

# ATTITUDE AND ATTENTION EQUAL CONSCIOUS COACHING

WHAT IT MEANS & HOW TO DO IT

BY

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## HELPFUL DEFINITIONS\*\*

**Attitude:** an angle of vision reflected in your thoughts, feelings, and behaviors

**Attention:** the act of directing your conscious awareness to listen, see, hear, or understand the object of your observation

**Conscious Awareness** - the ability to be aware of being aware

**Minimal Consciousness** – a vague awareness of something, but not a strong presence in your mind

**Perceptual Consciousness** – being aware of what's happening in your body and your environment

**Introspective Consciousness** – being aware of your own mental processes and your sense of being an individual self, including when the voice in your head allows you to think through situations and determine solutions to problems.

## LOVE IN ACTION

Conscious Coaching means Coaching Integrity. That means 'walking your talk', or 'living your values'. It means integrating your values into your actual behavior. And that requires a specific skill set.

Being a conscious coach means knowing how to honor the diversity of human viewpoints while holding the space for the whole that encompasses them all. It means being able to demonstrate this in your verbal and non-verbal behaviors.

Transforming your own way of viewing things will grace you with this integrity. You will have the power to transform your love and caring into action that serves your clients and their desire to become all they can be.

\*\* definitions from [www.Study.com](http://www.Study.com)



## *Your Success Is A Reflection Of Your Attitude & The Placement Of Your Attention.*

*Today's world is rampant with change and uncertainty. People not only want stability, they want transformation.*

*If you offer transformation in your individual coaching or group programs, be sure you can deliver on your promise.*

*The best way to do that is to become proficient in the communication skills necessary to work with your client's conscious AND unconscious mind.*

*Transformation can only arise with the consent and involvement of your client's unconscious processes. Learn how to facilitate those outcomes in my certification training and become an NLP Coach Facilitator skilled in these specific tools.*

[\*CLICK HERE TO LEARN MORE ABOUT TRAINING WITH RAGINI\*](#)





## WHAT DOES BEING 'COACHABLE' REALLY MEAN?



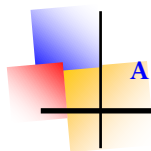
I often hear people say, "He's just not coach-able!" I wonder what they really mean.

Are they unable to create a true measure of the man or woman? I wonder if it's actually a valuable perspective.

I've been working with clients for over 40 years. And long ago I found it incredibly useful to adopt a powerful viewpoint credited to Dr. Milton Erickson, a famous psychiatrist and hypnotherapist.

It is this in my own words:

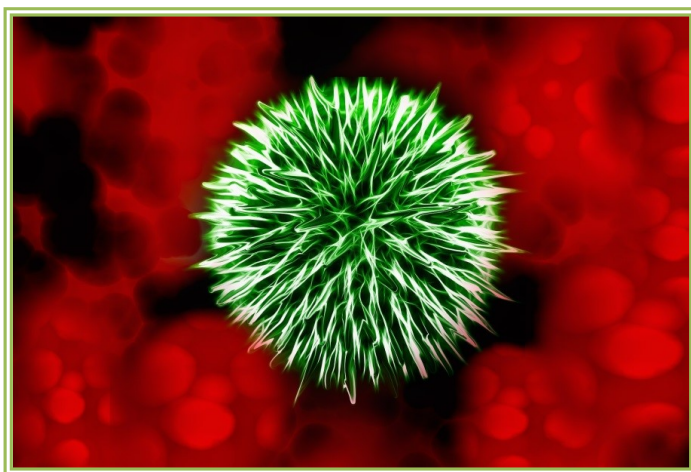
*Everyone is coach-able - IF - I hold the attitude that my difficult & resistant clients are simply more creative in finding ways to hold on to their problems than I am in creating ways to help them let go.*



## "THEY ARE JUST NOT COACH-ABLE!"

*"They're just not coach-able"* is an attitude (or assessment) that works for the coach but not very well for the client.

The client can walk away feeling something is wrong with them - mostly because that's what they've been told - either verbally or non-verbally.



Your client often translates the non-verbal manifestation of your frustrations as:

*'You're resisting! You're not ready to change! You don't want to do the work! You're not committed to your own transformation! What is wrong with you?'*

The coach, however, can remain secure in that the problem is seen as the clients. This lets the coach off the hook for any responsibility!

