

FRAMEWORKS
IN COACHING



CAM Member Webinar

April 1, 2024

Welcome

- ✓ Chad Hall, MCC
President of CAM
- ✓ Brian Miller, PCC
Executive Director for CAM





BEST PRACTICES

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

What is your level of coach training?

- I have a coaching certification
- I have some training
- I have no training

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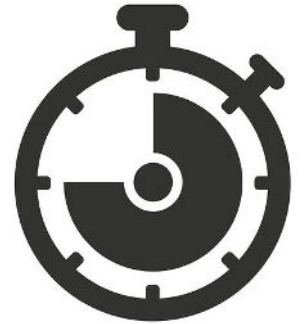


Take our Poll

Today's Agenda

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

Today's focus: how frameworks create client success AND marketing success.



45 min

A "framework" is a basic structure for the coaching relationship that supports the client in progressing along a common path.

A framework can include:

- Predetermined coaching topics, perhaps in a sequence
- Resources such as books, podcast episodes, or models
- Tools such as assessments and worksheets



Aren't frameworks “out of bounds?”

- *Leading the client?*
- *Coach as the expert?*
- *Delivering answers instead of discovering solutions?*

The Coach's Content Spectrum

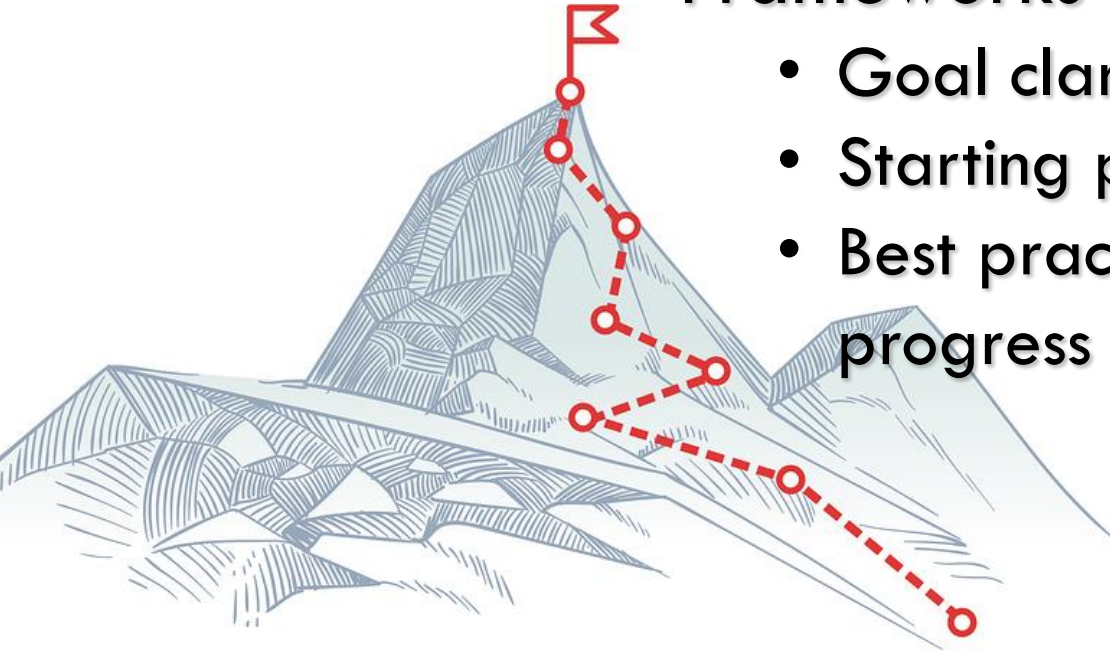
Free Range	Familiarity	Framework	Formula
Totally open to whoever, whatever. The coach brings zero content expertise .	Focused on particular clients. Coach brings context expertise .	Focused on particular outcomes. Coach brings a process that supports client goal.	Very focused. Coach trains clients on key principles and coaches client to take specific actions.
What would you like to talk about today? What brings you to coaching?	Staying Motivated Recently promoted Life after tech Church planters	HPP coaching Writing coach Best Year Ever	Financial Peace Kingdom Come Franchise owner

