

Focus on the Foundations of Coaching

Active Listening and Sharing as Coaches



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



Enhance Active Listening Skills



Understand cognitive empathy
(versus emotional empathy)



Listen to learn (versus listen to
respond)



Remember different ways to
offer a reflection

Cognitive versus Emotional Empathy

Cognitive Empathy

- Take another's perspective
- Can imagine being in another person's situation
- Understand another's feelings
- Can drive change talk

Emotional Empathy

- Share an emotional experience
- Feel distress in response to another's pain
- Want to help
- Can drive sustain talk

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





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)

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”

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



Sharing Information/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 lacks ideas on strategies for desired behavior change

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)

How do I share information?





EXPLORE

Find out what they know
Ask for permission

OFFER

Share the information

EXPLORE

Ask – what are your thoughts about this?



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...*

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.

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?”

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

NBHWC Content Outline: Section 3

- https://www.nbme.org/sites/default/files/2022-03/NBHWC_Content_Outline_v2.pdf
- 3.1 Health, health promotion and disease prevention, applying a whole person perspective
- 3.2 Chronic Disease
 - Hypertension
 - Diabetes
 - Obesity
 - Cardiovascular disease
 - Metabolic syndrome, arthritis and inflammation
 - 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





How do I share my expertise?

Sharing Expertise: Brainstorming



EXPLORE	OFFER	EXPLORE
Ask for permission	Provide ideas and brainstorm together	Ask – what would you like to hear more about?

Steve Berg-Smith 2010

Do NOT use brainstorming as a way to “sell” coach’s idea



Sharing
Expertise:
Brainstorming -
Client Lacks
Ideas

- Offer idea to brainstorm (Explore)
- Have client go first
- Coach can go next (Offer), or ask, “What else?”
- Coach reflects any change talk throughout
- Coach asks, “What stands out?”
- ❖ For clients who really are stuck and can’t think of ideas, it is okay to initiate with a menu of options, and then ask, “What other thoughts do you have?”

Sharing Expertise: Offering Coaching Activity



EXPLORE

Ask for
permission

OFFER

Share the
activity/tool

EXPLORE

Ask – what are
your thoughts
about this?

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?”*

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

Takeaways

How to share information

- Explore: Ask permission. Ask what the client knows
- Offer: Share information
- Explore: What are your thoughts?

How to share expertise/ideas

- Explore: Ask permission
- Offer: Provide a few ideas/Brainstorm with client
- Explore: What are your thoughts?

How to offer a coaching activity

- Explore: Ask permission
- Offer: Explain the activity
- Explore: What are your thoughts?

- Enhance active listening skills
 - Tap into Cognitive Empathy
 - Listen to learn/understand
 - Reflect change talk (not all talk)