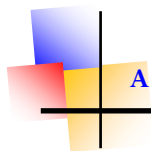
But here's the thing. In this scenario, most coaches also feel guilty and a bit of a failure. So what's going on?

There's a paradox here. The final responsibility for creating the desired change is indeed the client's. Yet, the coach's unspoken promise is that they can deliver the client to their desired outcome.

Can both be true? Annoyingly, yes!

Now I totally understand *feeling* your client isn't showing up. It's frustrating. BUT . . . it's not an accurate assessment of what is going on. And here's why.





## PEOPLE LIVE IN THEIR OWN PERSONAL REALITY

Every single person lives inside of their own personal reality, whether it be heaven or hell. And every single person is on their own personal journey.

Now I don't know if these two statements are true.

But ... my years of working with people have proven them to be extremely *useful viewpoints*.



They help me get the results I promised the client.

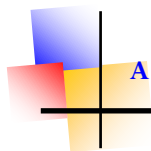
Now this next statement is something I BELIEVE to be true. I can't prove it, but I can report that as an operating assumption, it has served my clients and me very well.

I'm pretty sure it's the bottom line for how I've gotten consistently great referrals for over 40 years. Here it is:

*Every single event in a person's life journey is exactly the right classroom for them. They are there to learn what is next on their life agenda for wisdom, clarity, and growth.*

## YOUR ASSUMPTIONS MATTER

That doesn't mean that the client holds this belief.  
It's me that holds it sacred. Why?



It gives me the room to step back and ASSUME the perfection of that person's life and problems.

*When you assume something is operating perfectly, then every  
imperfection (or problem) has more room to show you  
what it's up to.*



Approaching difficult clients from these viewpoints creates immediate space to explore creative possibilities.

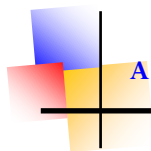
What are those? They are the hidden options that *could* work to help the client get their stated goal

or outcome.

So what I'm really saying is that no one is truly un-coachable. It's just not a useful attitude. I know, I know. It sure looks that way sometimes. And you might feel a strong desire to argue with me welling up inside.

It's up to you to determine how you perceive your client's resistances and objections. But remember. If they could have handled them on their own, they wouldn't be talking to you. So ...

- Why choose a viewpoint that cuts off your very own creativity and inspiration?
- Why choose an attitude that closes the door on your unspoken promise they can succeed?



- Why choose a perspective that can leave you feeling guilty and frustrated?

## “THEY'RE JUST NOT READY!!”

This is another questionable attitude it's easy to embrace.

It happens when you can't make sense of the client's attitude.



Why don't they have your expected sense of urgency?

Why aren't they committed to fixing their issue with the same passion you have when working on yourself?

The answer rests in what can be a stunning and difficult realization to

metabolize.

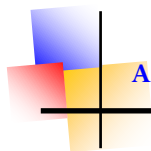
*Not everyone in life is here to consciously grow  
in the way you think growth happens.*

Someone may grow enormously in their ability to metabolize a truth about life from a beautiful sunset or walk on the beach.

On the other hand, it may have taken you years of therapy and meditation to discover the same bit of wisdom.

It's great to assume everyone is on a journey of learning and personal growth.





However, like a seed planted in the earth, there are stages to its growth. Specific elements are required in the soil. There has to be the necessary amount of sunlight *and* darkness to trigger the seed's predetermined timing for the appearance of the next stage.

## THE SOLUTION

The catalyst for the solution to this dilemma rests in your hands. It's composed of two elements.

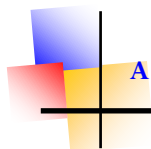
- 1) *Your attitude*
- 2) *Where you place your attention during the session.*

I'm not saying tools, techniques, and protocols aren't important. They definitely are.



And I'm certainly not throwing out awareness of certain patterns that help identify the client's problems.

But I am suggesting what I often find missing - AND what I hold as MORE important is:



1<sup>st</sup> - The attitude you bring with you, towards your client and towards yourself.

2<sup>nd</sup> - What you place your attention on during your one-on-one time. Is it focused on getting them to follow you? Or focused on keeping yourself following them?

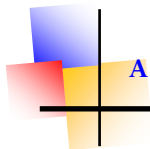
I guarantee wherever *they* lead *you* is going to help you move them forward towards their desired outcome in the most efficient and effective way.

If you don't know how to do this, then it's time to focus on developing a few more essential skills.

