

chapter twelve coach yourself: a life-coaching programme for change

nomentum

About the programme

This programme has been tried, tested and developed over five years. Hundreds of people have used this programme (or earlier versions of it) to make significant changes in their lives, and in doing so have given feedback as to what was useful or not useful for them. This feedback allowed psychologists at the University of Sydney, Australia, to fine-tune and further develop the programme, and to discard any techniques and strategies that were too complex or confusing to use. After this extensive development process was complete, the programme as a whole was validated in a scientific study run by the Coaching Psychology unit at the University of Sydney.

What does the research show? Does it really work?

To determine whether the Coach Yourself programme was truly effective, 20 individuals used it to help them make a number of changes in their lives. These changes included starting a new business, enhancing time-management skills, career development, and improving interpersonal skills. On average these people had been trying unsuccessfully to make these changes for 23.5 months. Rating their progress towards goal attainment before and after the programme on a scale from 1 to 5 (5 being total goal attainment), there was a statistically significant difference before and after the Coach Yourself programme. That is to say that completing the Coach Yourself programme really helped these people reach their goals. What's more, there was a statistically significant decrease in depression and stress, even though depression and stress were not specifically targeted in the change programmes.

As well as testing the programme as a whole, all of the individual techniques and strategies in this programme have been empirically validated – that is, they have been shown in scientific studies to be genuinely effective means of inducing change.

This programme is no 'magic bullet', there's nothing mystical, mysterious or complex about it. In fact, it's taken years to make it simple (*see* Figure 12.1).



Figure 12.1 A road map of coaching

Keeping it simple

A common mistake in life coaching is to try to change too much, too fast and too soon. Research shows that it is best to make small but significant changes in two or three key areas of your life, and that these small changes inevitably lead to big changes over time. Trying to change your whole life at once will not normally be effective. Small steps lead to big changes. Making two or three small but significant changes in your life spreads the benefits of change throughout your life. It's like dropping a stone into the centre of a still pond – the ripples reach to the very edge.

This programme is based on the following principles:

- Make the implicit explicit examine and question the assumptions we make about our lives and ourselves.
- Keep it simple.
- Do the least work to make the greatest change.
- Focus on solutions not problems.
- Don't try to solve the unsolvable.
- People are functional not dysfunctional.
- People have the abilities to reach their goals, despite the fact that they may not acknowledge these in themselves.

Why you need to 'write it out'

To complete the programme you need to do a fair amount of writing about your thoughts, feelings, dreams and plans. Sometimes people doing this programme feel that actually putting pen to paper is not necessary and that they can make changes and coach themselves without completing the written exercises. It has been my experience that people who do not complete the written exercises are not as successful in making changes – the written exercises significantly contribute to your chances of success. If you skimp on the written exercises you are cheating yourself.

What does the research show?

Written exercises can be a powerful way of creating change. Depressed patients who complete written homework exercises have been found to improve three times as much as those who do not.¹ Writing it out helps make change in a wide range of areas, including panic attacks,² test anxiety,³ and shyness.⁴ Of course, it could be that people who complete the written exercises are more motivated to make changes and that is why they get better. But by using sophisticated statistical techniques it has been shown that while individuals' levels of motivation were important, it was the written homework, not the motivation, that caused people to make changes.⁵

Laying the foundations for change

What do we need to create purposeful change? Essentially there are four factors.

1. We need a sense of *discontent with the present*.

If we are really happy with what we have then why bother changing?

2. We need a broad, inspirational vision of the future.

If we're uninspired by our vision of the future, we're unlikely to put the effort in to create change – if the vision we have is too rigid and specific, it will not allow us the necessary flexibility in the enactment of our action plans.

3. We need the *skills to reach our goal*.

Here 'skills' means both *skills* and *knowledge*. Without both of these we will have the desire and vision to change, but will not know how to do it.

4. Underpinning both of these is *continuous and deliberate action* towards our goals.

Creating purposeful, directed change requires *continuous and deliberate* action – not just wishful thinking (*see* Figure 12.2).



Figure 12.2 The foundations of change

How do we create change?

