



HCI EVOLVE *Summit*



How to Lead and Thrive Personally
and Professionally as a Coach
in 2020 and Beyond

The Turbo Effect:

4 Most Effective Ways to Speed Up
Transformation For You & Your Clients

3 Levels of Change



Behavior change is change in what we DO or how we behave.

Belief and identity change is change from the inside out.

Everyone has beliefs that shape who they are.

The problem is some of us have beliefs that are limiting us from having what we want now.

12 Misery-Making Beliefs

12. *"I'm afraid if I try, I'll fail or disappoint someone I love."*
11. *"I have nothing valuable to say – I'm not smart enough."*
10. *"I don't matter."*
9. *"There's not enough room for me to want, others will lose or be deprived."*
8. *"I'm not worthy of investing in."*
7. *"There's not enough time."*
6. *"I haven't yet earned the right to be happy or to relax."*
5. *"I'm all alone in this."*
4. *"Who I am is not special."*
3. *"I have to figure it all out now or something bad will happen."*
2. *"You have to work really hard and be willing to sacrifice to make a lot of money."*

And the #1 soul-crushing yet incredibly seductive belief that I hear clients say the most and as a transformational coach you likely will too – in some variation:

“I’ll never get what I want most.”

Transformation is a continual process of letting go and letting in.

We have to *let go* of the beliefs that keep us stuck and let in ones that allow us to create brighter lives.

If people felt safe reaching for and having what they want they would have it already.

So what keeps us from reaching for or having what we want?

Ecology is the key factor that determines whether someone will or will not get the results they want.

Here's a bonus ninja coaching question:

How much positive can you allow in your life
before you start feeling guilty?

The impression most of us have is:

If I'm happy for long periods of time I'll be violating something somewhere else which creates GUILT which presents INNER CONFLICT!

Our intention with Master's level Transformational Coaching work is to reconcile this inner conflict - where we embrace the parts of ourselves that have been buried underneath everybody else's needs and expectations.

The 4 Most Effective Ways to Speed Up Transformation For You & Your Clients

1. Paradigms As Powerful Mindset Shifts
2. _____
3. _____
4. _____

Paradigms As Powerful Mindset Shifts

- Think of paradigms as turbo prep work that paves the way for transformation to occur.
- Paradigms turbo charge your transformation because they initiate powerful mindset shifts.

BHC Paradigm

What's healthy for one person
might not be healthy for YOU.

TCM Paradigm

As coaches we cannot expect to
take our clients further than we
ourselves are willing to go.

The 4 Most Effective Ways to Speed Up Transformation For You & Your Clients

1. Paradigms As Powerful Mindset Shifts
2. Ecology – Rewiring The Brain For Change

Ecology – Rewiring The Brain For Change

- Ecology is our subconscious reasons for staying stuck or moving forward. Ecology is that inner conflict we find ourselves in when we want to follow our dreams and something says, No! Don't you dare.
- When we can understand what's happening inside our brains and inside our nervous systems, we can conduct great change in a conflict-free way.

The 4 Most Effective Ways to Speed Up Transformation For You & Your Clients

1. Paradigms As Powerful Mindset Shifts
2. Ecology – Rewiring The Brain For Change
3. High-Mileage Questions

High-Mileage Questions

- The higher quality your question is, the higher quality and more precise your changework will be.

Example #1

Simple Inquiry

What do you want?

Going Deeper

What do you really,
really want that you're
afraid to say or don't
think is possible?

Example #2

Simple Inquiry

Who else might be **affected** when you have this desire met?

Going Deeper

Who might it be **hardest on** when you have this desire met?



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Who might it be hardest on ***when*** you are making great money doing something you love?



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What stops most people from reaching for or having what they want is their subconscious worry about how it will impact other people.

