

THE BEST LESSON
WE'VE LEARNED
IN **15** YEARS OF
COACHING



CAM Free Webinar

September 20, 2023

Welcome

✓ Brian Miller, PCC
Executive Director | CAM





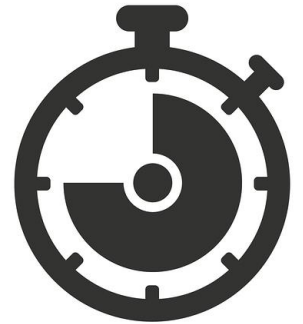
BEST PRACTICES

- Lots of attendees, so everyone is MUTED.
- Use the QUESTION feature to ask and share anytime

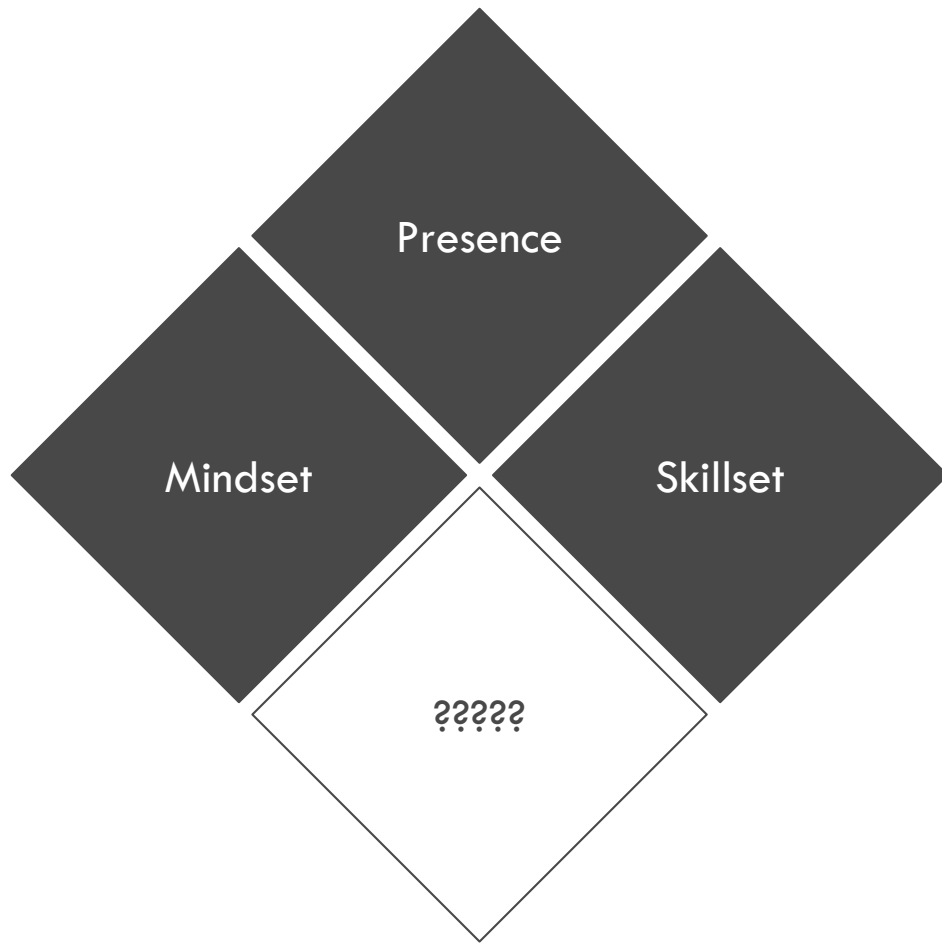
Today's Agenda

Each quarter, CAM provides a free webinar to support the development of coaches around the world.

Today's focus: the best lesson we've learned in 15+ years of coaching.