If we want to make real, lasting change we need to make sure that all areas of our lives are supporting us in reaching our goals. The House of Change reminds us that we need to alter our thoughts, feelings and behaviour and set up the situation or our environment so that we are supported in making change. Changing just one of these four probably will not bring us the results we want, or at least the change won't work for very long.

The Coach Yourself programme

Step 1 An irritations inventory

Think about the main areas of your life. In each of these areas think about what it is that you are not enjoying. What are the things that make your life uncomfortable? What are those irritating things that you've learned to tolerate and put up with? Here's a list of ideas to get you started. Add your personal irritations if these don't match your life:

Working life	Work performance				
Working for a lousy boss	Unmanageable e-mail and voice mail				
Too stressed	Poor time management				
Insufficient resources	Unclear job role				
Insufficient pay	Not organized				
Low work satisfaction	Poor relationship with work colleagues				
Inadequate training and support	Over-long work hours				
Working in the wrong occupation	Not delegating enough				
Poor working conditions	No recognition / reward				
Dysfunctional organization culture	Poor leadership skills				
What else?	What else?				

chapter twelve

pages176/177

Family life	Career development
Deteriorating relationship with partner Children too messy/noisy Not seeing relatives Not enough family time Family life feels like a burden Poor relationship with children Lack of communication	No explicit written business/career plan Fear of losing your job Dead-end career path
What else?	What else?
Physical health	Emotional life
Overweight Feeling unfit Lack of energy Unhealthy, unbalanced diet Not enough exercise Back/neck pain Drug/alcohol intake Smoking <i>What else?</i>	Feeling too stressed or fearful Feeling down or depressed Sense of being lost Being perfectionist Unhappy with appearance Poor time management Lonely and isolated Anxiety about the future <i>What else?</i>
Money/finances	Personal growth
Unmanageable credit card bills Unpaid bills keep piling up Not enough provision for retirement Not enough life/health insurance Bank overdraft Not enough money for lifestyle Worry about money	Lack of intellectual stimulation No spiritual direction Poor self-acceptance Sense of stagnation No participation in the local community Need to 'know more' Lack of time for self-reflection
What else?	What else?

Home situation	Social life
Size, type of house/home	Socially isolated
Not your preferred residential area Home constantly too messy	Never going out for recreation Lack of fun in your life
Home needs redecorating	Friends who 'use' you
Car/appliances need repair or	Small social circle Too many people in social life
replacement Rent/mortgage repayments too high	Only superficial social contacts
Furniture needs replacing	Lack of meaningful friendships
Washing-up never done	
What else?	What else?

Any other life areas or irritations not listed that are relevant to you?

What does the research show?

The idea that it is worthwhile spending time examining one's life goes back at least to Socrates – 'the unexamined life is not worth living'. But pyschological research also supports the process of self-assessment or self-examination in order to dismantle those irritating barriers to personal growth.

Often the nagative things that we learned to tolerate are in fact quite easy to identify and change. As far back as 1954, studies⁶ found that systematically taking a personal inventory helped people reach their goals quicker, and in 1976 studies⁷ found that self-assessment increased self-awareness and personal wellbeing. What's more, this process is effective for enhancing a wide range of life issues, including career development,⁸ hyperactivity,⁹ and sales performance.¹⁰

Step 2 Select an area to work on

From your irritations inventory or your previous experience select an area of your life in which you'd like to see some changes. You may of course choose more than one.

- Life area one is
- Life area two is
- Life area three is

Step 3 Understand change

Task: work out which stage you're at

James Prochaska and Carlo DiClemente's work on the stages of change shows that change is a complex, dynamic process which has six stages. For the life area(s) you choose to work on, identify the stage of change that you are at.

Stage of change	Explanation
Pre-contemplation	I haven't been thinking about making changes in this area and I don't intend to in the near future
Contemplation	I have thought about making changes in this area of my life, but haven't actually done anything about it yet.
Preparation	I am intending to (or have just started within the past week) to make some changes in this area of my life.
Action	I have been actively making real changes in this area of my life for at least the last month.
Maintenance	I have been actively making successful changes in this area for about six months.

