

# COACHING MASTERY

## The Ultimate Coach Training

### ACMC

- A *Coach Training System* based in the Cognitive-Behavioral sciences and designed for taking leadership and communication skills of business leaders and managers to higher levels of performance.
- A *Coach Training system* one of a very few systematic approaches to coaching having Self Actualization Psychology at its core
- A *Benchmarked competency-based Training System* designed to identify and close the knowing-doing gap to accelerate the knowledge transfer. E.g. from training to the workplace.
- A *Training in Systems thinking* designed to manage the complexity and speed of change in today's marketplace and enabling individuals and organizations to rise up to the level of working with human systems.
- A *Transformational change training system* model based on how high achievers change by using continuous learning as they keep taking their performances to higher level.
- A *Holistic training system* of work/life balance designed to get the best knowledge and information from workers, leaders, managers, and whose asset to the organization lies in their creativity, innovative ideas, and personal enjoyment as they take own ownership of their work.
- A coaching methodology that transcends traditional Performance Coaching as it includes Developmental and Transformational Coaching, which is why we call it *meta*, or higher, Coaching.

## EXECUTIVE SUMMARY

The *Meta-Coach Training System*® is one of the very few systematic approaches to coaching having Self Actualization Psychology at its core. As one of the leading international systems, it is one of the few that is based in the Cognitive Behavioral Sciences, to be able to answer the question for any individual, parent, leader, manager, or coach, "How do I know *what* to do *when*, *with whom*, and *why*?" The models of Meta-Coaching provide multiple and redundant ways of answering these questions. Individuals, leaders and managers can feel confident in working with people, delegating, grooming the next generation of leaders, handling problems while they are still small and manageable, creating high performing teams, and getting the very best from their people.

The *Meta-Coach Training System*® offers a thorough process around key success factors in life and in business today: communication effectiveness, empowering people for ownership and responsibility, transferring knowledge and closing the knowing-doing gap, eliminating interferences and sabotages, aligning attention with intention for more focus and "flow" experiences, giving and receiving high quality feedback for continuous improvement, detecting and setting the most empowering frames for individuals, in leading an organization or team, in facilitating creative and generative change so as to keep the creative idea generators challenged, and using coaching as a management methodology for grooming people for higher levels of responsibility and leadership.

*Coaching* has moved beyond the phase of being a fad, the field of Coaching itself is now growing up and maturing and becoming more than just "a grab bag of tricks." To further this *Meta-Coaching* has been leading the way in providing solid well-grounded models for communicating, change, implementation, benchmarking intangibles, actualizing the best in people, and working systemically with people.

Because organizational assets have changed from being based in property and machinery to knowledge, information, creativity, and networking of people, *knowledge workers* provide a completely new challenge: how to keep them engaged, committed, focused, proactive, taking ownership, working well together, and challenged. If an organization's *assets* walk out every day at 5 pm, then the management process of command-and-control will no longer work long-term. That's because creative workers and leaders want work that's meaningful, challenging, and enjoyable. They want work that they can take pride in, that actualizes their best skills, that invites them to learn, to move to the next step in their own development, and that enables them to live a balanced life. This is where coaching comes in.

*Coaching* is a special kind of conversation, a fierce conversation that gets to the heart of things very quickly, works structurally to identify the leverage points for change, learning, and transformation, and that facilitates unleashing new potentials as it mobilizes new resources and frames of mind. As a powerful tool for self-development and transformation, it is the Rolls Royce of communicating, managing, and leading. Using coaching for this enables us to "get the right people on the bus and the wrong people off" (Jim Collins, *Good to Great*)

## THE SYSTEMATIC APPROACH OF META-COACHING

In developing *the Meta-Coach Training System* we took into account the dynamic complexity of people and relied upon critical variables and principles from several psychologies. We began by asking: *What is Coaching?* What's involved in *the fierce conversation* of coaching? We answered that by identifying 7 things that defines and describe the heart and soul of coaching.

### Coaching is —

- 1) A *conversation*, a dialogue that gets to the heart of things
- 2) A *self-reflective mindfulness*, an awareness of our assumptions and the thoughts "in the back of our mind" that influence our responses, skills, and emotions, otherwise known as "emotional intelligence."
- 3) The *facilitating of change*, enabling new learning, performance, development, even transformation of vision and mission.
- 4) The *implementing* of what we know, closing the knowing-doing gap, transferring principles and concepts so they make a difference in practice.
- 5) Working *systemically* with a person's mind-body-emotion system within the contexts of business, career, relationships, health, etc.
- 6) *Mobilizing resources* to unleash new possibilities so the client *actualizes* his or her best strengths, potentials, and capabilities.
- 7) Working within or on *business* to plan and execute vision and mission or on one's professional development.