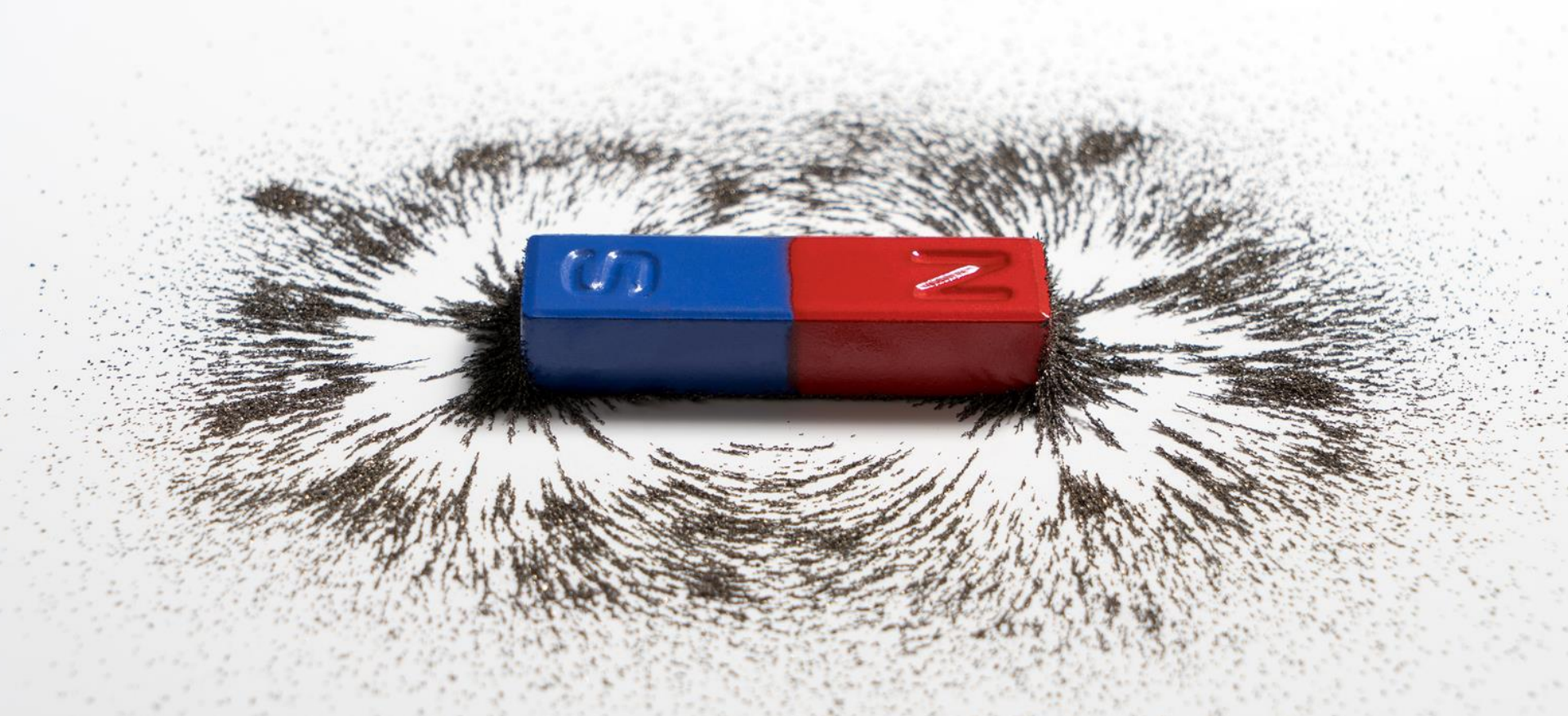
45 min



Every coach needs:

- ✓ A coaching presence
- ✓ The mindset of a coach
- ✓ The skillset of a coach

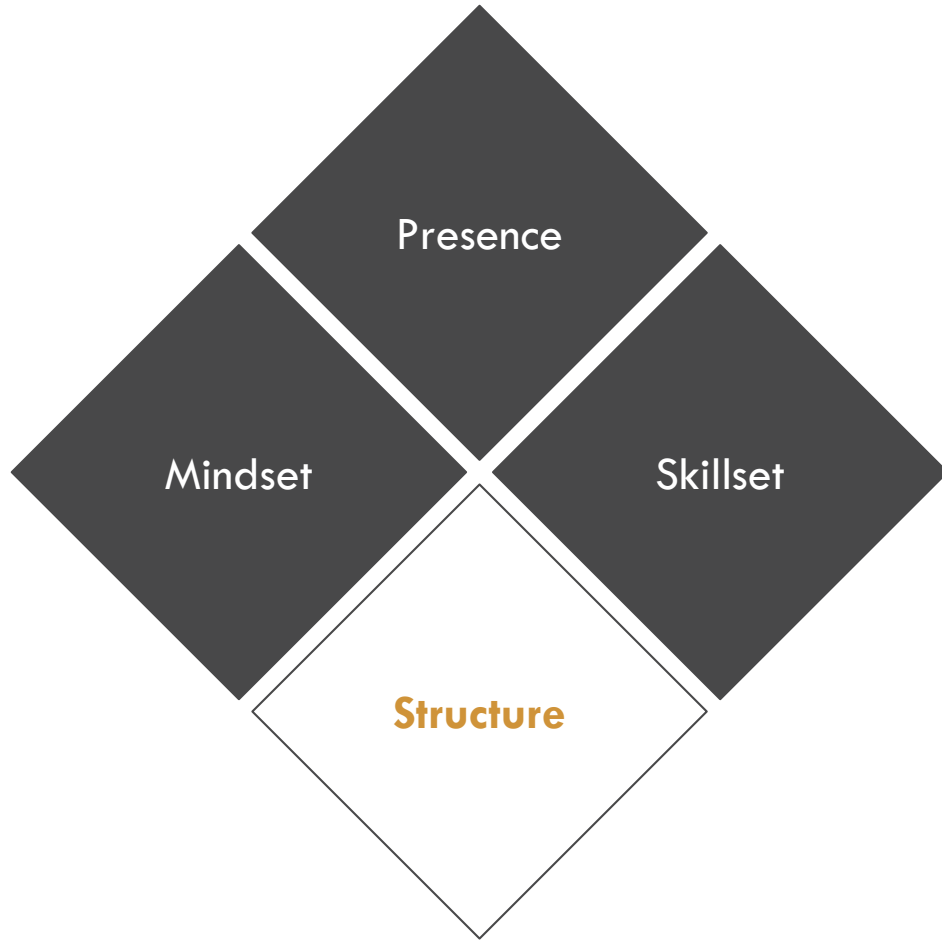
But even with these 3 essentials
you can still fall flat!



It's not enough to attract people who need support.



It's not enough to ask,
listen, and skillfully
converse.