ARE YOU



HONORING



## YOUR CLIENT'S REALITY?



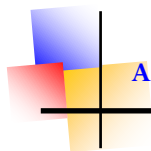
Reality is a funny word. It's very personal and it's very impersonal. That means it is relative *and* it's universal.

As a coach, counselor, or therapist, it's your job to:

- 1) Be aware when you have *assumed* you know your client's perception of reality
- 2) Be aware when you have *assumed* that your perception of reality is better than, or more correct, than theirs.

These kinds of assumptions make you blind to (or at least forgetful of) the necessity of not only discovering your client's view of reality, but also honoring it.

How to do that? You honor their personal reality in your language, how you explore strategies or solutions, and in your overall approach to the issue at hand.



## UNDERSTANDING THE NATURE OF PERSONAL REALITY



Just grasping the nature of *personal* reality is often mind-boggling. Even more challenging are the confusions of waxing philosophic on the nature of *absolute* reality.

So let's just stick to the reality we personally create for ourselves—our subjective reality.

*NLP assumes personal reality has a **structure** that is not laid in stone.  
Rather its nature is flexibility.*

In this way it is impersonal.

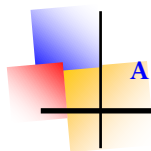
*However, the **content** of personal reality is very personal.  
It is always relative to the individual experiencing it.*

Yet, years of experience under your belt (or even when you're just beginning), can cause you to feel that you know things for *certain*.

And this can produce great difficulties.

*Certainty closes the door to further exploration.*

This can block your ability to recognize, accept, respect, and meet your client in the reality where they actually live.



## WHY CERTAINTY KILLS OFF CREATIVE EXPLORATION

When an idea hardens into a certainty, it starts to FEEL like Truth.



When you feel you know the truth *about* your client, you are at risk of missing your client's truth (as well as your own).

You are at risk of missing how *their* perception of the truth is holding their personal reality in place, imprisoning them and creating their pain and suffering.

When your personal reality loses its flexibility via certainty, it is hard to adapt to the flow of the creative personal realities streaming by from your clients.

*The Bad News:* Your professional expertise and experience can easily create this situation.

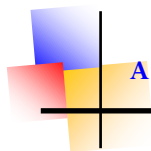


*The Good News:* With a little bit of awareness and willingness, you can reclaim your

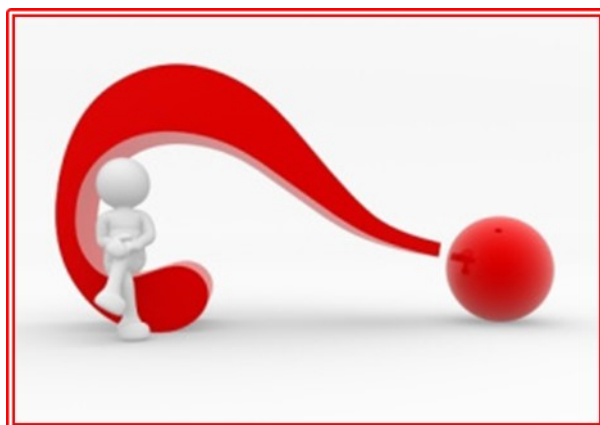


perceptual flexibility; and increase your capacity to work *within* your client's personal reality *instead of working within your own*.





## THE PARADOX: CHALLENGING YOUR CERTAINTY WITH DOUBT WHILE STAYING CONFIDENT & SURE



Years ago  
living in an

India, I remember the most empowering thing I learned while  
participating in a spiritual therapy training.

when I was  
ashram in

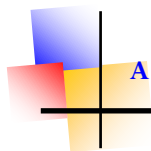
The leader said that anytime I found myself saying '*I want X for my client*', I had slipped into doing therapy for myself rather than my client.

It was a disturbing thought. But it changed my notion of what helping another person actually meant.

In those days, I was certain I understood the mind and how it worked. I was certain that all I had to do was deliver this information to my clients and they could then change – if they wanted to badly enough.

Of course, I was totally wrong.

But the reason I was wrong was because I was certain that I knew the truth, the way things actually were.



I can chalk that up to youth and inexperience, of course. But I also know how easy it is, even today, to fall into this desire for the comfort and confidence that certainty and conviction offer.

*The most powerful antidote for certainty is doubt.*

*Just a little bit of questioning shakes up certainty enough to help you regain the professional balance required to truly help another person learn they can actually help themselves.*

When certainty has grabbed your attention, tuning into doubt brings you back to the understanding that all personal realities are unique and therefore different.

