have the fun like he tries to let his kids have, of letting them get up to bat and maybe they will strike out or maybe they will hit the homerun, and how thrilling is that? He came to a different space of being okay, even being willing to embrace perhaps delegating. He knew he needed to delegate. He was not delegating and he was not ready to delegate. Again, we’re stopping before this entire session is over but I believe this client came to a far greater space by the end of being ready to delegate and being

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motivated to delegate and stick with it even when things don't quite go so well and they don't do it the same way you would. That was the pivotal change that was needed and it came as a result of this just willingness to be in the questions long enough until the answers provided themselves through the client, to the client, facilitated by the Holy Spirit. Beautiful.

KIM: Yeah, absolutely. That coach approach that he takes with his clients, it sounds like he's now taking with his business and the people he works with. So it's nice transference of skills he already has and working with his strengths as well, Chris.

CHRIS: Well, if you like what you hear and you want to learn more about what we do, we always direct you just to our website for the podcast here, ProfessionalChristianCoachingToday.com but we would encourage you to go to our sister site for the school and that's simply at ProfessionalChristianCoaching.com. ProfessionalChristianCoaching.com will take you Professional Christian Coaching Institute. You'll see our amazing faculty out there. We have 21 persons all of them ICF certified coaches, all of them training in a myriad of different areas of specialization as well as what the International Coach Federation calls the core competencies, the 11 primary skills that we're training around and that you hear us unpacking here when we do these master-full coaching sessions. If you want more information on that, that's where to find it on the web, ProfessionalChristianCoaching.com. Of course then, be sure and visit us at the podcast site, ProfessionalChristianCoachingToday.com and you can avail yourself of more of our information out there as well and past episodes of this podcast. So with that, we'll just remind you of the mantra here, keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.