Task: aim for the next stage

Relapse

You need to be able to move yourself from contemplation, through to preparation and into action, and from action to maintenance and termination. Certain techniques work particularly well at specific stages.¹¹

Tips to move forward
Focus less on changing others, or demanding that the situation changes, and focus more on what you are doing to create or maintain the problem.
Look to see what factors could support you in making change – friends, social networks, what you could change in your environment that would help you reach your goals.
Get angry about how the problem has had a negative impact on your life.
Turn your attention from trying to understand the 'why' of the problem to the 'how' of the solution.
Tune into the reasons for change rather than the reasons not to change.
Examine a wide range of options.
Don't rush into change – develop a sound action plan first. Make a genuine personal and public committment to change.

	Continue to see yourself from a new perspective – focus on the future and your new changed self. Focus on how good you'll feel when you make these changes. Continue to make a genuine personal and public commitment to change.					
	Keep busy and focused on action and activity.					
Action	Make sure your situation or environment continues to support you in making change.					
	Find someone else to co-coach or help.					
	Avoid complacency – avoid relapse.					
	Reward yourself at regular intervals.					
	Recognize that maintenance is a long-term, ongoing process.					
Maintenance	Give something back to those who helped you, and help others					
	make similar changes.					
	Consolidate and build on the benefits of the action stage.					
	Accept that relapse is normal.					
Relapse	Learn from past mistakes.					
ποιαμοσ	Abandon past failed 'solutions'.					
	Move back into action as soon as possible.					

Step 4 Creating dreams

Task: write yourself a letter from the future

Choose a date in the future – this should be at least three months' time, and up to one or two years. Imagine that you have travelled in time to this date and you are sitting down writing a letter to your coach (which is yourself) telling them how great your life is now, and how you've managed to get rid of so many of those things that were irritating you.

When you write this letter, rather than focusing on the negative – the things that you want to be rid of – write about what you would like to

have happening – focus on the solution, not the mere absence of the problem. Don't forget to include the whole of the House of Change – situation, behaviour, thoughts, and feelings. Also write about how your needs and values are being met and expressed and how these are motivating you. You might like to use a separate piece of paper for your letter from the future.

This letter from the future is a simple and very powerful tool for change. Over the years I've consistently been amazed at the fabulous results people have achieved using this technique. When I started using this technique in my coaching practice I thought it would appeal only to individuals who saw themselves as being 'creative' types. But this technique has been used successfully by an incredibly wide range of personality types, including elite Royal Australian Air Force test pilots, captains of industry, school teachers, builders and construction workers, and accountants. It really works!

Task: identify your needs and values

Values and needs are powerful motivating factors in our lives, so much so that throughout history people have been prepared to die for them. On a less extreme basis, people who act in accord with their needs and values are more likely to achieve their goals. If you want to create real change in your life you must take time to identify the values and needs that are important to you.

You must make sure that these needs and values are really *your own personal needs and values*. We need to take time to examine this – time to make the implicit explicit. It is easy to unthinkingly take on other people's or society's values when deep down we know they are not our own. If in the past you have had difficulty in making changes, it may be that you have been trying to make changes based on what others want.

What does the research show?

In a study of 271 sales people, Michael Swenson¹² and Joel Herche found that individuals' values were predictive of sales performance – individuals whose work was in alignment with their core values had greater sales performance.

Here is a list of some values and needs that may be relevant to you. Read it and identify the needs and values that are important to you in each of the two or three areas of life you want to work on changing.

Accomplishment Acknowledgement Adaptability Artistry Authenticity Beauty and aesthetics Being admired Being alone Being different Being valued Being with others Belonging Change and variation Collaboration Communication Community Competition Comradeship Control over time Creativity Excitement Expanding knowledge Fun and enjoyment Freedom to choose Friendship Helping society/others Honesty Humour Independence Influencing others Integrity Intellectual stimulation Interaction with public Intimacy Joy love Making decisions Medium pace Meeting challenges Money Order Participation Peace Personal empowerment Physical health Power and authority Profit Recognition Respect Security Self-determination Self-expression Self-fulfilment Sensuality Sexuality Solitude Spirituality Stability Status Success Support Time Tranguillity 7est

What other values and needs are important to you that are not on this list?

