



THE ESSENCE CONVERSATION

Ground of Being for the Coach: This conversation is created from a place of relationship: partnership, connection, love, and discovery. Make certain to bring the being that will establish this in the beginning and check in throughout the conversation. Be your Essence with the person.

Time and logistics for the conversation: Typically, this conversation takes one ninety minutes. Whenever possible, complete this exercise in one session to maximize the impact. It is the coach's job to manage the pace of the conversation. Sometimes a person's Survival Mechanism will come up to avoid this conversation and the possibility it represents. Do not be surprised. It's normal, and one of the reasons coaches are needed, and why you will be hired. If you encounter a person's Survival Mechanism, here are some suggestions to deal with potential avoidance:

- When you are scheduling the appointment, always confirm the date, the time, and the specific location when you make the appointment. If by phone that means the phone number. If in person, make sure to clarify the address.
- It is a best practice to confirm the appointment, including the specifics mentioned above, the day prior to the meeting or the day itself. At this time, also ask that the person bring their mobile phone, phone book, and calendar to the appointment.
- Have the person sit in the chair that puts the most focus on you. If there is an obvious distraction nearby, (e.g., a window, television, etc.) have it be YOUR distraction, and so that their view will be focused on you.
- Always clear yourself prior to this conversation. Always.

The Listening: You may be scared, and it is likely that they may also be scared. They have been living their life in a certain automatic way for a long time, and they may be hoping (and wary) that you may have something that they do not currently have or know. That sometimes can be terrifying. After all, that might mean that they might need what you have to offer. That has them look possibility square in the face. As you can imagine, this drives up fear.

So, speak and listen from your Essence. Your Essence will call forth their Essence. Your Essence, your Being, will create a clear space and the opportunity for their Essence and their Being.

They will either get it, and then you have given them the gift of their Essence, distinguished, — or they may resist, and “survive” the conversation. Those people will go on with their Survival Mechanism-based life, perhaps even for a long time. That is okay. You have still given them the gift of the opportunity. Your job is to have the conversation with the person or (people) who show up to have the conversation. For the duration of the conversation, they are in their process, and you are in yours.



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DISCOVER if that person is to be your client — if they are going to take the step into Essence.

DISCOVER if they have a friend or loved one who will become your client. This process of listening, of providing Essence, and discovering, will serve you through your entire life as a coach. Teach, learn, and discover what is next.



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SECTION I – Sales Preamble – For those who are not yet clients

“**Thank you** for meeting with me and having this appointment. It is great that you would take time out of your schedule to look at what coaching provides.”

“I want to start by letting you know two things up front: First, this is what I do for a living. I consider our conversation to be a professional one. **You can trust and expect that I will be professional, and hold in full confidence anything that we discuss today.** I talk with people about their real, actual lives, and that is what makes coaching valuable. I want to assure you that I would never have a reason to repeat anything you say today, with the exception of perhaps possibly sharing something with my coach. They uphold the same professional confidentiality standards as me. Do you have any questions around that?”

“Second, we will be talking about your life, what is actually currently going on, and I will be asking you some personal questions. I want to be clear that **YOU DO NOT HAVE TO ANSWER THEM.** The more you are willing to share, the more impact this conversation can have. And you do not have to share anything you do not want to share with me.”



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SECTION II – Context

“We are about to have a conversation about how people, including you and I, show up in our lives. We will look at how you show up from Survival Mechanism and also see the Essence of who you are. We will look at how living from this Essence would transform your life, in a once-and-for-all way. My intention is that you see ‘behind the scenes’ the power of our coaching, and how this form of coaching really works to get people out of their own way and into action from a new and more powerful place in life.”

“To be clear, this is an invented conversation. It is a model of how we operate show up in life. It is not the absolute truth or a complete and comprehensive study of life, but a clear way to access the power we are talking about. Of course, at any time, feel free to ask whatever questions arise. And at the end of the conversation, I will give you an exercise to complete in the next few days.”

[If you have the printed Survival Mechanism Diagram, use it now. Let them know that every human being has a Survival Mechanism, and we are going to look specifically at theirs.]

[If you do not have the printed diagram, ask them to get pen and paper.]



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SECTION III – Fears, Self-Defense, and Feelings

“Let’s start with drawing a small circle in the center of the page which will represent FEAR. We are not going to spend a lot of time here, but I do want us to identify a certain type of fear which we all have. This is not about the fears of things outside us, like spiders, or snakes, or falling. What we are pointing to here are the fears inside our minds – the fears about who we are (or are not), our fears of what others may be thinking about us or might find out about us. To make it clear, let me I’ll share some of mine.”