The assumption is we'll be judged, criticized, abandoned, that we'll let someone down, cause pain and **we don't want to be the kind of person who lets others down.**

The 4 Most Effective Ways to Speed Up Transformation For You & Your Clients

1. Paradigms As Powerful Mindset Shifts
2. Ecology – Rewiring The Brain For Change
3. High-Mileage Questions
4. Be The Mirror

Be The Mirror

- One of the greatest gifts you can give a client is a reflective experience of themselves as they wish to be.

“Lets slow down. Breathe deep. Somewhere inside you, you know exactly what you need, you’ve just buried those needs under other people’s needs...it’s safe to share your knowing here. So I wonder, what need is asking to be met?”



What is a challenging conversation?

A challenging conversation is any conversation that has:

- High emotions
- Vulnerability
- Strong and possibly conflicting desires/opinions/perceptions
- Fear of how the other person will react
- Fear of having a negative impact on the relationship

Why is having a challenging conversation important?

The problem with avoiding challenging conversations is that putting them off only allows whatever issues are present to fester and potentially get worse.

The dishonesty is causing disconnection.

“She who fears she’ll suffer already suffers what she fears.”

“He who fears he’ll suffer already suffers what he fears.”

It's possible that once you learn how to approach a challenging conversation differently, you might get a different result, one that deepens understanding and connection (instead of causing rifts or conflict).



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When you decide you want something...
it is inevitable that getting what you want is going to
involve making requests of others.

Our 5-Step System To Ask For What You Want – And Get It

Our 5-Step System To Ask For What You Want – And Get It

STEP #1. Truth Time - What Do You Really Want?

We automatically assume we can't have it or it isn't possible for us, so we tell ourselves things like:

- "I didn't want it that much anyway"
- "Now's not the right time"
- "Me being happy will take away from others"
- "The cost will be too great" or "It will cost me dearly"
- "I'll have to suffer to get what I want and it's just not worth it"
- "Success happens for other people, but not for me"
- "Desire is selfish - if I get what I want, then someone else will lose out"

We push the responsibility for not getting to have what we want onto external objects or circumstances, like:

- “I can’t because of my kids.....”
- “I can’t because of my spouse.....”
- “I can’t because of my partner.....”
- “I can’t because of my boss....”
- “I can’t because of my parents.....”
- “I can’t because I haven’t earned _____ yet”
- “I can’t because I don’t have the money”

What if your desires were actually pointing you in the direction
of your life's purpose?

What if following your desire turned out to be BETTER for the people
you love than your current circumstances?

EXERCISE

What I don't want

What I'd like instead

What would be the
best part of that?

Our 5-Step System To Ask For What You Want – And Get It

STEP #1. Truth Time - What Do You Really Want?

STEP #2. Take Personal Responsibility For Asking

Taking personal responsibility for what you want is one of the keys to experiencing freedom - both in your life and in your career.

When you are dependent on others to suss out what you want, you are creating an experience of never knowing if you're going to be fulfilled - or not.

That creates strong feelings of anxiety and worry - “will *they* allow me to be who I am or have what I want - or even to want what I want?”

We want to create feelings of freedom, of peace,
of fulfillment, of satisfaction.

YOU are the creator of your experience.

And you get to create any experience that you want, as long as you're willing to ask for what you want.

EXERCISE

On a scale of 1-10 (assuming you know how, which we will show you), how willing are you to take personal responsibility for asking for what you want?

What has to be true to make it a 10?

Our 5-Step System To Ask For What You Want – And Get It

STEP #1. Truth Time - What Do You Really Want?

STEP #2. Take Personal Responsibility For Asking

STEP #3. Look For The Loss And Turn It Into A Gain



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If it was okay to get what you want, you would have it already.



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When you are thinking about asking for what you want and you feel anxiety or trepidation, it's because you're imagining a LOSS.

So when you're coaching yourself or coaching others,
what do you do to shift that?

You simply reframe any imagined losses as possible **GAINS**.

What is a “reframe”?

To “reframe” something is to change its meaning by putting it in a different setting, context or frame, which opens up the possibility of a new point of view.

EXERCISE

STEP #1

What do you really want?

STEP #2

On a scale of 1-10, how ready are you to accept responsibility for asking?