Now write down up to seven needs and for each life area check whether these needs are met 'Always, Often, Sometimes, Seldom or Never'. Rank from 1 to 7 the relative importance you place on each need or value.

My needs and values are	Rank importance	In this area of my life these are met					
	from 1 to 7	Always	Often	Sometimes	Seldom	Never	

You need to make sure that your most important core needs and values are expressed and supported in your change programme.

Step 5 Maximize your motivation

Having clearly defined goals has been shown to be an effective way of bringing about successful change in your life. But goals need to be SMART.

coachyourself

Specific: vague goals lead to vague, half-hearted attempts to achieve them.

Measurable: we need to be able to evaluate our progress.

Attractive: if we don't want it, we're unlikely to put in a sustained effort.

Realistic: we must be capable of achieving the goal.

Time-framed: we need to have an appropriate time frame in mind.

Here's an example:

Life area physical health					
Project name 'Th	ne fit, flexible and pain-free me!'				
Sign/symbol pho	oto of myself when younger looking, active and fit				
Purpose to reduc	e neck and back pain, to be fit, lose weight				
Values respect for	or my body, personal empowerment				
Goal	Goal Be fit and flexible, reduce neck and back pain				
Specific Swim 10 laps in 25m pool, 3 times a week					
Measurable Keep monitoring log on office wall					
Attractive Will feel fit, flexible, more productive					
Realistic Pool near work, can swim before work					
T ime-framed	Have weekly plan, start on Monday				

Life area	
Project name	
Sign/symbol	
Purpose	
Values	
Goal	
Specific	
Measurable	
Attractive	
Realistic	
T ime-framed	

Rate how attractive this goal is	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
Rate how challenging this goal is	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
Rate your confidence in reaching your goal	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

Ideally, your scores will be in the following ranges:

Attractiveness 8 – 10 Challenge 7 – 9 Confidence 7 – 9

If your scores fall outside these ranges you may need to rework your plans by making them more/less attractive/challenging.

Any changes?

coachyourself

pages186/187

chapter twelve

Task: weigh up the positive and negative effects of making a change

To stay motivated you need to think about the positive effects of making a change and the negative effects of failing to do so.

Write down the positive and negative impacts of making changes in each of your chosen life area(s).

Negative effects which will be caused by my failure to make changes in life area 1 Positive effects in my life when I do make changes in life area 1

Ask yourself ... which side looks better to you?

Step 6 Turn Your ANTs into PETs!

What kind of negative self-talk (automatic negative thoughts) is likely to come up as you begin to work on your change project?

Ask yourself: 'How would thinking like this affect me? Will it help or hinder my progress?'

If you decide that this kind of thinking will not enhance your performance, ask yourself: 'What kind of positive self-talk (PETS – performanceenhancing thoughts) would be useful?' Write down these ideas and keep them where you can see them.

You might like to take an inventory using a table like the one below.

Event	ANTs	Feelings	Evaluate ANTs How are they inaccurate? how are they unhelpful?	New PETs

Step 7 Focus on the solution

Task: build up your motivation to change by spending some time thinking about your new life. See it in your mind's eye. Run through it like a movie – what's happening in this positive, solution-focused future life? Allow yourself to enjoy a day-dream about the future.

- What's the *situation* like? How is it different and better than the past?
- What are you doing? How is your *behaviour* different and more effective than the past?
- What are you *thinking*? How do these new positive, solution-focused thoughts enhance your life?
- How do you *feel*? How do these feelings support you in reaching your goals?

For each life area you choose, ask yourself the following questions.

How would I notice if I reached my goal? What would be different about the situation or environment? How would I be behaving, talking, feeling? How would other people notice that I'd changed?

Task: write out how your thoughts, feelings, behaviour and the situation will be supporting you in reaching your goals. We're also interested in how the interaction between our thoughts, feelings and behaviours help us reach our goals. Use the House of Change as a guiding template and think about the following questions:

- What is your goal?
- How does the situation support you in reaching your goal?
- What small changes can you make in your usual environment that will help you reach your goal?