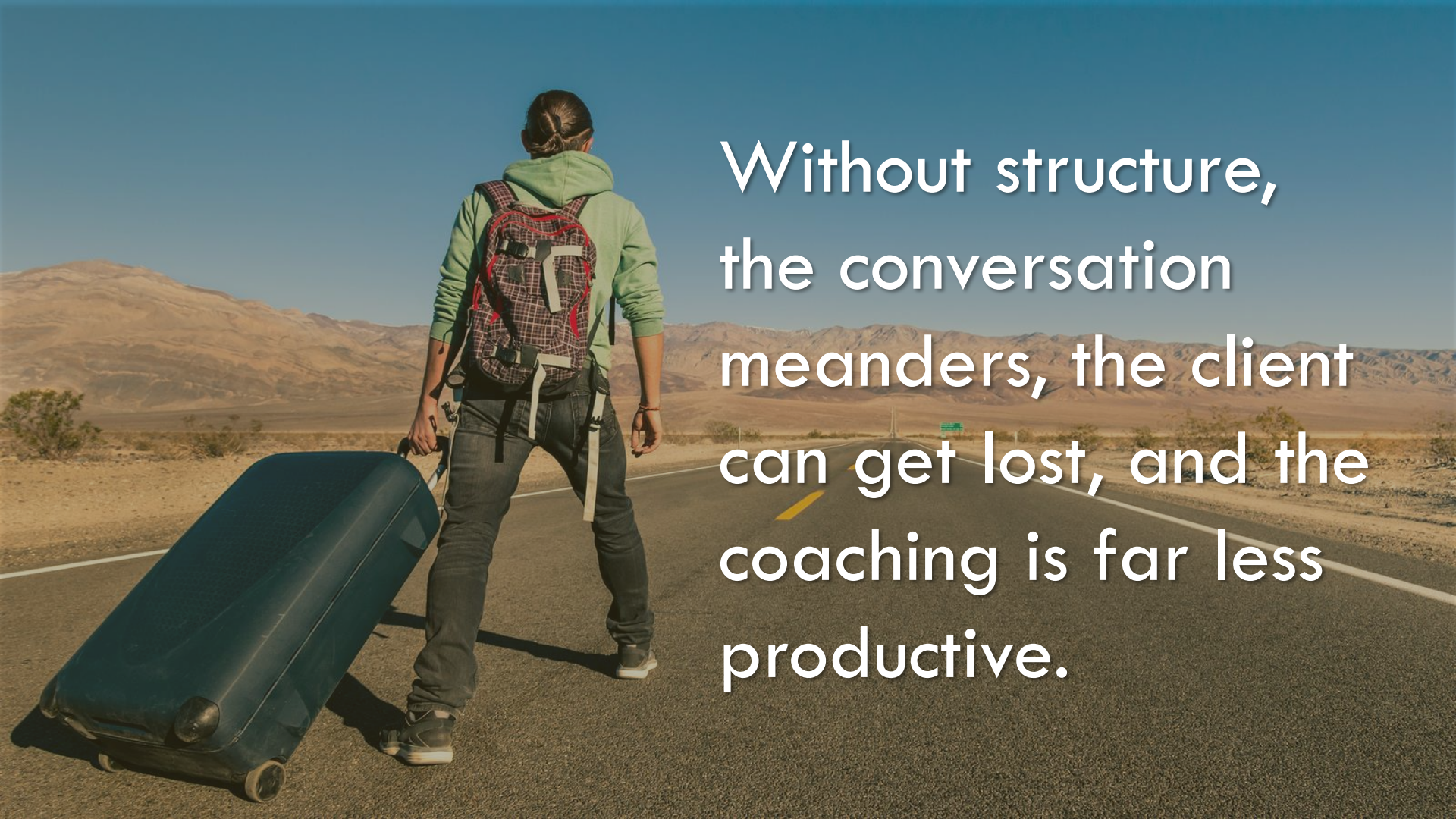
Every coach needs:

- ✓ A coaching presence
- ✓ The mindset of a coach
- ✓ The skillset of a coach
- ✓ Coaching structure

You must be able to structure the conversation to make it a coaching conversation.

Structure?

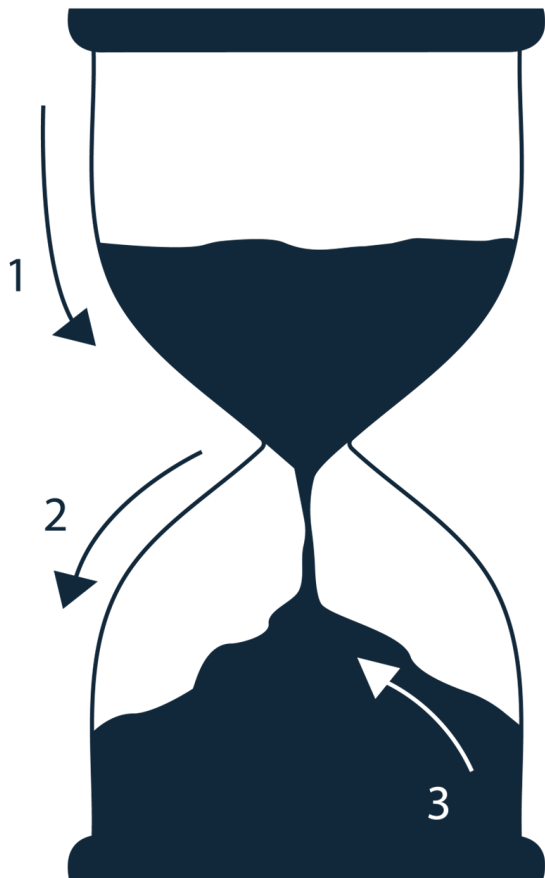
Fixed and stable aspects of the conversation that support the more free-flowing and organic aspects.



Without structure,
the conversation
meanders, the client
can get lost, and the
coaching is far less
productive.