This requires you to 1) be present and 2) be willing to accept what you find. This reopens the door to your perceptual flexibility and inspired creativity.

## THE MAN WHO WORE HIS PAST AS A BLANKET

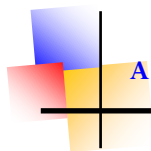
Not long ago, I was working with a client whose life was still being dominated by his past.



He understood that what he'd been taught as a child from a fundamentalist church and family was no longer what he believed.

But, he couldn't seem to get away from the impact of those beliefs. He intellectually knew they were not true for him anymore.

But the teachings still felt like the TRUTH.



He had started to explore a specific aspect of his life when I had the thought to check out *where* he stored his past experiences

I asked him to point in the direction of his past. He said it didn't have a direction. So I asked him to point in the direction of his future and he pointed straight ahead of him.

So I asked him again to tell me where his past was and he then shared, "All around me – like a blanket."



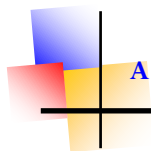
Now I've worked with enough clients to KNOW this was a major sticking point. Your past should be behind you, where it belongs.

I KNEW that if I worked with exploring how to do something different with his experience of the past that I could more quickly help him produce the change he was looking for. I got intrigued with the challenge of how I could change it.

Then I remembered that the client hadn't asked me to change how he stored his past. He asked me to help him explore how to enjoy his retirement. This caused me to doubt my conviction that changing direction right then and exploring how he stored his past was the right road to travel

So I put my certainty aside, despite the fact that working with time storage in the past had been really powerful. But I was determined to *honor my commitment to following my client's lead*. So we went ahead and did the piece of work he'd just started.

At the end of it, when the client felt the change he'd been after that day had happened, I got curious and casually asked him where his past was now. Lo and behold, he said, "Oh, it's behind me now." That was it. He



wasn't surprised or amazed. It had just shifted on its own as a result of the work he'd been doing that day.

*It reminded me once again how every person  
has everything they need to make the changes they want  
and to get to the outcomes they desire.*

My only job is to help them discover and utilize these amazing inner resources. And more often than not, their unconscious mind knows exactly how to get it done much better than I do.

## THE JOYS OF HONORING YOUR CLIENT'S REALITY

It had always been a great feeling to think I'd helped someone make a change and get the outcome they wanted. But somewhere inside, I actually felt like they made the change *because* of me and my expertise.

Well, of course, that was half the truth. The other half was that it's always *all* the client's doing.

It's a paradox, of course. Both are needed.  
The guide and the person wanting direction.

But when you guide your clients back to themselves as the source of the change, the inspiration, and the motivation to get it done, the joy inside YOU multiples geometrically.

*And, in my opinion, when you really know this  
to be a true – when you are certain – without a  
doubt – that it is the client doing all the hard  
work, that truly wonderful sense of being of service arises,  
pure and simple.*



For me, it is the delight of all delights. Like the teacher who gets thrilled when the light suddenly shines in the student's eyes as they get the point, or connect the dots, and finally understand.

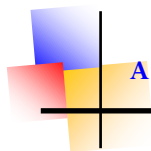


It is this mixture of grace and gratitude that is the real payoff when you stay true to working within your client's personal reality, and not from your own.



## DRAINING BELIEFS OF THEIR TRUTHFUL FEELING





Beliefs are the glue that hold a personal reality in place.



And when that reality gets stretched to its limits, the beliefs will do one of two things:

- 1) break down, making space for something new
- 2) settle into the shape of a conviction that cannot be moved or shaken.

Clients come in all shapes and sizes as do their beliefs. In

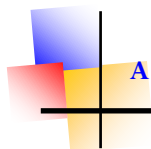
addition, the way they relate to their beliefs is also quite varied.

Here are a few tips for identifying *where* your client is in this vast spectrum, and *how* to respond:

- Has your client questioned whether or not their beliefs are the TRUTH?
- Do they just assume what they believe IS the truth and operate from that assumption?

1. Help your client gently explore alternative perspectives. Here are two ways that are very useful:

A. The 'as if' question format:



*Now I know this isn't the truth, but WHAT IF the opposite were the actual case? What new options might be there? Or how might you relate to things differently if you approached the situation with this alternative view?*

B. The counterexample:

*You mean every politician in the entire world is corrupt? There's not ONE who is trustworthy? What about Gandhi? Was he corrupt?*

Is it clear to you that they have thought about the validity of their belief and remain convinced that their belief is indeed the TRUTH?

