

SOUTH AFRICAN LIFE COACH ACADEMY

# Breakthrough Coaching Call Template

5 STEPS TO A BREAKTHROUGH  
COACHING CALL EVERY TIME

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This is a step-by-step format you can follow during each coaching call in order to get great results with your clients.

**When To Use:** Use this blueprint for the times when the client is bringing their own issues, concerns, problems and challenges and not when you are coaching them through one of our programs or to a specific result using your own methodology. In other words, this is when the client brings you something unexpected that they need coaching on or for clients who may just want a few coaching sessions.

## Step 1: Acknowledge & Celebrate

*Q: Tell me about some wins or something that went well in the last week.*

The first step at the start of any coaching call is to acknowledge and celebrate any past successes and wins.

This starts the coaching session off on a positive note. Many times clients will be bringing you a problem, a challenge etc. that they want you to help them to solve. Their focus is on the negative, on what's wrong, on what's not working.

By asking the client this question, you are getting them to start focusing on what's right and what's working instead.

You're also creating a feeling of safety, trust and intimacy within the relationship.

You're letting the clients know that you care about and support their progress and that you will take the time to celebrate and acknowledge their progress and victories, no matter how small.

We're often so focused on what we need to achieve and on the problems that we need to solve that we fail to acknowledge where we're making progress and what's working for us.

This is an especially important step when you're coaching because women automatically tear themselves down. Men practice one-upmanship whereas women practice one-downmanship.

A guy will tell his buddy that he's working out and to check out his abs and the buddy will say something like *"I'm more shredded than you are"* or *"Your six-pack looks good. But my biceps are bigger."*

Women are the exact opposite. One woman will tell another one *"You look so pretty in that dress"* to which she will respond *"Oh it doesn't fit so well anymore because I've gained weight."*

This question helps women to start celebrating and acknowledging themselves and ultimately valuing themselves even more.

Even if it's the client's first coaching call, start with celebration. The mere fact that they are on a coaching call with you is cause for celebration.

## What To Do When A Client Has Had A Really Tough Week

Now what do you do when you start a coaching session and ask your client how her week was and what she wants to celebrate and she bursts into tears because something bad happened or because they've had a particularly hard week.

What do you do then?

### Step 1: Empathize with them

Pause. Then just say *"I'm really sorry. Tell me what's going on."* Your tone of voice needs to be soft, caring and empathetic.

Then listen to them for a few minutes, Don't let the entire coaching session go by with the client telling you their story. This is not what they're paying you for. You are not their therapist.

### Step 2: Help Them To Regain Emotional Control If They've Lost It

Your role as a coach is to shift them out of their story and into an empowered state as soon as possible. You don't want them to get stuck in their story and more deeply entrenched in their old patterns.

You need to break this pattern. If you've ever watched Tony Robbins coach someone, you'll see that when clients break down and get overwhelmed with emotion, he immediately breaks the pattern and shifts them to a more resourceful place.

Once you've let them talk for a few minutes, then address them by name and get them to change their physiology - the way they're using their bodies.

Now as a coach, you know that one of the quickest ways to move someone out of an unresourceful emotional state is to get them to change their physiology....ie. how they use their bodies.

Now to get their attention, first call them by name.

Let's see how this works when we put it all together.

Let's say that your client's name is Fatima, so you would say something like "Fatima, I'm going to ask you to take a deep breath and lift your head up. Now put your shoulders back and look straight ahead. Whilst you're looking straight ahead, lift your eyes up and look at the ceiling."

Now the reason we ask them to do this is two-fold:

1. We shift their physiology - When they're crying, their shoulders are hunched, their eyes are down, their breathing is shallow. So you get them to change that physiology and getting them to look up at the ceiling immediately stops the flow of tears and helps the client to regain their composure.

Teach it to your kids as well. Anytime they feel they're about to lose control emotionally, tell them to look straight ahead, raise their eyes up and look at the ceiling and open their mouth slightly, breathing in through the nose and out through the mouth.

It helps them to regain their composure immediately.

Right, so back to the topic at hand. Once the client has regained composure, the next step is to empathize with them and then shift them to a more positive place.

As the client is talking, listen out for anything they may need coaching on and make a note of it. Then later on, you can always bring those things up and ask them if they would like coaching around those issues.

So you can say something like *“Wow! It sounds like you’ve had a really difficult week/really tough time. May I share with you what I’m hearing from you that’s worth celebrating? It’s something you did really well so just take a breath and just take it in.”*

Then tell them something positive that you noticed about them or how they handled the situation, no matter how small.