- What are you doing (behaviour) that helps you reach your goal?
- What are you thinking and how does that impact on your feelings and behaviour?



Task: check and see how far you've progressed already!

In solution-focused coaching we often find that people have already moved a considerable way towards the realization of their goals even before they start systematically working on achieving them. Take a moment to rate how much progress you've already made.

0	1	2	3	4	5	6	7	8	9	10
No				Moderate goal				Со	mplete	goal
Char	ige			achievement				а	chieve	ment

Step 8 Gather your resources

Task: choose a name for your project, and a symbol or sign to represent the project

Think about the development of your future life as a *project* you're going to undertake. Making this project as real as possible can be helpful in forwarding the action. So, choose a name for your project and a sign or

symbol to represent the project. The sign or symbol can be anything you like, as long as it has meaning for you.

Having an easily accessible mental image of the project helps you to stay on track. For this sign or symbol you might want to do a sketch, or collect some item or memento and put it where you can't fail to see it.

Task: map your resources

What resources do you have that will help you in moving towards your goals?

- physical resources
- mental/intellectual resources
- emotional resources
- spiritual resources
- financial resources
- situational resources.

Task: think about your life areas and the things you want to achieve. Look back in time to where you have faced similar situations and challenges. What strengths did you have that helped you deal with the situation? Note that it doesn't matter if you were 'successful' or not. What matters is that you recognize that you really do have the abilities to succeed. Make a note of at least five strengths that you bring with you to your life challenges.

Step 9 Staying on track

Task: develop an action plan

Small steps lead to big gains. When developing an action plan, remember: **Keep I**t **S**imple.

Ask yourself: what would be a small but significant step that would move me towards my future?

What would be the next step after that one? And the next one? And the next one? Develop a series of small steps that will make your project really happen. Describe these steps in ways that outline what you will *actually be doing*. This way you have an easy-to-follow plan of action. For example:

If your goal is to make your work more *enjoyable*:

You could write:

'I will focus on the things that I enjoy in my work. I will keep a note in a journal of the enjoyable things (however small) that happen at work and I will find a way to make these things happen more often.'

If your goal is to make your work more *productive*:

You could write:

'I will take note of the times when I am productive, work out what I am doing well at those times and do more of that. I will examine my time management and improve on it. I will keep a log of my time use for one week, analyze where I am wasting time, and make moves to reduce these time-wasters. If necessary I will seek out a mentor to help me improve my time-management skills.'

If your goal is to make your work more *harmonious*:

You could write:

'I will focus on other people's good points. I will talk enthusiastically about my work. In my interactions with others I will listen to what they have to say before responding. I will express my views in a moderate fashion and develop empathy for other people. I will acknowledge others' successes. I will not fuel heated conversations; rather, I will be a voice of calm, reason and moderation.'

For each of the life areas you want to work on, plan a series of small steps:

- Step 1
- Step 2
- Step 3
- Step 4
- Step 5

Make more than five steps if you like.

Task: anticipate problems and work out how to solve them

Ask yourself:

- What obstacles might slow down my progress?
- What setbacks might occur?
- How can I overcome these obstacles and prepare for any setbacks?

Make a note of the factors working for and against change.

Task: optimize your optimism

List five reasons why you will be successful:

Task: commit to action and make a decision to begin

Now we need to commit to action – thinking, wishing, wanting are not enough, we need to DO IT and to start RIGHT NOW! Now that you know how much you have to gain, ask yourself: 'Am I prepared to give it a real go?' Put it in writing.

My Contract For Change
personal responsibility for creating change in my life. I will begin the project called
through. I've listed the benefits of living in the solution and I am
going to start living in the solution from
Signed
Date
Witness

What does the research show?

Making a written contact to make changes really helps people stick to their change committment. In one study¹³ schoolchildren aged 9 to 12 made a written contract to study consistently. They spent more time studying and their grades increased significantly. Making a written contract helps people stick to exercise programmes¹⁴ and helps maintain motivation when looking for a new job following long-term unemployment.¹⁵ Written contracting has also been used extensively and successfully in suicide prevention.¹⁶

We now have many of the skills we need to create real change. We understand the change process, have looked at our values and needs, and learned how to align our thoughts, feelings and behaviour with our goals. We know the value of structuring the situation or environment to support us in reaching our goals and we've set SMART goals, formed a plan of action and made a written committment to change. Now we need to set up a system that will keep us on track. We need to be able to regularly monitor and evaluate our progress and do more of what works, and less of what doesn't work. This kind of feedback is vital if we are going to make real change (*see* Figure 12.3).