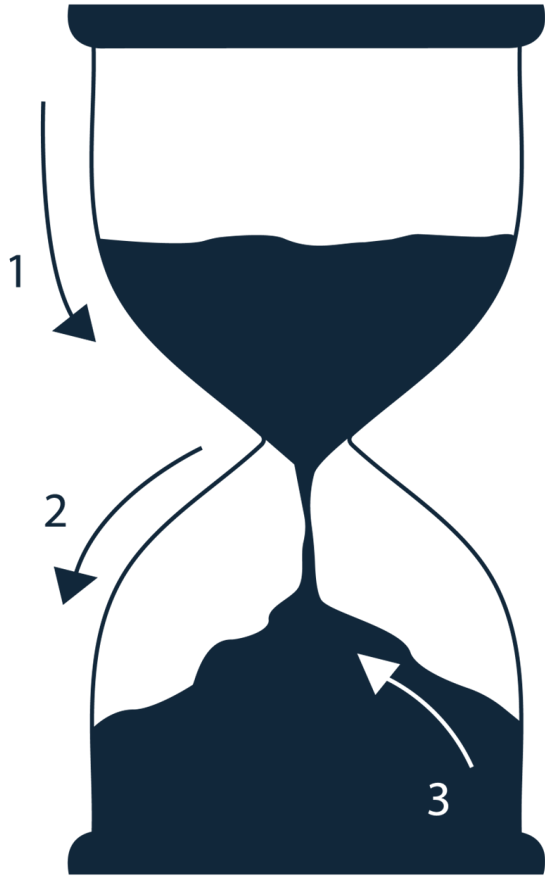


Too much structure
will make things
rigid -- preventing
the conversation
from flowing to
discovery.



The Hourglass Model

- Developed by one of CAM's Co-founders, Jane Creswell, MCC
- Provides structure to any coaching conversation (but not too much!)

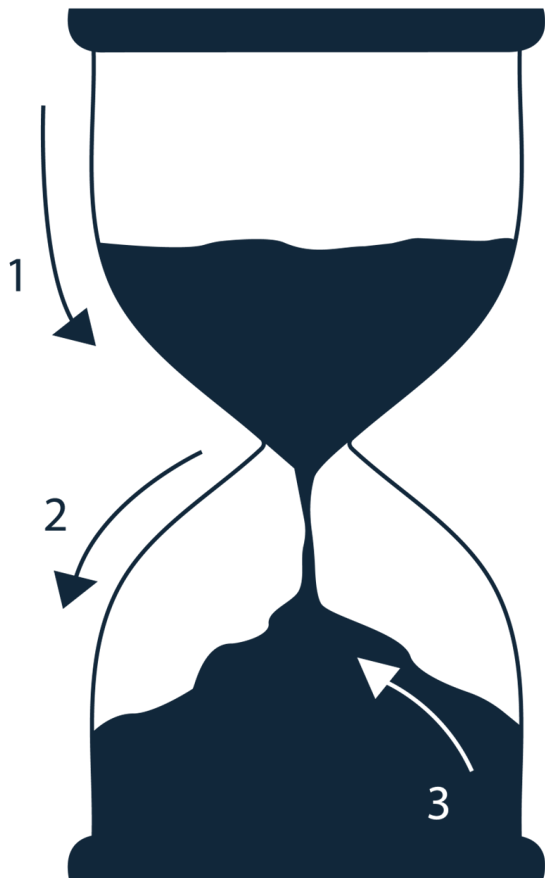


The Hourglass Model

1) Find Focus

2) Expand Options

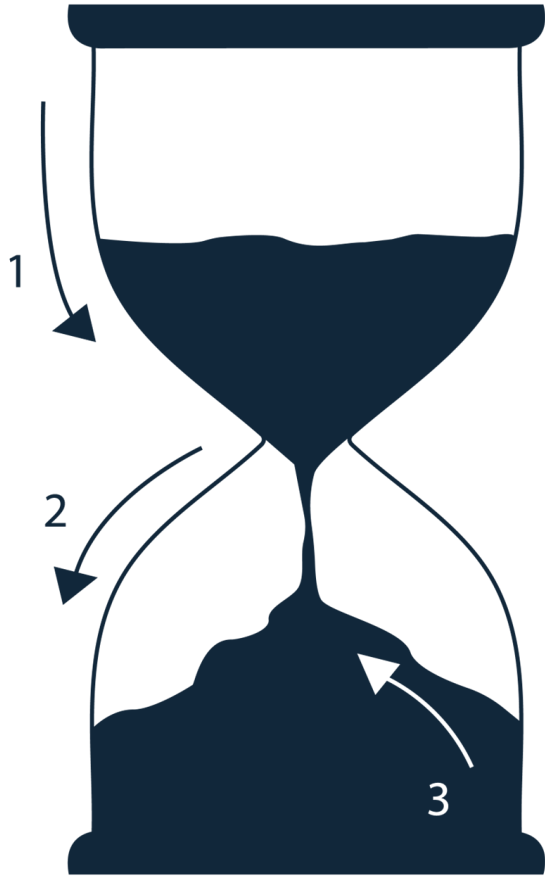
3) Get to Action



1) Find Focus

You must invite the client to put a **topic** into the conversation.