STEP #3

What loss are you Imagining?

Reframe - what's the possible GAIN?

Our 5-Step System To Ask For What You Want – And Get It

STEP #1. Truth Time - What Do You Really Want?

STEP #2. Take Personal Responsibility For Asking

STEP #3. Look For The Loss And Turn It Into A Gain

STEP #4. Craft Your Ask

You're not asking for permission, you're asking for **support**.

A photograph of two women celebrating on a rooftop. The woman on the left is kneeling with her arms raised high in the air, wearing a black tank top with the text "I AM A LIFE COACH" and "HEALTH COACH INSTITUTE" below it. The woman on the right is standing with her arms outstretched, wearing a grey tank top with "Health Coach" written on it. They are both smiling and appear to be in a joyful state. The background shows a clear sky, some trees, and a building. The entire image has a semi-transparent purple overlay.

“If you want to know your own
greatness, stop asking for permission.”

- Carey Peters & Stacey Morgenstern

“I feel _____ because _____. I’d like _____.

My intention is to _____ for you/us.”

“I feel nervous because I’m sharing something with you that feels REALLY vulnerable for me. I’d like your support for me to build my coaching business.

My intention is to get 10 new clients in the next 6 months – at \$1,500 per client that’s \$15,000 in income for us.”

What if the person you're talking with doesn't believe you,
objects or doesn't react well?

If the person doesn't react well, then it's likely that **THEY** are perceiving a loss.

EXERCISE

STEP #1

What do you really want?

STEP #2

On a scale of 1-10,
how ready are you
to accept responsibility
for asking?

STEP #3

What loss are you
Imagining?

Reframe - what's the
possible GAIN?

STEP #4

Fill in this template to help you craft your ask...

"I feel _____ because _____. I'd like _____ .

My intention is to _____ for you/us."

Our 5-Step System To Ask For What You Want – And Get It

- STEP #1.** Truth Time - What Do You Really Want?
- STEP #2.** Take Personal Responsibility For Asking
- STEP #3.** Look For The Loss And Turn It Into A Gain
- STEP #4.** Craft Your Ask
- STEP #5.** Take It For A Test Drive

Big Money Breakthrough

Money Mastery

BMIQ | Business & Money Intelligence Quotient

BMEQ | Business & Money Emotion Quotient

BMIQ

- Knowing how to earn money
- How to keep track of money, budgeting & metrics
- How to invest money and how to have money work for you

BMEQ

- Emotional intelligence around money and business
- Relationship to money as it goes in and out of your world
- Internal reaction to failure and success
- Reactions to YES's and NO's in your business dealings as it relates to money

Making Money as a Coach

What it's *not*:

- It's not about winning a competition (the zero sum game)
- It's not about controlling the outcome of your investments (of time, money, and energy)
- It's not about betraying your values on the path of creating money

Making Money as a Coach

What it is:

- Doing what you love and getting paid well for it
- It's an exchange of energy – sharing your innate gifts with others in exchange for compensation
- Being true to yourself and the values you hold dear
- Spreading the joy of who you are with money you receive as an expression of your client's gratitude

