

SPOTLIGHT: COMMITMENT TO CHANGE

Keeping A Future Focus

COACHING CONVERSATIONS



Any sustained change requires commitment rather than just compliance. Understand what the coachee's vision is for themselves. What does success look like to them? What's important to them? What are their goals, dreams, and desires for their career and life? What is the link between their own goals and the behavior change you're coaching them on? Help them get in touch with what's really important to them.

Inam, H. (2017)

INTRODUCTION

This Spotlight is one of a series of Spotlights to support the Institute's 'Coaching Conversations', an accredited Institute of Leadership and Management product that recognises coaching both as an invaluable tool for any leader or manager, and for developing your ability to support your colleagues in the workplace or those you may meet in a voluntary capacity.

This Spotlight provides a transcription of 'Business Coaching Session' (33:10 – 37:46): the coach helps the coachee to focus on an alternative goal to help grow her business, when it emerges that she is not paying herself a salary. The coachee is beginning to change her thinking and commitment to making a change.

REFERENCES

Inam, H. (2017). Ten Ways Great Coaches Overcome Resistance To Change www.forbes.com/sites/hennainam/2017/02/19/ten-ways-great-coaches-overcome-resistance-to-change/#7e53e0466a46

Marie, A., (2013). Business Coaching Session <https://youtu.be/9L0-ALqvTZQ>

The Institute of Leadership & Management, (2019). Coaching Essentials: Keeping a Future Focus

'Business Coaching Session' (33.10 – 37:46)

COACH

TEAM MEMBER

	<p>– But the mid-price clientele I don't have a market for right now, and I don't have the photographers right now. That's where, that's my goal, where the money is, that's the spot. And rather than take this clientele and convince them here, I want to develop this clientele with a package that's worth that price. And that's what I really want to work on the most, its finding talent, having all the things, and creating a package from scratch that's worth that.</p>
<p>– Everything you say makes sense, contains intelligence, its reasonable. I can see how its workable, and how it will grow. There is no doubt there. But I don't see is how you are going to pay yourself because it feels like something you will continue to do until you recognise something, or let go of something, and I'm not sure what it is. What will you have to let go of, here internally, to really pay yourself what you're worth?</p>	<p>– The simple answer is the fear that I'm not going to be able to pay the bills, you know, that the photographers who are doing the work, the rent, the health insurance, you know, that's my fear. It's that they need to be paid. And that my team is very, very valuable to me in terms of them getting paid. So...</p>
<p>– I'm going to stop you, Elizabeth. Listen, you're part of that team.</p>	<p>– I'm sure my self-worth would be much, much better if I felt that. I know that. I felt that years ago when I was being paid. I had a bravado and a sense of being able to go out and buy a new pocket-book without thinking twice about it. You know there's certain like becomes like. You act that way, you feel that way, and you attract that. I get it.</p>
<p>– Good, what else did you get from this conversation?</p>	<p>– That I'm really excited to be working with you and I really worked hard on getting my group together.</p>
<p>– Thank you for that. What are you taking away - and if you still have time, I promise we'll talk about the advisory board, but what are you taking away from this conversation?</p>	<p>– Me, it all comes back to me. And that, I think the fear that if I charge too much, then I – and I've had situations like this where I've over quoted something that I really wanted because I wanted them to understand our worth and then they went somewhere else without letting us come back down. So that is probably the thing that scares me the most, is that I'm cutting off my nose to spite my face. And right now I think we're...</p>
<p>– Focus on what you're getting, not your argument for why you're not getting it. What did you get from this conversation that you can take?</p>	<p>– That I have to keep questioning and questioning my assumption in this regard. And be brave where I can be. And start taking steps to correct that situation.</p>
<p>– Ok and what's one courageous thing you could do as a result of this conversation?</p>	<p>– Raise the prices where I feel won't be noticed or take away some of the things that I feel people won't notice.</p>
<p>– Will you look at that today or tomorrow?</p>	<p>– Absolutely.</p>
<p>– Ok.</p>	