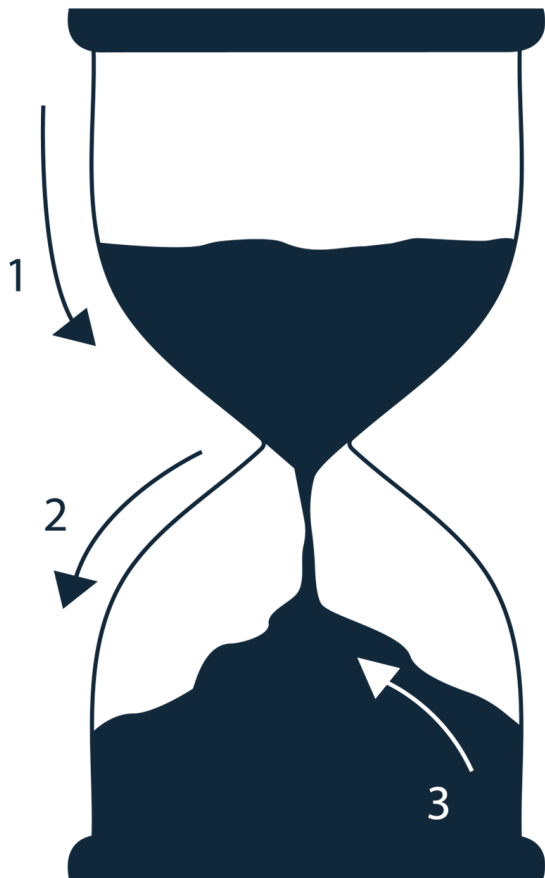
Without a topic, there's no focus and no progress.



1) Find Focus

A topic is not a focus, you have to help the client find the important/actionable aspect of the topic.

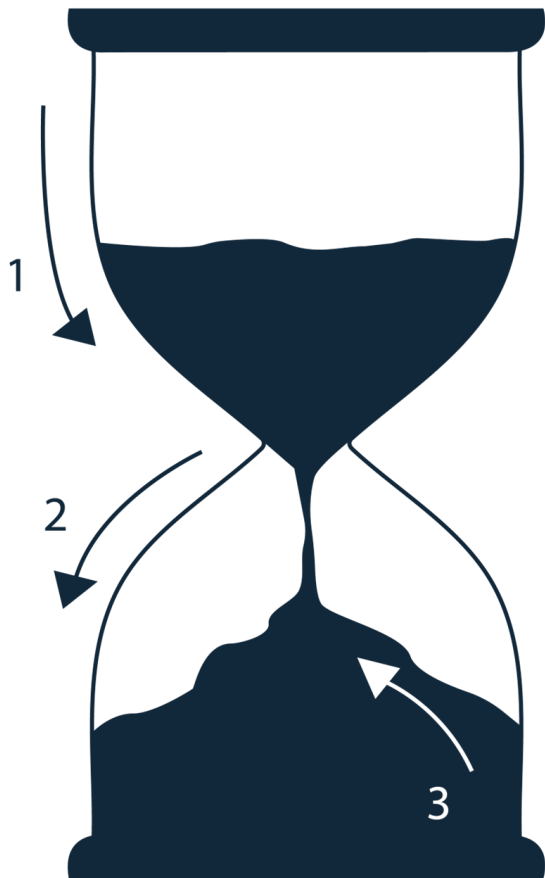
Finding the “pinch point” is the discovery that occurs in the top half of the hourglass.



1) Find Focus (EXAMPLE)

Topic: planning for a conference

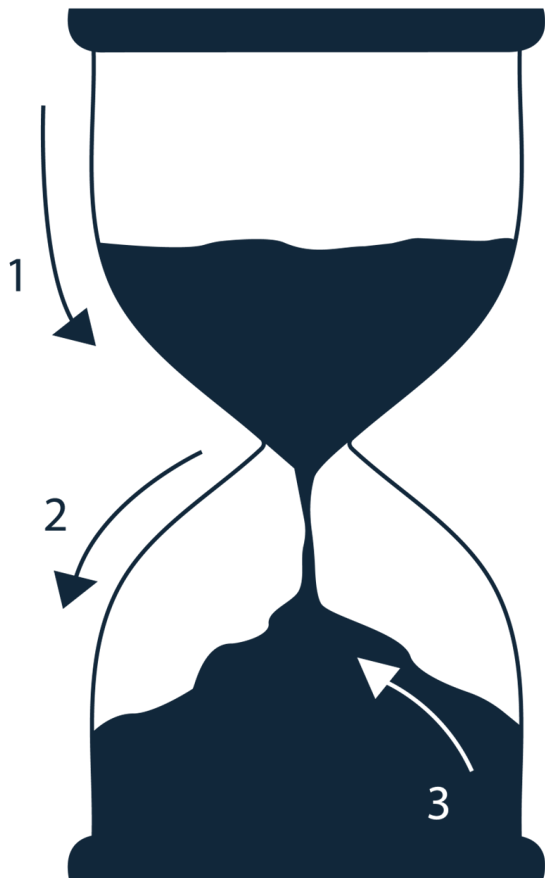
Focus: “I need to come up with a theme for the conference”
“I feel like there are too many cooks in the kitchen.”



1) Find Focus (QUESTIONS)

- What do you want to talk about today?
- What about that is important for you?
- What's your long-term goal?
- What's your near-term goal?
- What do we need to figure out?
- What's got you stuck?

