



# Practical Tips to Coach the Whole of Your Client

*by Jean-Francois Cousin*



## Insights & practical tips to coach “the whole of your client”

Coaching “the whole of the client” essentially means enabling your clients (1) to harvest their whole body’s knowledge, experience and wisdom, and (2) to partner with their “3 brains” (head, heart and gut) to transform and progress toward their desired outcome.

Doing so is more important than ever... because our ‘B.A.N.I.’ world (‘Brittle, Anxiety-inducing, Non-linear and Incomprehensible’) is exhausting our clients and weakening their ability to generate the new ways of thinking and of being they need to unleash their greatness amidst unprecedented complexity and disruptions.

Here are insights and practical tips you may like to experiment with, as you attempt to coach the whole of your clients.


### 1. Before the session: prepare yourself, energetically, to be a catalyst of transformative work

	<p>If you are...</p> <ul style="list-style-type: none"><li>• happy to meet, <i>and then</i></li><li>• still as ‘a calm lake’, <i>and always</i></li><li>• authentic and vulnerable</li></ul>		<p>... your clients...</p> <ul style="list-style-type: none"><li>• feel valued</li><li>• are calm &amp; ‘see’ themselves clearly</li><li>• are authentic and vulnerable too</li></ul>
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- Remind yourself of another ‘insight #1’: “Coaching is an act of unconditional love” - for the potential of our client ... (from my “10 insights and 10 tips to coach at your very best”) ... In other words: “Expect the best from your clients, and they will bring it on!”  
From that perspective, you’ll start your session with a big smile! 😊
- Breathe deeply enough to become an anchor of calm
- Bring your whole, humble self to the session; that will give permission to your client to do the same

### 2. At the very start of the session: enable your clients to adjust their energy to the level required for sustained, deep introspection

	<p>‘101’ of coaching: enable your clients to become coachable... before you start exploring with them what deeply matters to them! Hence, you need to give a chance to your clients to take care of their pressing needs, cleanse their mind and calm it down.</p>
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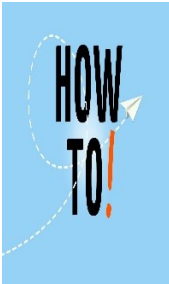


- Ask your clients questions such as:
- “Before we start, is there anything you need to do, to become fully present to our conversation?” Or/and:
  - “Is there anything (else) weighing on your mind that you need to let go of, for now, to stay mindful along our session?”
- If you feel your clients are still somewhat anxious/nervous afterward, inquire if they would like to take a few deep breaths

### 3. Connect the “whole of your clients” to the conversation before you ask them to choose a very valuable objective for the session



- Each session-objective chosen by clients should have life-transforming potential
- Most clients, however, initially share just the ‘top of the iceberg’ about their topic
- We need to dive deeper into it and explore what resonates about it within the clients’ inner world, before we ask them to formulate their session-objective
- Hence the clients’ choice of objective will be informed by a lot more knowledge, experience and wisdom, and their whole body will be mobilized for deep work



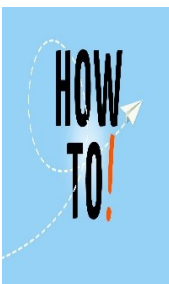
Ask your clients questions such as:

- “What would you like to explore today?” (NOT ‘discuss’ or ‘talk about’)
- “How is that topic important to you, at a deep level?”
- “How does your heart feel about it?”
- “What is your gut sensing about it?”
- “May I invite you to take a few deep breaths, look deeper within yourself, and tell me more?”

### 4. Invite your clients to make sense of their energy, energy-shifts and emotions



- “Energy never lies”...
- Therefore, a client’s energy is a most valuable informant about what’s happening deep within the client’s body all along a coaching conversation
- Making sense from the client’s energy and energy-shifts is more precious than making sense from the client’s emotions - learning from emotions is still valuable!



Always ask permission to your clients before you offer an observation; for example, say:

“May I share?

I believe I sensed a special energy (shift) / emotion in you when you said “a.b.c.”...

Did you sense anything?

What could it be about?

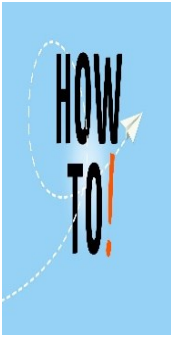
Where is it, in your body?

What message could it offer you?”

### 5. Unleash your clients’ imagination and intuition



- “Imagination and intuition are more important than knowledge” - Albert Einstein
- Imagination and intuition are -very fragile- conduits to clients’ inner world of possibilities
- As external visitors of such world, we, coaches, need to refrain from polluting it with words or judgments from our own inner world



- When you hear a metaphor, give a chance to your clients – with questions scrupulously using the very words of their metaphor - to explore what messages the metaphor may carry for the clients
- Invite ‘visual clients’ to draw what they ‘see’, and then question the drawing in ‘clean language’, making no assumption about what the drawing represents. Ask such questions as, “what is that shape there?” (NOT “~~who is this child?~~”), “tell me about the darker color here ...”, “Tell me about the orientation (South to North) of that object ...”, “tell me about the various sizes of these elements in your drawing ...”

## 6. Enable your clients to simplify their thinking and their learning



“If you can’t say it simply, you don’t understand it well enough yet” - Albert Einstein  
For clients to anchor their learning, they must articulate it in bitesize  
We must therefore ask them to summarize it – it’s worth the hard work it requires



Invite your clients to summarize, with questions such as:

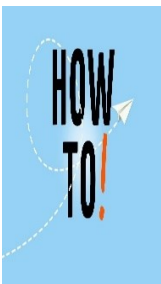
- “May I invite you to take a deep breath... and then summarize... in one sentence...” (if you have to ask twice, ask with a big smile the 2<sup>nd</sup> time!)
- “It’s quite a lot of information for my little brain 😊 Could you simplify?”
- “If you would teach this to a kid, what would you say?”

If your clients are lost in the weeds, invite them to stand up / step back, and ‘identify’ the most important from the distance


## 7. Empower your clients to trigger solid progress in their reality



“No battle plan ever survives first contact with the enemy” - Dwight Eisenhower  
You can’t avoid that life disrupts your clients’ action plans, but you can and must ensure your clients build up the quality of resolve and energy necessary to stay accountable for progress, to adjust action plans on the go, and to reach the outcome they desire.



- Ask your clients to ‘project’ / ‘transfer’ to you (silently) the energy they will generate to reach their goals (typically, I ask 4 times ... because the energy I ‘receive’ is too weak the first three times)
- Question any mismatch between the clients’ expressed ambition and their energy
- Challenge signs of lack of confidence (‘may be’, ‘I could’...), with warmth and humor, to enable the client to assertively own their ideas

Enjoy coaching the whole of your clients  and restoring their ability to generate the new ways of thinking and of being they need, to transform their lives for the better, and unleash their greatness!

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