For example: *“Despite all the personal issues you had going on this week, you still showed up on today’s call and I just want to acknowledge you for that. Is there anything else you’d like to acknowledge yourself for this week, no matter how insignificant?”*

## Step 3: Ask Them What Breakthrough Or Outcome They Want To Create From This Call

Most often, the client will already have some issue they want to work on during your coaching time together.

The client needs to have a very clear outcome as to what they want to achieve by the end of the call.

Keep in mind that, as the coach, you are the one who controls the call.

The problem with letting the client set the agenda for all the calls is that they don't know what they don't know. They hired you because they don't know how to solve whatever problem they have or achieve whatever result they want.

That's why 90% of the time, you need to be the one setting the agenda for the calls.

But there will be times when the client may want coaching around an issue that's not part of your program and that's when you'll ask them about the outcome they want and then use this coaching call template to coach them.

You'll spend anywhere from 1-10 minutes getting really clear on the outcome. This is super important because the rest of your coaching will depend on how clear your outcome is.

There are 3 elements to a really clear outcome:

1. Stated in the positive
2. Started by the client and in their control
3. Chunked down small enough so that they can achieve it



Now occasionally, you may get a client that wants to work on a whole laundry list of things with you. You'll find that this happens most often with clients who have poor boundaries in other areas of their lives.

It may also happen with clients who are new to coaching and who have no idea of what to expect.

So how do handle a client who has a lot of things on their list?

You're going to ask them to choose just one thing to do. You can say something like *"That's great. What's the number one thing you want to walk away with?"*

Don't say *"Just one thing"* because that makes the client feel a sense of scarcity and minimizes the value of what you're bringing to the coaching.

More often than not, the outcome they want to create will be the first thing on their list. Once they give you the number one outcome, you can let them know that if you have time, you will coach them on the other things on the list.

You can say something like *"That's awesome. So let's coach on that first and if we have extra time, we'll coach on the other things on the list."*

Doing this is super important because you're training clients on how to behave and what to expect. You're actually modeling to them what setting healthy boundaries is all about.

You're also teaching clients how to prioritize what's important to them.

How you word your response is important. If you say *"That's a lot of things you want done. We're not going to be able to do them all. Let's see which one we get to and how far we get."* - That is coming from an energy of contraction.

Compare it to the previous statement where the focus is on what's most valuable to them. Can you see the difference?

If you find that the client constantly makes too many requests, you can tell them that in preparation for their next session, you're going to ask them to come up with three things in priority order.

Some clients may have so much chaos and drama going on in their lives or they may have ADD and they're all over the place and this technique helps them to stay focused.

## Step 4: Give Them 1-3 Action Steps For The Next Week

The next thing you need to do is to give the client anywhere from 1-3 action steps they need to complete by next week's call.

Your coaching client MUST leave each and every coaching session with an action step.....with something they need to do that either reinforces what was covered in the coaching session or is something that will move them forward in their business.

You always want clients leaving the coaching session with something to do, because most people's biggest problem is inertia.

If a client leaves each session with action steps they need to take and the knowledge that they are accountable to you for taking those steps before the next coaching session, this will automatically move them into action. Accountability is one of the biggest benefits of coaching.....just knowing that they are accountable gets clients taking action and moving forward when they would normally stall and delay.

If the client doesn't leave each session with clear actionable steps, they may feel great in the moment. But how long will that last?

But getting the client into action and then coaching them through any excuses or limiting beliefs they may have....that's where the breakthroughs happen.

Be sure to have them write down exactly what you want them to do for next week. Check that you both have the same thing by making them repeat back what they've written down.

You'll be amazed at how many times they may have missed something out or written down something different.

You can say something like *“Let’s double check that we each have the same list of requests and the same accountability date. Would you please just read out to me what your tasks or action steps are and the due date for each one.”*

Don’t read it out for them. Let them read it for themselves. Not only does this give you a break, it also cements and anchors the steps for the client.

When it comes to action steps, if you can’t think of anything to ask the client to do, then you can ask them:

*“What 1-3 action steps can you take this week in order to get you closer to your [desired outcome?]”*

Your coaching client will probably come up with the steps they need to take.

## **Step 5: Get Confirmation From Client About What Their Next Action Step Is.**

The next thing to do is get confirmation from the client about what they are going to do. Often, you may assume that you've both agreed on something and then they have a completely different idea.

So to ensure that you're both on the same page, you can say something like "Would you mind running by me quickly what your action steps are for this week so that we're both on the same page?"

Then once you're both happy, conclude the session.

Congratulations! You just completed a great coaching session.