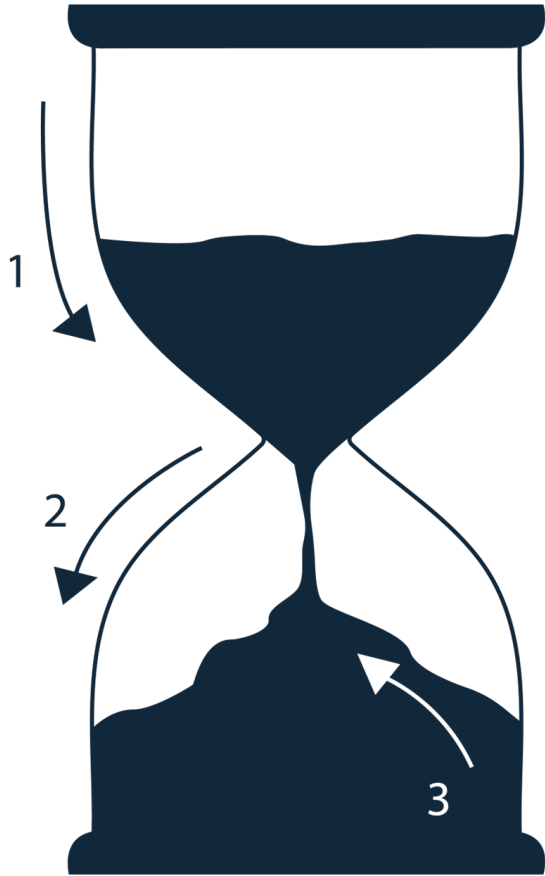
*What aspect of this
topic is important and
actionable?*



2) Expand Options

Don't go here too soon!

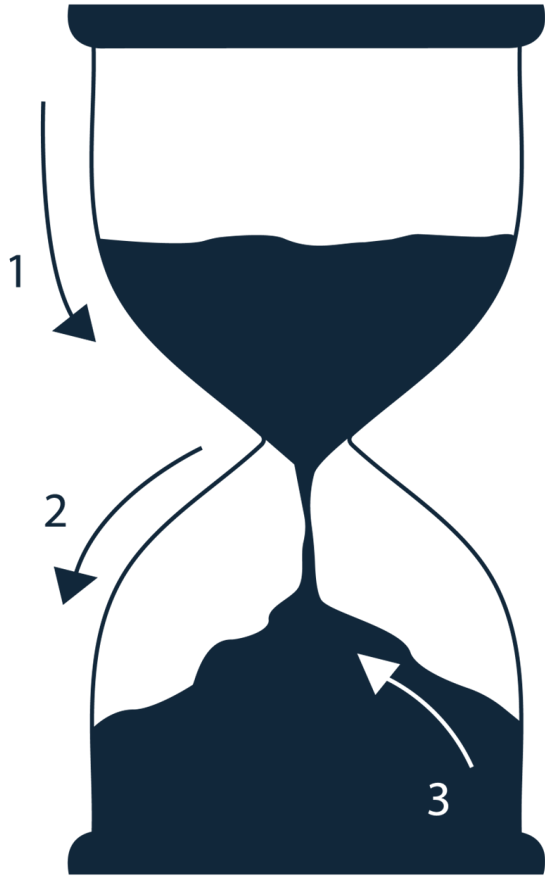
You eventually need to ask, “What can you do about it?” but you have to have focus before you can start thinking through options.



2) Expand Options

In order to move forward on the issue, the client has to discover a good path forward.

Not... the only path
 the perfect path
 the first path



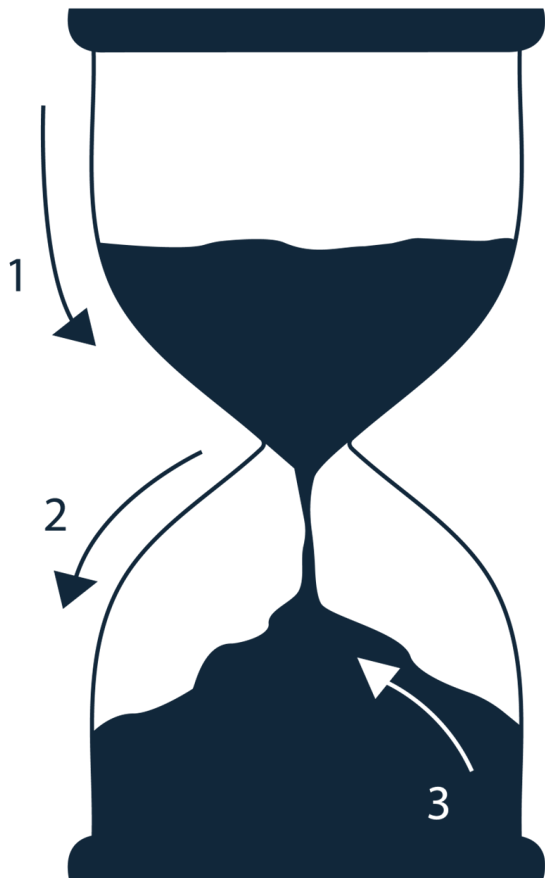
2) Expand Options

This can involve brainstorming.

Often involves clarifying the criteria for a good solution.

As simple as “What else?”