— COACH'S LEVEL OF CONTENT EXPERTISE +

The Coach's Content Spectrum

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— COACH'S LEVEL OF CONTENT EXPERTISE +



Frameworks support client success

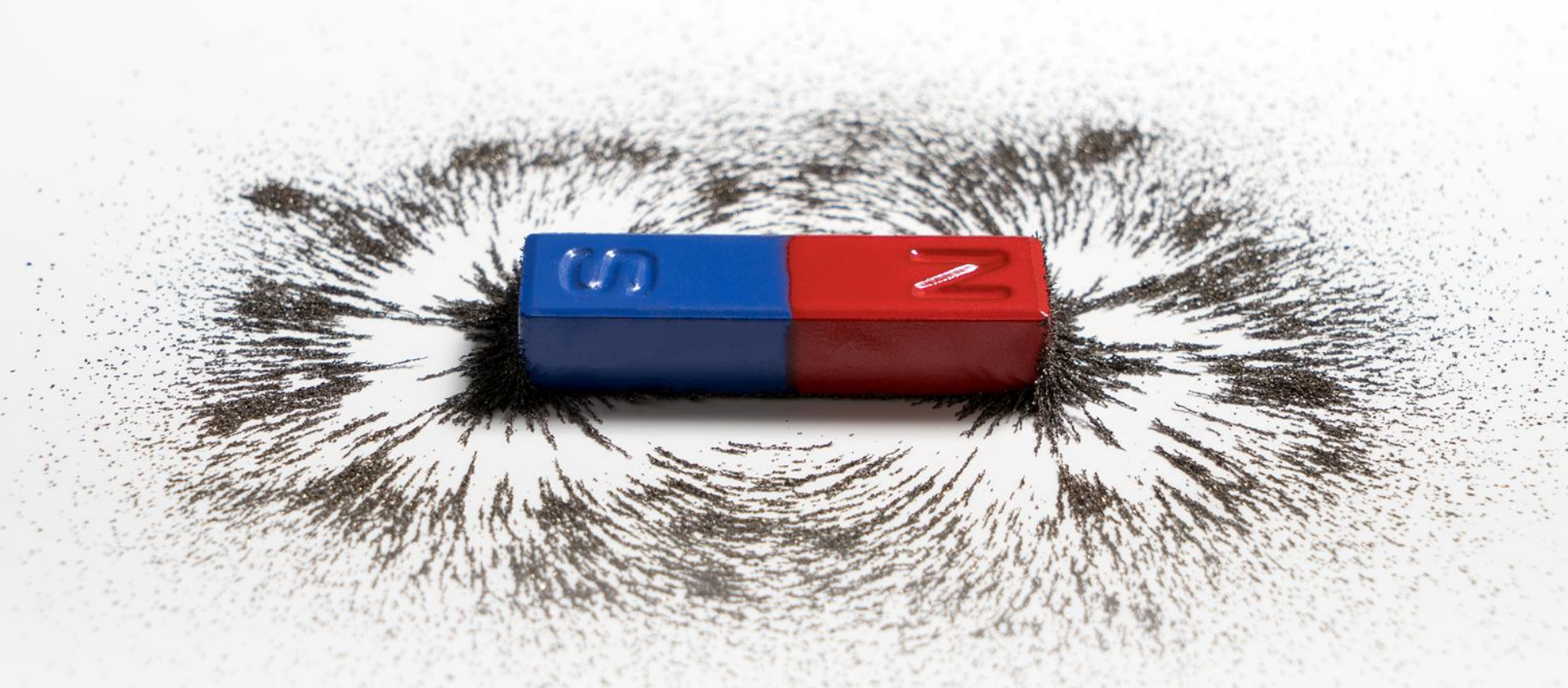
- Goal clarity
- Starting points and mile markers
- Best practices for making progress