Figure 12.3 A system for staying on track for change

Task: monitor your progress

In order to monitor your progress and evaluate how your project is going, you will need to keep a journal of your project. What kind of journal format will be best for you? Will you need a folder to put your notes in? Is a diary best? What other journal-type processes might be useful?

Here's an example of one kind of simple weekly self-monitoring log that you can use to keep a record of the actions you need to take in order to create your desired changes.

	Change Action 1 Done Yes/No	Change Action 2 Done Yes/No
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Each week, preferably at the same time on the same day, set aside some time to hold a self-coaching session. This need take only ten minutes, but it will significantly enhance your probability of success.

What does the research show?

Regularly spending a short time elevating how you are sticking to a change programme increases your chance of successful change. It has even been found¹⁷ that regularly examining household energy use on a bi-weekly basis reduces energy consumption. Regular self-assessment has also helped overly aggressive baseball coaches to develop more effective coaching behaviour and heightened self-awareness.¹⁸

Task: use the GROW self-coaching method

Use the GROW model to monitor your progress.

In your diary, schedule a weekly GROW session. Take time to look at:

- GOALS
- REALITY
- OPTIONS
- WRAP-UP (the way forward see Chapter 9).

Step 10 Getting help

You can't get support unless you let people know what you're doing and why you're going to be successful. So, let people know that you are starting this project – broadcast your good news! Who will you share your news with?

Does anyone need to know about your plan?

Sometimes, for example in business, we need to inform others of our plans. In other situations it is best not to tell people but to just get on with it. A simple rule of thumb is to share your 'up' goals only with those who will support you in attaining them. For example, if you want to be the best salesperson in your company, share that goal only with your sales manager, not the salespeople you are in competition with.

Co-coaching

Making change is often easier with a co-coach.

Who can you co-coach in making changes?

What kind of guidelines will you need? How will you co-coach – do you prefer to co-coach by phone or face to face?

Put something back – give back to others

What can you do in order to give a bit back? How can you help other people who are also trying to make changes?

Step 11 Celebrate your success

How can you celebrate on a daily basis and at the end of your project?

You might like to develop a success-monitoring log in which you keep a note of your success and the feelings associated with each success. Focusing on positive outcomes in a monitoring log is a powerful means of keeping the action plan moving forward.

	Successes I had today and how I felt
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

Step 12 Draw up an action plan for the first four weeks of your change programme

What needs to be done, and when? Draw up or use a time planner like this one below and put it up where you can see it. Remember to renew this when the four weeks are up.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Now draw up a detailed plan for the following week. Set yourself a goal to achieve each day. Work out below what you are going to do each day. You might like to rate your successes in achieving your goals on a daily basis on a scale from 1 to 10.

Day	Things to be done and things I did	Success rating 1 to 10
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

You MUST do something each day that moves you towards your goal.

If your plan doesn't call for concrete action each day, work out how you can strengthen your commitment on a daily basis.

You could work on developing your vision – write about it, collect newspaper clippings, magazine pictures, do some research/reading. Whatever you do, you *must* keep a record of it.

Finally, ask yourself: How will I feel if I make this plan and *DON'T* carry it out?

Circle one of the following

Absolutely	Really bad	OK	Pretty good	Fantastic!
terrible				

How intensely will you feel this? Check one number below

1 2 3 4 5 6 7 8 9 10

How will you feel if you *DO* stick to your plan? Circle one of the following

Absolutely Really bad OK Pretty good Fantastic! terrible

How intensely will you feel this? Check one number below

1 2 3 4 5 6 7 8 9 10

Ask yourself: which feeling would you rather have? It's your choice!

It's your life - what are you going to do with it?

pages202/203

chapter twelve

coachyourself

momentum