### THE META-COACHING® MODELS

<b>Coaching</b>	<b>Meta-Coaching</b>	<b>Models Psychologies</b>
1) <i>Communication:</i>	The NLP Communication Model	Cognitive-Behavioral
2) <i>Meta-Communication</i>	The Meta-States Model	Cognitive, <i>Reflexivity</i> , <i>Meta-Cognitive</i>
3) <i>Change and Learning</i>	The Axes of Change model	Gestalt
4) <i>Implementation</i>	The Benchmarking Model	Cognitive, Sports Psy.
5) <i>Systems</i>	The Matrix Model	Developmental
6) <i>Self-Actualization</i>	The Matrix of Self-Actualization	Systems
	The Self-Actualization Quadrants	Self-Actualization
		Existential psych.
7) <i>Business</i>	The Matrix Professional Development Plan	Organizational psychology

## META-COACH BENEFITS AND META-BENEFITS

Now that you know about the features, *what are the benefits?* What will the *Meta-Coach* process do, and uniquely do? We're delighted to highlight that *Meta-Coach* training will—

- Provide specific indicators for *what* to do (patterns, techniques, processes) *when* (at the times that are most timely for the individual, organization and staff members) *with whom* (what personality processes and experiences) and *why* (the rationale behind the process that specifies the mechanisms involved).

*Meta-Benefit:* Feel confident and competent for facilitating change, getting to the heart of things; quickly identify leverage points for enhancing your overall effectiveness in working with people.

- Benchmark intangible skills and concepts. With the Benchmarking model you will be able to take any intangible skill, objective, mission statement, or value and identify the behavioral equivalents that you can use for measuring effectiveness and progress.

*Meta-Benefit:* Mark and measure things that otherwise would be wooly and vague, create metrics for giving sensory-based feedback for skill and competency development, precisely identify the next steps in development, take all the mystery and subjectivity out of the “soft” skills.

- Get to the core of human development as you know precisely how to mobilize resources for the unleashing of new potentials. With the Self-Actualization model and quadrants and the Meta-States model, you will be able to pinpoint the precise resources for calling forth the right resource at the right time.

*Meta-Benefit:* Increase your confidence as a leader and/or coach in developing people, accelerate your ability to get quickly to the heart of things.

- Step above *content* to *structure* to be able to see processes in motion by thinking systemically. With the Matrix and Meta-State models you will be able to think structurally as you converse and not get seduced by the story, but recognize patterns.

*Meta-Benefit:* Find the leverage points for learning, insight, resources, change as you detect higher level patterns and quickly invite new awareness.

- Clearly recognize the boundaries between coaching and other professional modalities like consulting, therapy, mentoring, and training, and know *what* to do *when* with a client and *why*, and when to refer to another professional.  
*Meta-Benefit:* Increase your confidence in the skill of facilitating and feel "in the zone" of your expertise with those clear boundaries and able to refer when other skills are called for, giving advice (consulting), guiding (mentoring), teaching (training), and healing, fixing, and getting up to OK (therapy), and so be truly professional in your profession
- Model expert coaches and leaders. With the Matrix and Meta-States model you will be invited to model expert coaches, leaders, and entrepreneurs as you practice seeing structure and replicating best practices.  
*Meta-Benefits:* Pick up secrets from the experts through asking questions, seeing them in action, and receiving a real flesh-and-blood model.
- Receive ongoing support and development. Because Meta-Coaching is an International community of men and women in more than 35 countries, you will become part of the coaches egroup at Meta-Coach Foundation where you can ask questions, network, create alliances, and feel the support of a larger association.  
*Meta-Benefits:* Keep up with the current developments in the field of coaching, find a "buddy" coach, receive mentoring, contribute to the field, and more.
- Discover how to coach to a person's perceptual filters (meta-programs) and work at the structural level for accelerating learning and transformation. By expanding our perceptual filters, which colour the way we look at the world, our flexibility is enriched and our choices expanded.  
*Meta-Benefits:* Experience a wider range of choices about how to view things, more expansiveness in creativity, more ability to get rapport with different people, more effectiveness in your persuasion skills and handling "difficult" people.
- Become much more persuasive and influential with the models as you can enter into another's meaning world and speak in the terms that appeal and "make sense" to others. From instant rapport this leads to more effective communications and more influence in setting frames and leading.  
*Meta-Benefits:* Enhance your skills in the core coaching skills which are also the core skills for persuading, selling, and leading. Enjoy the ability to more effectively sell your ideas to others.

## THE UMBRELLA ORGANIZATIONS OF META-COACHING

*Meta-Coaching* operates under two umbrella International organizations that represent a community of coaches.

### **The International Society of Neuro-Semantics (ISNS)**

The ISNS was founded by Dr. L. Michael Hall and Dr. Bob Bodenhamer as the Governing body for the association of Neuro-Semantic Trainers, Institutes, and Coaches around the world. Now in 50 countries, *Neuro-Semantics* is a field dedicated to taking performance and experience (*neuro-*) to higher levels of meaning (*semantics*). As a model about the performance of meaning, Neuro-Semantics is pioneering models for transferring the great ideas of the mind into the muscles of the body in the mind-to-muscle pattern. Neuro-Semantics was given birth through the Meta-States model and provides advanced trainings in training and leadership.

### **The Meta-Coach Foundation (MCF)**

The MCF was founded by Dr. L. Michael Hall and Michelle Duval to define, monitor, and enrich the field of Coaching. The MCF is charged with ensuring the preservation of the ethical and professional standards and for ongoing research and development in the field of Meta-Coaching. Under the auspices of the MCF, a Board of Meta-Coach Guardians protects the integrity of the Meta-Coach Certification around the world. Meta-Coach practitioners are invited and encouraged to make a difference in their local communities by creating local chapters of the MCF.

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