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Focus on the Foundations
of Coaching

Active Listening and Sharing as Coaches




Slide 2




Have you ever been triggered, noticed biases, or distracted when working with a client?



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Enhance Active Listening Skills



-  Understand cognitive empathy (versus emotional empathy)
-  Listen to learn (versus listen to respond)
-  Remember different ways to offer a reflection

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Cognitive versus Emotional Empathy


Cognitive Empathy <ul style="list-style-type: none">• Take another's perspective• Can imagine being in another person's situation• Understand another's feelings• Can drive change talk	Emotional Empathy <ul style="list-style-type: none">• Share an emotional experience• Feel distress in response to another's pain• Want to help• Can drive sustain talk
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Cognitive Empathy Benefits as a Coach

- Increases our capacity for curiosity regarding the client's life/situation
- Decreases feeling the need to fix
- Improves well-being by reducing secondary traumatic stress
- Can listen more intently – focus on listening to learn



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Listen to Learn

- Interest in a behavior change
- Client strengths
- Client values
- Client beliefs
- Client needs
- Environment (positive or negative for the behavior change)
- Something not working well (a gap)

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Different Ways to Offer a Reflection

- "And you're thinking/needing/wanting....."
- "And _____ is important to you"
- "Life would be better when you _____"
- "Trying (or doing) _____ the healthy behavior _____ would result in _____ (something positive) _____"
- "_____ has value to you"

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Have you ever been unsure of WHAT or HOW to share your expertise or experience?



a person who is very skilful in a particular area
expert. noun
a person who is very knowledgeable about a particular subject
great deal of expertise

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Sharing Expertise: When the client needs more to generate behavior change

Client wants to make a change, and is interested in knowing more about the topic, exercise, nutrition, life balance etc


Client seems confused about a topic, and it is in their best interest to gain some clarity and information

Client needs increased awareness or clarity on something in their life – offering a coaching tool (e.g., values sort, priority activity, Covey's urgent versus important)

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How do I share information?



Be a Catalyst

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EXPLORE	OFFER	EXPLORE
Find out what they know Ask for permission	Share the information	Ask – what are your thoughts about this?

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Client Current Knowledge Strengths and Needs

What DOES the client know about the topic and what do they want to know?


- What are you familiar with...
- I would like to hear your thoughts first on...
- Tell me what you understand regarding...

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Client requests information

Client: "I have thought about nicotine replacement therapy, but I don't know much. Is it expensive?"
Coach: "Share with me what you do know."
(Listen...)
Depending on the client's response, ask permission to share relevant information.



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Addressing Client Confusion on a Health Condition

Scenario: Client is diabetic and is considering intermittent fasting because she heard about it from a friend.


Ask what the client knows.

Ask permission: "Would you like for me to share a little bit about intermittent fasting and how it might affect blood sugar levels?"

Share relevant information on the topic. Keep it brief.

Remind: "You should probably discuss this with your doctor before you try it."


Explore: "What are your thoughts?"



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Reminder: Coaching Condition Management

- Coaching clients on Condition Management (CM) involves tapping into relevant coaching knowledge
 - NBHWC requires evidence-based knowledge on specific health conditions
- Prep before a CM call
 - Know your numbers regarding diabetes, BMI, blood pressure and cholesterol
 - Be familiar with lifestyle choices for managing chronic disease relating to hypertension, diabetes, and heart disease
 - Be capable of discussing Tobacco Cessation best practices




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NBHCW Content Outline: Section 3

https://www.nbcw.org/sites/default/files/2022-05/NBHCW_Content_Outline_v2.pdf

- 3.1 Health, health promotion and disease prevention, applying a whole person perspective
- 3.2 Chronic Disease
 - 3.2.1 Hypertension
 - 3.2.2 Diabetes
 - 3.2.3 Obesity
 - 3.2.4 Cardiovascular disease
 - 3.2.5 Metabolic syndrome, arthritis and inflammation
 - 3.2.6 Lipid abnormalities
- 3.3 Health behaviors, social and behavioral risk factors
 - 3.3.1 Healthy weight
 - 3.3.2 Optimal nutrition & hydration
 - 3.3.3 Physical activity
 - 3.3.4 Sleep
 - 3.3.5 Stress & emotional wellness
 - 3.3.6 Avoiding tobacco use
 - 3.3.7 Moderate or no alcohol use, substance abuse




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How do I share my expertise?



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EXPLORE	OFFER	EXPLORE
Ask for permission	Share the activity/tool	Ask – what are your thoughts about this?



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**Sharing Expertise:
Offering Coaching Activity/Tool**

Scenario: A client shares that he is frustrated with his lack of consistency with workouts. The coach has noticed that the client starts "flavor of the day" workouts with exuberance, but then quickly loses interest and motivation. The coach wonders if it is because there is a discrepancy between the client's choices and his values.

Ask for permission to share a tool that could help clarify the client's interests. *"There are a lot of workouts out there, and they all have a different appeal. I am wondering if it would help to do a modified values sort, so we can find out what you really value. Would you like to hear more?"*

Offer the activity by explaining the process – and following through with the activity if the client gives permission to continue.

Ask: Now that we've discussed this, ask "What are your thoughts?" or "What stood out?"



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Revisit those coaching tools 😊

Covey Urgent/important matrix	Covey's 3 Buckets (control/out-of control/influence)
Values Sort	Life Priority Activity
Visualization	Relaxation Breathing
Wellness vision or a simple "Zoom Out"	Strengths Assessment