Frameworks support client success

Success factors	Example 1: non-fiction writing coach
Can help the client clarify the goal	
Can offer reliable starting point and mile markers	
Can allow the client to leverage (and adapt) best practices that have proven helpful to similar clients	

Frameworks support client success

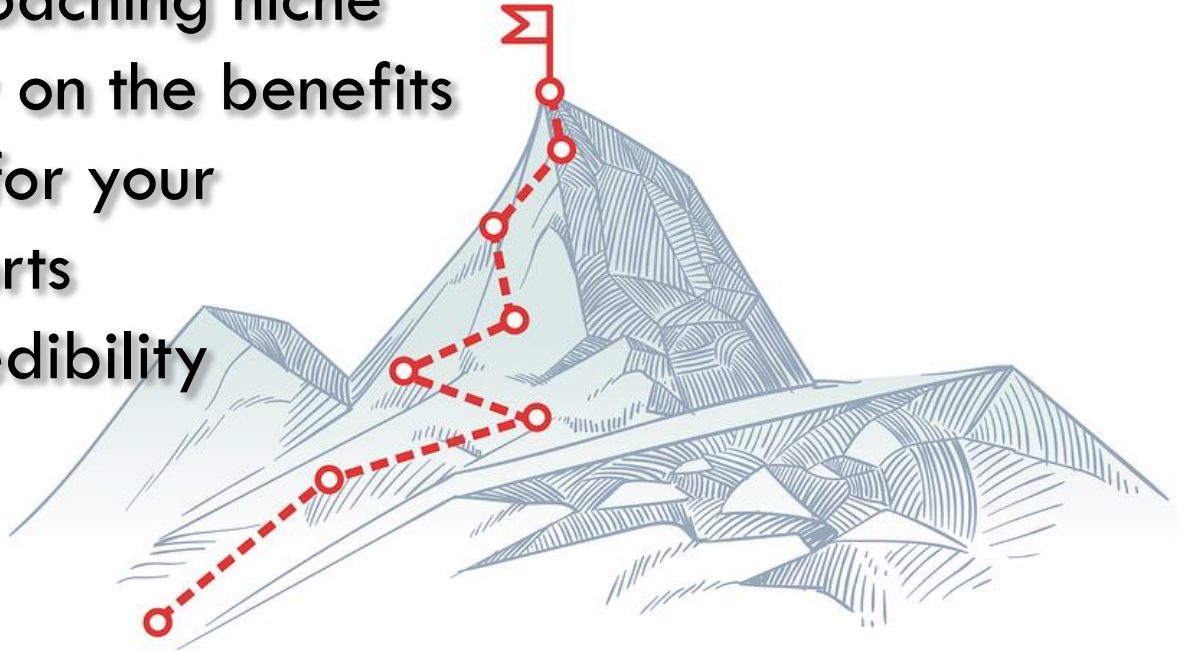
Success factors	Example: non-fiction writing coach
Can help the client clarify the goal	Ask client to prioritize criteria for success in writing and offer standard four: revenue, impact, status and growth.
Can offer reliable starting point and mile markers	<ol style="list-style-type: none">1. Personal style and high performance pattern2. Develop a rhythm and remove obstacles3. Outline, then draft first and final chapters4. Create a book proposal for agents and to help guide you
Can allow the client to leverage (and adapt) best practices that have proven helpful to similar clients	Provide prompts, templates, and options for common challenges such as how to start a chapter, how to share an illustration, what program to use for writing, how to keep track of notes, etc.



Not only do frameworks support **client success**,
they also support **marketing success**.

Marketing success?