2.  
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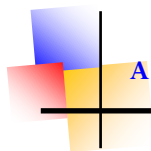


Help your  
think a bit  
deeply. Keep  
and in the  
of a question.

Some clients *intellectually* know that their beliefs are not true and that they limit themselves.

BUT the beliefs still *feel* true in their bodies. This is confusing to most people and can evoke feelings of shame and a sense of failure and/or incompetence.

3. Help your client understand this is a great place to be and that it is now possible to get rid of that feeling of truth in the body.



Here's what YOU need to know!

*The belief still feels like a truth in the body because of the amount of emotional charge attached to it.*

If you have permission from their system to clear out this belief because it limits them, you can proceed to an Energy Psychology tool or equivalent process.

The objective is to choose a tool that will lower the emotional charge until the belief shifts from the felt sense of a truth back into simply a thought that they can act on or not.

There may be other categories of response to *seemingly* truthful beliefs as well. But these three seem to be most prevalent.

## BASIC NOTIONS ABOUT BELIEFS & TRUTH

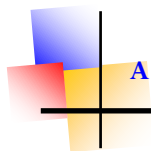
There are some basic notions about beliefs and truth to explore with your client when needed.

**First**, make sure your client can distinguish between a relative truth (one that has operating relevance in *their* personal life) versus an absolute truth (one that is true for everyone, or universally).

Offering this distinction can open the door to greater possibilities, insights, and understandings.

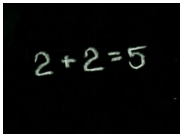
For example, how they relate to pistachio ice cream (it's the best to it sucks) offers a truth based on their own experience (bite of ice cream + like or dislike flavor + generalization out to all pistachio flavored things = assumption the same response will be there for all people who eat pistachio ice cream).





Obviously, not everyone experiences pistachio ice cream with the same response. Thus their experience is relative.

Experiences that fall into universal truth would be rain is wet, oranges are round, breathing is composed of an in-breath and an out-breath. These experiences are the same for all people.


$$2 + 2 = 5$$

**Second**, the introduction of this distinction between a belief and a truth creates awareness that the reason we form beliefs is because we can't know the actual truth.

When this is the case, we will almost always create a story or belief that helps us better navigate the unknown or unknowable. For example, beliefs about what happens after death, or deciding that Jane didn't go out on a second date with Hal because he's overweight.

Bringing conscious awareness to this distinction makes the freedom your client is seeking from the limitation/problem/challenge more available. And that is part of what brought them to see you in the first place, whether they consciously knew it or not.

*Simply becoming aware that Belief IS NOT EQUAL To Truth  
can be incredibly freeing.*

## BELIEFS, TRUTH, AND POLARIZATION

Extreme polarization is increasingly common today. And with it, comes increased stress and anxiety.



Polarization creates fixed ideas. And no fixed idea can become a permanent guide to happiness or peace of mind.

Things evolve, growth happens, and circumstances change.

When our beliefs are fixed, we lose the ability to navigate our lives and the world effectively.

Without flexibility, we cannot navigate the continually shifting twists and turns of life. And as we're seeing, this can result in extreme reactive behavior (anger, violence, war), or giving way to giving up (sadness, despair, hopelessness, and helplessness).

Once your client knows intellectually that their belief is not THE truth, you've got a green light to go ahead.

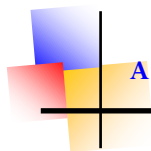
Show your client how to drain that belief of all its power. Help them regain access to their full potential to respond as they would like.

And be sure to remind them they can direct their own process to re-channel the released energy into a new form of expression they can choose themselves (curiosity, excitement, flexibility of viewpoint, etc).

Hope these tips have opened up a new door or two to your better serving your clients with love and respect.

The beauty of the journey is right there in the unfolding of their own unique process. Helping them to become aware of this and to trust it, is what I call Love In Action.





## ARE YOUR CLIENT'S LIMITATIONS THE PROBLEM? OR THEIR BELIEF THEY ARE THE TRUTH?



We human beings are funny creatures.

Just because something arises in our mind – be it a thought or a feeling – we tend to assume it is telling us the truth.

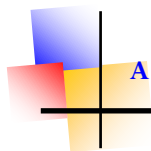
So we accept our thought or emotion as *accurate*.

