

Become A Health Coach Certification

Pillar 2: TCM Skills

Week 15

The Secret To Creating And Delivering Unforgettable Coaching Sessions.

Learning Objectives

- The secret to creating and delivering unforgettable coaching sessions.
- How to structure sessions so you're combining information AND transformational coaching.

Welcome back!

Let's talk about the secret to creating and delivering unforgettable coaching sessions.

Are you ready? Here's the secret...

- Transform your sessions from “giving information” to “creating an experience.”
- Information does NOT create transformation.
- Experience, or embodying a new learning, DOES create transformation.

But, your client is coming to you to learn something specific – like how to train for a marathon, how to go gluten-free, how to lose weight or whatever their goal is. So there is **SOME** information you need to share.

So how do you construct each one of your sessions so you're striking the right balance of giving information to creating experience?

Again, giving major props to Stacey, who's a genius. This session structure we're about to share with you is straight from her 6-figure health coaching practice.

How To Construct A Session That Combines Information + Transformation to Create An Experience

There are 6 parts to an experiential session with a client.
The example we're going to show you is for a session that
is 45 minutes in length.

This is going to be very familiar to you, as you've seen it in action in almost every session of the Total Transformation program that you've just learned.

Construct a session that creates an experience:

1. What's going well (1-2 mins)

- Helps your clients focus on what's working well (instead of focusing on what's not working.)
- You want to begin your sessions with what's working well, because you'll notice that clients are often focused on what's NOT going well. So you're starting off with a celebration and reminding your client to focus on what's working.

2. Challenges/Coaching On Not Following Through Or Obstacles (5-7 mins)

- Coach your client on where she might be stuck/struggling/confused.

Construct a session that creates an experience:

3. New Information (5-7 mins)

- Give new information, but ONLY enough to keep your client engaged, excited and learning
- Notice - this section is ONLY 5-7 minutes long.
- This is where most coaches go wrong - they give waaaay too much information to their clients in order to appear “smart” or to make sure they’re giving “enough” to the client.
- If you overload clients with too much info, they will check out, or blank out, or worse, disappear or drop out of your program.
- Give enough “scientific brain cookies” so client has a BASIC understanding that inspires them to take action, but not so much information that they become overwhelmed and stuck.

Construct a session that creates an experience:

4. Experiential Exercise Related To Information (8-10 mins)

- This section makes your work stand out from the crowd (it's the “secret sauce.”)
- Transforms your sessions from “giving information” to “creating an experience.”
- This is where you get to do deeper change work on clients’ belief systems so they can stay motivated to follow through, help clients have a different experience of life without having to REMEMBER to be different.

Construct a session that creates an experience:

5. Action Steps (1 min)

- Suggest SIMPLE, CLEAR action steps that make sure client is in ACTION instead of overwhelm.
- When in doubt, give only 1-3 action steps so the client doesn't get overwhelmed.

6. Ahas, Insights, Appreciations About The Session (1-2 mins)

- Installs the value of what was discovered in the session, both for you and the client.

We've covered a lot this week, so let's quickly review what you've learned.

RECAP!

In this week's training, you've discovered:

- The “arc” of the 12 Total Transformation health coaching program sessions.
- The truth about what makes a health coaching program get results for clients, which is anticipating - within the design of the program - where the clients will likely fall off track.
- The “spine” of a successful health coaching program.
- How the structure of your health coaching program can “sell” for you.
- The secret to creating and delivering unforgettable coaching sessions, which is to elevate your sessions from “giving information” to “creating an experience.”
- The 6-part session structure to use that combines information AND transformational coaching.

Remember, you do NOT have to create your own signature health coaching program in order to launch your health coaching career!!

One of the benefits of your investment in this training is getting 2 proven health coaching programs - the 14-Day Cleanse and the 90-Day Total Transformation - that are already **DONE FOR YOU.**

Starting a new career is hard enough, so we recommend pressing the “easy button” and using the proven programs that we’ve given you.

And...for those of you who still want to create your own programs – or might want to in the future – this week’s video training has shown you the secrets behind coaching program construction that you won’t learn anywhere else.

Before you go, leave a comment and let us know – ***what was your biggest “aha” from this week’s training?***