1. Defines your coaching niche
2. Creates clarity on the benefits
3. Creates focus for your marketing efforts
4. Boosts your credibility



Frameworks support marketing success

Success factors	
Coaching Niche	Your framework defines your coaching niche
Benefits	Your framework creates crystal clarity on the benefits clients can expect from working with you
Focused efforts	Your framework creates focus for all of your marketing efforts
Boosts credibility	Your framework boosts your credibility

Frameworks support marketing success

Success factors	Example 1: non-fiction writing coach
Coaching Niche	Unless you want to write and publish a non-fiction book, this is NOT your coach
Benefits	Work with this coach, and you will finish your book in less time and do so with greater ease, more confidence, and higher quality.
Focused efforts	Blog posts, podcasts, workshops, webinars, networking, etc. all focus on successfully writing and publishing a non-fiction book.
Boosts credibility	The coach creates success stories and develops a reputation around the very thing potential clients want.

Develop your framework using client success factors, then leverage it for marketing success

Client Success

What client goals are you called to support and how can you bring clarity to those goals?

What is a helpful starting point and what are some mile markers that indicate progress in the coaching process?

What tools, resources, best practices, etc. can a client leverage and adapt?

Marketing Success

How does the client's goal translate into a viable coaching niche?

What benefits will be supported by your coaching framework?

How does your framework create boundaries and direction for your marketing efforts?

How can you embrace the credibility that comes from providing such helpful support?

Example 2: Spiritual Life Coaching Framework

Client Success	What your framework provides
Clarify Goal	The client's goal is to experience the peace that comes from being more Christ-like. Your framework describes Christ-likeness as 12 character traits that flow from 3 attitudes.
Starting Points & Mile Markers	Start with an assessment of the character traits & attitudes. Next, create personal indicators for each character trait. Over 12 months, focus on a different character trait each month.
Tools, Resources, Best Practices	Use a model: four types of behaviors that develop Christ-likeness. Have a "cheat sheet" with real-life examples of each character trait. Curate great ways to grow as clients generate new approaches.

Example 2: Spiritual Life Coaching Framework

Marketing Success	How your framework helps
Niche	A Christian who truly longs to grow, but is caught between cookie-cutter discipleship programs and DIY/figure-it-out approach
Benefits	<ul style="list-style-type: none">• Something that's important doesn't slide to the back burner• You don't re-create God in your own image• A process that grows you both internally and externally• Peace from being more Christ-like and from knowing you're giving it the attention it needs
Focus	A book that shares the framework; network with Christian counselors, pastors, business owners; workshops that feed into coaching
Credibility	Your framework indicates that you're serious, you've invested the time and you really know what you're doing in this arena

Example 3: Executive Team Framework

Client Success	What your framework provides
Clarify Goal	The clients want to provide superior leadership to their company. Your framework clarifies that teams need to develop (relationship) in order to perform (task) and provides indicators for both.
Starting Points & Mile Markers	Start by assessing the team and team members as individuals. Next, establish 3-month and 12-month performance goals for team. Have a map of development needs that informs the team coaching.
Tools, Resources, Best Practices	Provide a team coaching cycle that addresses a development issue week one of the month and performance issues the other three weeks. Provide one-on-one coaching to each team member 2/month. Create scoreboards related to development and performance goals.

Example 3: Executive Team Framework

Marketing Success	How your framework helps
Niche	Small to mid-sized businesses that are doing well enough to have hit what they thought was a ceiling, but is really the floor to the next level
Benefits	<ul style="list-style-type: none">• We can be leaders without having to be leadership experts• We can improve as a team in the same way we upgrade equipment• The framework addresses relationships, but without being touchy-feely or Kumbaya
Focus	Workshops that share the relationship/performance dynamic; host leadership roundtables; pro bono work with non-profits; book
Credibility	Your framework suggests that you have “figured out” some key aspects of what helps/hinders business success



Your path to the CCLC+ starts with **CAM 501 Foundations for Christian Coaching** (online), which begins April 22.

Class sessions are Monday **EVENINGS** at 8:00 PM Eastern Time.

New cohort starts April 22



**QUESTIONS AND
COMMENTS**

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