[Examples of Fears: liar, ugly, fat, thief, phony, bitch, obnoxious, uncaring, coldhearted, fake, a slob, stupid, ditzy, an underachiever, shallow, immature, mean, unforgiving, lazy, selfish, naïve, incompetent, inadequate, irresponsible, unreliable, cheap, self-centered, going nowhere, narcissistic, a blabbermouth, untalented, powerless, insecure, a chaotic mess, small, weak, empty, out of control, angry, pathetic, uneducated, confused, a quitter, alone.]

[And make sure the fears are an “I am” or “I am a” statement. You’re looking for the label, like a name to be called. If the person says something generic like, “I’m not good enough/unworthy/ unlovable,” that’s fine. But also go further, “What about you is not good enough?” Do not accept feelings like “I am scared.” What is the label? It may be something like, “I am weak,” or “I am a chicken shit.”]

[SHARE YOUR OWN TRUE FEARS, STILL IN YOUR ESSENCE.]

“Now, as you can imagine, that is not a great place to come from as a coach. And I want you to know that when I get afraid, that’s what is going on inside me, and everyone has fears like this. What can you see about your fears? What are you afraid that people might be thinking, might find out, or suspect about you?”

HAVE THEM SHARE 5 – 10 FEARS. (Write down what they say.)

“Nice work and thank you for your courage in sharing that. Now, if that were all we were, our fears, we wouldn’t likely get out of bed in the morning. And of course, we do get out of bed, eventually... most mornings. So, let’s draw a circle around the Fear circle, and label it “**SELF-DEFENSE.**” Now, that’s a funny name, what we are really pointing to is a protective armor or shell around us, specifically around our fears. Usually, an easy way to see this is to think of it as our **AUTOMATIC** ways of being.

“Consider that you and I have automatic ways that we act or behave in any given situation. And we can actually even predict them. For example:



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▪ If I told you that you were going to a cocktail party tonight where you would not know a single person at this party, how do you know right now that you would be in that situation?”

HAVE THEM SHARE THEIR WAYS OF BEING. If they share what they'd be DOING, ask them directly about the BEING behind the doing. (Write down what they say.)

[Prompting questions could include, “If someone talked to you, how would you be with them? What would the people at the party see when they looked at you? How would you be walking in? How would you be when you leave?”]

- “And how would that be different if, say, it turned out that I had made a mistake, and you actually knew EVERYONE at the cocktail party?”
- “Is there a family member that calls you sometimes?” [HAVE THEM IDENTIFY THE FAMILY MEMBER.] “If that person called you up and said, “We have to talk,” how would you be Being with them?”
- “Do you have a boss or a major client at work? If that person called you right now and said, ‘We have to talk,’ how would you be Being with that person?”
- “Do you have an ex? If that person called you right now and said, ‘We have to talk,’ how would you be Being with them?”
- “If you were rushing to make a ride, like a bus, train, plane, and unfortunately, you just missed the connection by a couple minutes, how do you already know right now that you would be Being?”

“So, is it clear to you that you and I, and everyone, have these ways of being that we use most of the time? And that they are completely **predictable and automatic**? These ways of being we call the SELF-DEFENSE.”

“Next, let’s look at Feelings, both “Good” and “Bad”. Please draw several asterisks, or star shapes, outside the Self-Defense circle and label that area ‘Feelings - Good and Bad.’”

“We’re going to look at feelings in a particular way. First, let’s look at what you know to do to feel better when you are feeling bad. What is your go to, reliable, guaranteed ‘feel better’ thing, almost like a drug? Mine is...”

SHARE YOUR AUTOMATIC FEEL BETTER HABITS

“What are yours?”

(Write down what they say.)



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“Great. Next let’s look at feeling bad. When you’re feeling bad, how are you being? If we were watching you when you are feeling bad, what would we see?”

(Write down what they say.) {If they are stopped, share your own.}

“Great. Thank you. Now draw some diamond shapes in this same areas the feelings asterisks or star shapes. These represent those moments when all is right with the world.”

“You may be driving on a perfectly paved road, at the perfect time of day, with the perfect person. Your favorite song comes on, and you sing along, perfectly in tune. Meanwhile, at home, your house is clean, the laundry is done, and nothing needs to be fixed. . You’re all dressed up, clothes perfectly pressed, hair just right, and you look and feel incredible. You’re going to have your favorite meal tonight, with your favorite person, and you’ll end the night watching dolphins dance in the moonlit ocean. Life. Is. Good! What do you call these moments?”

WAIT FOR THEM TO COME UP WITH AN ANSWER. (Write down what they say.)