This closes the door to perusing other possible interpretations to the experience.

*This automatic assumption of accuracy leads us to believe the thought or feeling is the truth ... And then we act accordingly, displaying behaviors from love and compassion to hate and violence.*

People rarely take the time to make a distinction between a thought or feeling being *accurate* vs. being *valid*. Yet this little moment of inquiry can save oodles of time, drama, and suffering.

*Accuracy* implies a final truth. No matter how I look at it, the answer is always the same. There's no variation and nothing else could change the fact of it.



*Validity* implies that if I stood in your shoes, I could also feel or think the same thing because that's how things actually look from that point of view.

When you can see things from *multiple points of view*, you can see for yourself that each viewpoint is indeed valid.

More importantly, you can see that each viewpoint is *not* accurate, or a final truth.

## ALL VIEWPOINTS ARE VALID & INCOMPLETE

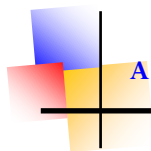
You also discover all viewpoints are *incomplete*. They lack the whole picture that truth requires by virtue of the fact that viewpoints only reflect the single view that naturally arises from the point where you're standing.

*Change where you're standing, and your view changes automatically.*

This is a powerful understanding to keep in mind, not only for your clients, but also for yourself.

Whether it's overt or covert, helping your clients expand their perceptual flexibility (freedom to peruse multiple viewpoints) can speed up their ability to release limiting beliefs.

This skill will move them forward more efficiently in their exploration of how to better live their lives.



## WHAT CAN YOU DO?

If you want to create an immediate sense of trust with your client, ask if they consciously (or intellectually) *know* that their belief or perceived limitation is untrue - even though they *feel* it to be the truth *in their body*.

When this is the case, you will see your client breath an immediate sigh of relief.

You will have hit the nail on the head.

*Highlighting this saves your client the embarrassment of having to admit the obvious failure of their intellect's ability to solve the problem.*



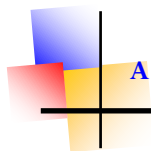
Is this important?

Yes. In today's world, anything that makes the intellect look lesser than head poo-bah can make us feel stupid, guilty, and even ashamed.

Many clients know that what they bring to a coaching, counseling, or hypnotherapy session is in fact *not* the truth. But that knowledge doesn't change what they feel in their bodies.

Limiting beliefs like *I am weak, a failure, or inadequate* will always rule the roost when they *feel* real.

*It's that feeling of truthfulness that makes us believe in our deepest fears rather than who we really are.*



Even life experience that disproves a limiting belief can fail to change how we feel.

*This is not stubbornness, or stupidity.*

*It is a testament to the power of the unconscious mind's commitment to stay with what it believes to be the truth.*

## ENERGY PSYCHOLOGY TOOLS TO THE RESCUE

To shake the feeling of truthfulness out of a limiting thought or emotion that your client intellectually knows to be untrue, make sure you have a few Energy Psychology tools in your repertoire.

These tools can take the sense of truthfulness right out of a limiting thought or emotion.



This frees your client to experience a new sense of harmony between their conscious and unconscious minds.

And that invites more brushes with the reality of that elusive experience of inner peace.

I've written about a few of these tools before. The simplest are Stress Release, Frontal-Occipital Holding, Tapas Acupressure Technique and Emotional Freedom Technique. There are lots of options for learning these on-line.

Do yourself and your clients a favor and get them in your tool bag as soon as possible and show your client how to get free of these imprisoning ideas.



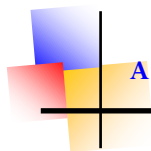
It's frustrating to live with something you know isn't true, yet feel it wield its power by imprisoning your confidence and holding hostage your freedom to grow and expand.

Enjoy exploring and discovering your own wisdom – and may your journey grant you happiness, peace, and freedom from needless suffering.

Much Love,  
Ragini







## READY TO EXPLORE COACHING WITH NLP – THE ART OF COMMUNICATING WITH YOUR CLIENT'S CONSCIOUS & UNCONSCIOUS MINDS?

My training for **certification as NLP Coach Facilitator** teaches you how to achieve quick results that will leave your clients wanting to shout out fantastic referrals to everyone they know.

You learn how to embody and leverage the precise skills that free you to communicate with your client's conscious – AND more importantly – unconscious mind.

But MOST important will be your ability to demonstrate unerring respect for your client's personal sense of reality – which in my book is **Love In Action**.

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And skill is the key.