BMEQ



No More Spending

Your Path to Abundance

Your Top 3 Desires

Desire 1 _____

Desire 2 _____

Desire 3 _____

Your Desires



Money Archetypes



Maker



Saver



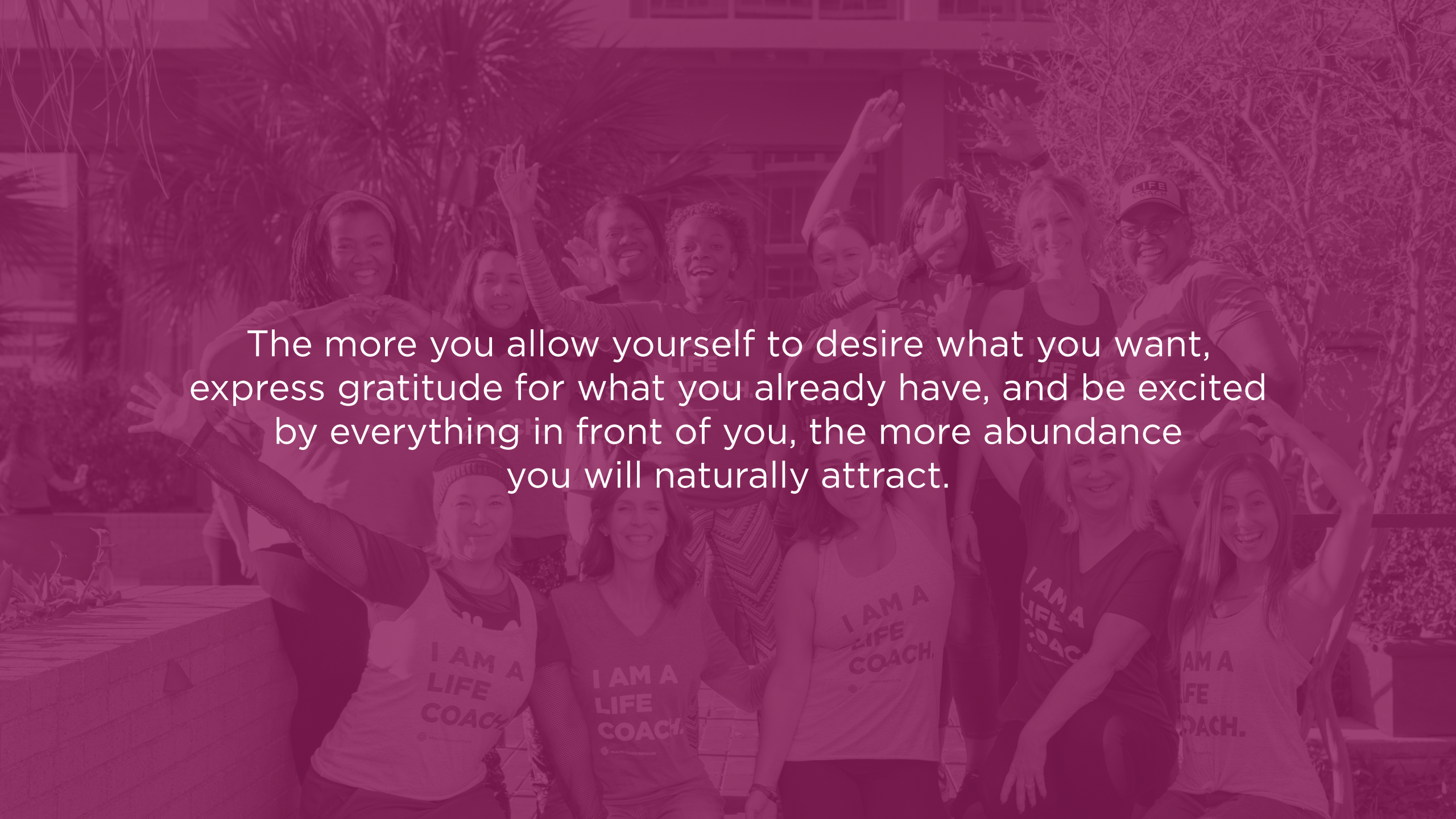
Spender



Avoider



Abundance



The more you allow yourself to desire what you want,
express gratitude for what you already have, and be excited
by everything in front of you, the more abundance
you will naturally attract.

A group of approximately 12 people are posing outdoors on a brick-paved area. Some are standing in the back, one person is standing on the shoulders of others in the center, and three are sitting on the ground in the front. Many of the individuals are wearing t-shirts that say "I AM A HEALTH COACH". The entire image is covered with a semi-transparent purple overlay.

I will win. Not immediately, but definitely.”

- Anonymous

Can't Get Enough Carey, Stacey, and Bill? Follow Them On Instagram!

[@careycoaches](#)



[@stacey_morgenstern](#)



[@billbaren](#)