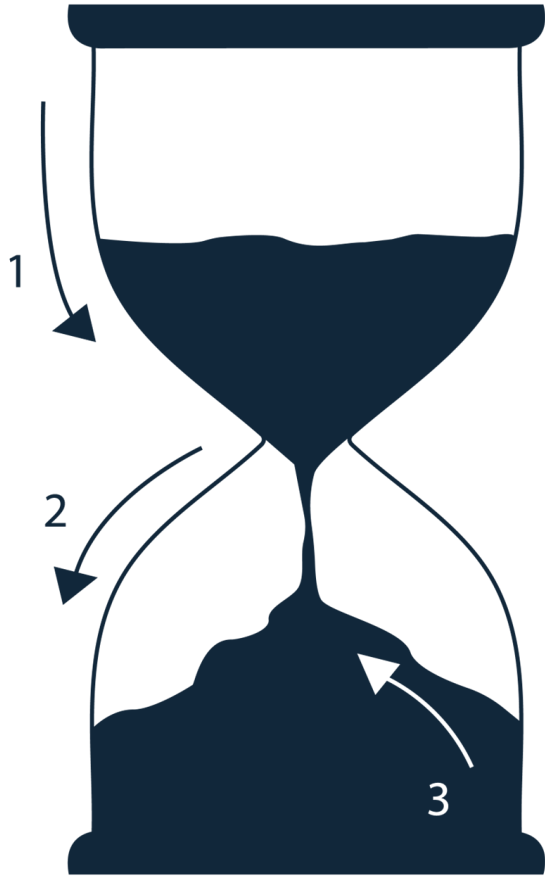
As creative as needed.



2) Expand Options (EXAMPLE)

How to address “too many cooks in the kitchen.”

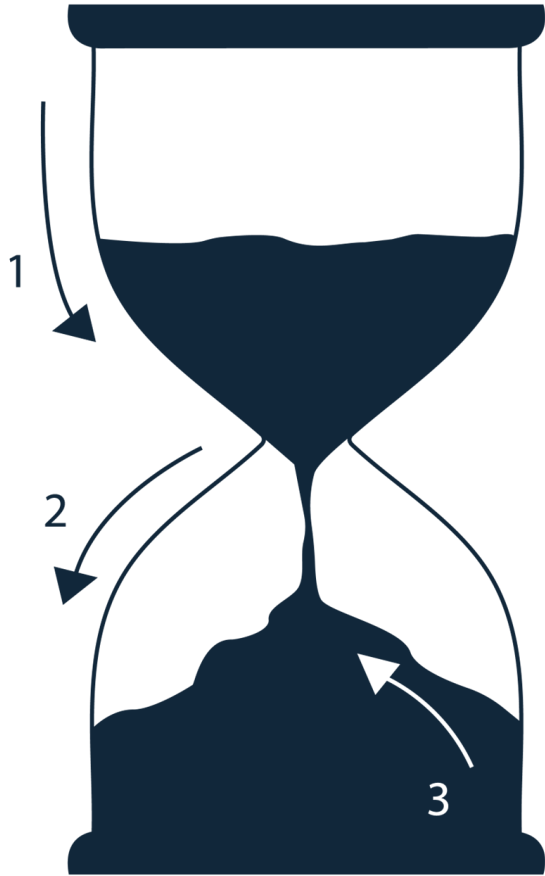
- Accept that consensus is the best approach and deal with it
- Take the reigns and go full steam ahead
- Include others by delegating
- Be in charge, keep others informed



2) Expand Options (QUESTIONS)

- What would be a good/bad way to deal with this?
- What happens if you do nothing?
- What part of this is up to you? Not?
- How would _____ approach this?

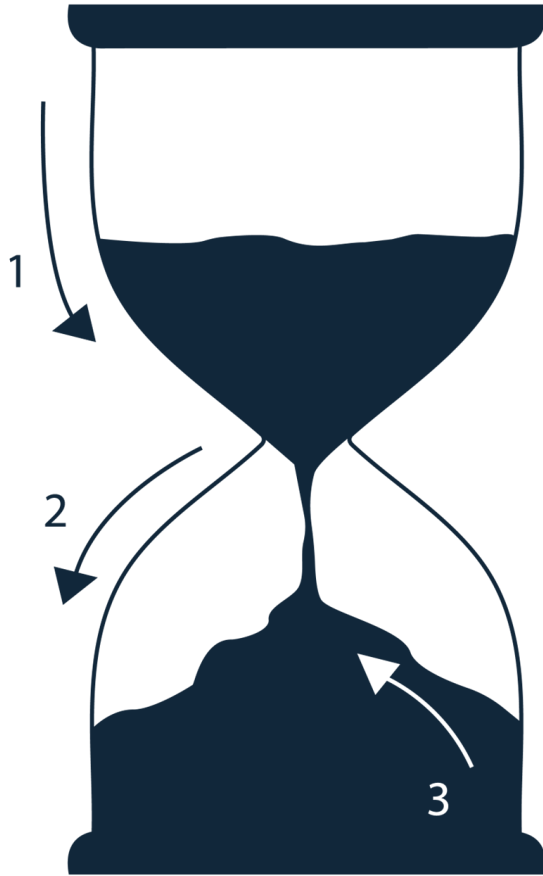
Having really thought through options, the goal is to discover a good option for addressing the “pinch point.”



