



What Drives Your Client

Class #1. What Your Client is Chasing

Your client will come to your coaching sessions with goals, desires and wants, complicated by fear, confusion, frustration, needs, shoulds, coulds and woulds. How do you sift through all of this and find what's most important and what will help them succeed? This class will get you started separating false issues from authentic issues in a way that instantly adds value for your client.



Clean energy costs the environment less. Human energy can be clean or costly too.

In Class #1 of this 2-week mini-module, we'll explore the expensive energy that 99% of your clients are using. In Class #2, we'll talk about clean energy sources, how to connect your client with them and how to boost their energy even more.

Anything your client has to chase after is costly. On the other hand, the things that pull your client forward are very clean. In fact, sometimes they give the client even more

energy. Think of the last time you felt inspired. Did you feel energized? Was it easier for you to follow through on your goals? That's clean energy.

Examples of Client Drivers

What pushes your client forward (and has greater costs than benefits)	What pulls your clients forward (and benefits more than costs)
Wants	Love
Needs	Values
Fears	Integrity
Shoulds	Curiosity
Coulds	Clarity
Woulds	Vision
Ego	Spirit
Avoidance	Legacy
Comparison	Focus
Compensation	Being
Confusion	Giving
Doing	Allowing
Pushing	Faith
Worry	Fulfillment
Self centeredness	Real Wants



We go over several of these terms and what they mean in class. We'll define a few of them in this guide. First, let's look at why a client might hire you.

A client hires a coach because the client wants things that they hope the coach will help them get. This suggests that the client may be having trouble getting what they want on their own. Ever wonder why it is that people have difficulty getting what they want? Here are a handful of reasons:

1. They don't know how
2. They don't know where what they want comes from
3. They're stopping themselves from succeeding
4. They don't know what they want

The first reason above can be solved with some training. Assuming there is in fact, a way to get what they want, if you know how to do it, then you can train them to get it. Simple.

The second reason is a bit spiritual and you may or may not be comfortable with it. Call it Science of Mind, Positive Thinking, The Law of Attraction, or The Secret, people gets things in surprising ways. Pushing and striving aren't effective in this approach.

The third reason can be frustrating for the coach and client until you learn to recognize it. The client is actually stopping themselves from succeeding. The reason is obscured. This requires delving into inner dynamics. That's a different module.

The fourth reason is surprisingly common: The client actually doesn't know what they really want. It's possible to help them get what they don't want – with effort – but if you do, they won't be happy with the results. Unfortunately, this is what most coaches do most of the time. On the other hand, if you help them get what they really do want, your job will be *easy!* Be sure to watch Mattison Grey in the Greystone Guides video and Anthony Robbins in the TED video in the resources section of this guide, to see what we mean.

“High performers can get themselves what they *don't* want.” – Mattison Grey, Professional Business Coach

Don't help people get what they don't want!

What the client says they want	What they really want
Usually based on externals	Always comes from inside
Client “knows” it in their head	Client often doesn't know it or doesn't admit it
Does not energize	Energizes
Requires striving and pushing to achieve	Pulls the client to it with surprising ease



Satisfies briefly when achieved	Gives lasting fulfillment
Values	Needs
Client is attracted to them	Client needs them to avoid something else
Fulfills	Relieves
Who the client is	Who the client is compelled to be
Life is easier when it revolves around them	Life is less painful when they are satisfied

Shoulds	Coulds	Woulds
Something somebody else told you should do, you believed them and you feel significantly uncomfortable until you do it – unless you get clear about what you really want.	Something somebody else told you could do and you feel mildly interested in doing it. (And you haven't discovered something better, yet)	Something you say you'd do "if only". You're really just playing games with yourself. If a client is heavily invested in "woulds" they'll be a pain to coach.

How do you discover if your client is being driven by expensive energy sources or clean energy?

- Notice if pursuing their goals is draining or stressing them, or are they getting increasingly energized
- Notice if achieving their goals gives lasting fulfillment or just an ego rush, or temporary relief
- Notice if the client has a sense of wholeness and serenity or fragmentation and distress

Questions to ask:

- Is this your goal or someone else's?
- When you achieve this, what will it bring you?
- Who would be disappointed if you didn't achieve this?
- What would happen if you drop your goal all together?
- Is fear driving you or desire?

Resources:

Videos:

Mattison Grey video

<http://www.greystoneguides.com/gg/articles/media.shtml>

Anthony Robbins video

<http://www.ted.com/index.php/talks/view/id/96>



Books:

Stand Up for Your Life by Cheryl Richardson

Take Time for Your Life by Cheryl Richardson

The Portable Coach by Thomas J Leonard

