

The Nine Step Coaching Strategy

By Phil Kaplan

1. Ask a key question to isolate a want (and perhaps an obstacle)
2. Listen
3. Answer the original question yourself in the client's words, and ask for agreement or clarity. (so, the most important want is . . .)
4. Assess your belief, the client's belief or willingness to trust (trust can ultimately turn to belief), and the environment's support of the belief.
5. Demonstrate your power to provide effective prescription, the client's power to initiate change, or evidence that you've achieved this result for others, seeking an EEM shift in the client's mind.
6. Determine if a nudge or a shove is better for the individual
7. Review the key points of the discussion including the most pressing outcome, review your assessment of the obstacles you've discussed and an overview of the action plan, and suggest the push or the shove, then ask for an honest response as to the value of the planned approach.
8. Based on the preliminary action plan overview you outlined, ask, "What do you know you'll do between now and next time I see you?" Provide a backup alternative. i.e. – "If you don't (do what you said you know you'll do), I want you to let me know ASAP so I can prepare a plan that takes into account what you have or haven't done. No surprises at our next visit."
9. Ask for an adherence check before the next meeting such as an email the next day or a phone call after the conclusion of the first scheduled workout