3) Get to Action

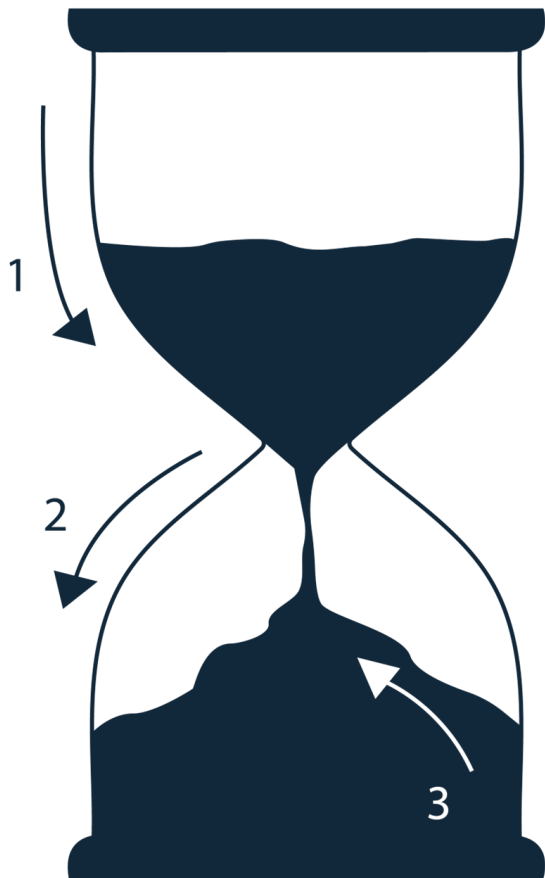
Every worthwhile coaching conversation translates awareness into some sort of action.

Action(s) must be identified and designed to allow the conversation to affect reality.



3) Get to Action

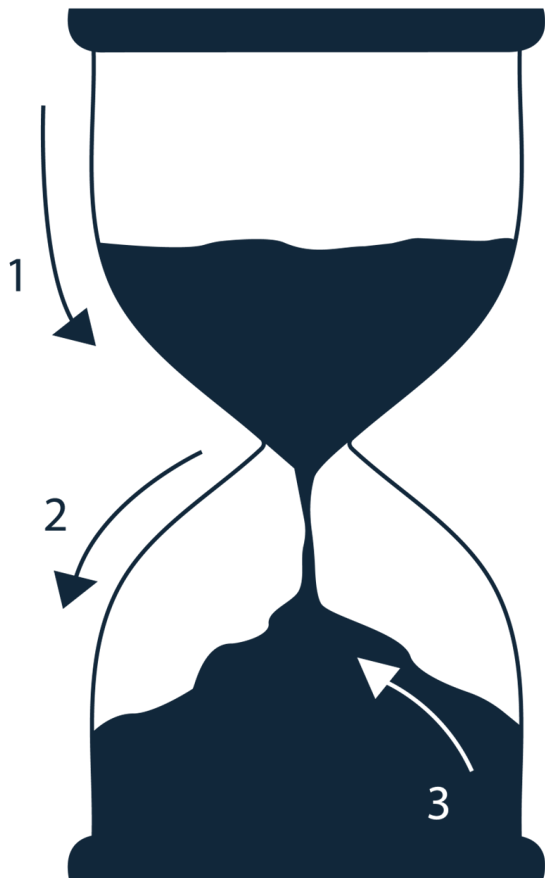
- Deciding which option(s) best address the pinch point
- Checking for motivation and commitment
- Translating options into tangible actions that will occur outside of the conversation
- Employing accountability to help ensure follow through on commitments



3) Get to Action (EXAMPLE)

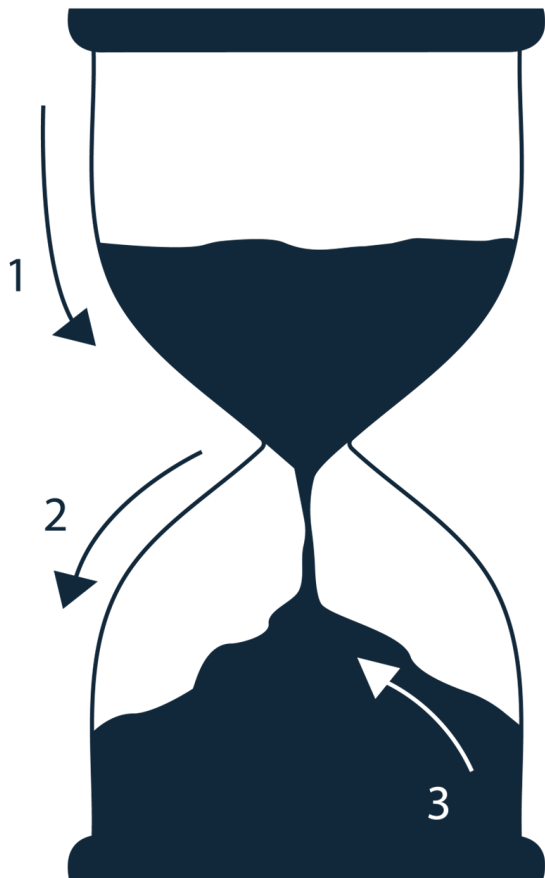
The option for planning the conference and addressing the sense of having too many cooks in the kitchen is to “be in charge, keep others informed”

- Meeting on Friday, give update
- On Thursday, map out where we are and what's next so I can give the Friday update
- Be open to recognizing the 5% that needs consensus



3) Get to Action (QUESTIONS)

- What needs to happen?
- What's your first step?
- What could get in the way?
- What resources do you need?
- How motivated are you?
- What accountability is needed?



Remember

- Every conversation needs both to expand/explore and to narrow/focus
- No conversation fits the model exactly, but every conversation fits the model essentially
- You must employ a coaching mindset, skillset, and presence to employ the model effectively



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- + **CAM 501** Foundations for Christian Coaching
- + **CAM 502** Establishing a Dynamic Coaching Relationship
- + **GMC** Group Mentor Coaching

32 hours of ICF-approved training AND 10+ Hours of mentor coaching. Total cost is \$2500.

New cohort starts October 18



QUESTIONS AND COMMENTS

CAM
coach approach ministries