“Yes! The only thing about these _____ moments” (use their words) “is that they are temporary, right? They come and go, and we know that they won’t last. Sometimes, we even try to bring them back on purpose. We wear our lucky sweater, or go back to that restaurant to have our favorite meal, or drive that road again, and it is never the same. These _____ moments are like wonderful surprises that are fleeting. Do you know what I mean?”

[Have them draw a larger circle around the entire diagram so far.]

“This larger circle, which contains all of what we have described so far: Fear, Self Defense, Feelings — Good and Bad, _____ Moments, and Survival Mechanism, is what we will call your Comfort Zone. The Survival Mechanism exists inside of this Comfort Zone. Let’s label this circle the Comfort Zone.”

“Inside of your Comfort Zone are all of the things that you’re willing to do, that are comfortable for you. What is something that is inside of your Comfort Zone that might be outside of another person’s comfort zone?”

[HAVE THEM SHARE SOMETHING.]

“Outside of your Comfort Zone are all of the things that are unknown, uncomfortable, and unfamiliar, — things you are unwilling to do, or make you scared. What is something that is outside of your Comfort Zone which might be inside of someone else’s?”



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HAVE THEM SHARE SOMETHING.

“Typically, the unknown is the field of Possibility. It is where Possibility lives. It is also what we usually avoid. We tend to not like the unknown - it’s seems scary, so most all of the unknown is outside of our Comfort Zone. And most of what’s inside our Comfort Zone is what we already know.”

“Do you have any questions about this part? Is the Survival Mechanism clear to you? Great, let’s go to a new page.”



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SECTION IV – Experience of Confrontation (*Optional*)

[This part is designed to have them see the different stages that they will likely confront in coaching. We do not tell them this until the end of this section. If you are uncertain about this section, or pressed for time, this can be left out completely.]

“Now let’s look at how this feels or occurs in our lives. I am going to describe some different ways that we are in life, and I want you to just tell me how that experience occurs. The diagram that we just worked with describes the Survival Mechanism in what I will call ‘Normal’ life. All of life is all filtered through our feelings and automatic ways of being. Our fears are completely protected, and we are safely and directly in the middle of our Comfort Zone. This is as good as it gets. Let’s call this, ‘Normal.’”

“Now, let’s move the center part a bit off-center. That would be those times when you are closer to the edge of your Comfort Zone, — when everything is no longer balanced and normal. What does that feel like for you?”

[If they need examples, this might be where you are stressed, overwhelmed, or pressured in life.]

[HAVE THEM SHARE HOW IT FEELS – WHAT THAT EXPERIENCE IS LIKE FOR THEM.]

“Then, what if we move this center group, the Survival Mechanism, way over to the edge of the Comfort Zone? This is when you are right on the edge of the unknown, and the unfamiliar, how does that feel for you?”

[If they need examples, this might be where you are up in the plane on the way to your first skydive, or asking someone to be your life partner, or (your own example).]

[HAVE THEM SHARE HOW IT FEELS – WHAT THAT EXPERIENCE IS LIKE FOR THEM.]

“Now, what if we plunge you completely outside your Comfort Zone? When you are totally in the unknown, what is that like for you?”

[If they need examples, share one from your own life. Of course, you can also suggest things such as: like you are you are out on a great first date and you realize that you brought no money with you, or you are suddenly fired or let go from a job.]

[HAVE THEM SHARE HOW IT FEELS – WHAT THAT EXPERIENCE IS LIKE FOR THEM.]



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“This is how it often goes for us in our life – from normal to off center, to on the edge, to out in the unknown, to back to normal. Can you think of any examples in your life where this cycle happened? A job or relationship or project where you went through all of these stages – okay, to scared, to back to normal?”

[IF THEY DON'T HAVE AN EXAMPLE, SHARE ONE OF YOUR OWN AND MOVE ON.]

“How is it to look at your life in this particular and distinguished way?” (Write down what they say. This is typically their relationship to possibility.)

“Now, what do you think it would be like if we took all of these parts – the fears, the self-defense, or automatic ways of being, the feelings and the _____ moments (use their word) and separated them from this organized way of relating to them? In other words, what if we took away your fear, self-defense, and going for feeling good, and then put you in the unknown? What do you think that would that be like for you?”

[It is important to have them answer this question. You are finding out how they will be to coach. Better to find out now, rather than it surprised you later. Whatever they say, have them write, Possibility = _____ (what they said).]

“Do you have any questions so far? Okay, let's move on to a story. It's interesting, because it's about you!”

[If you leave this page out, please begin at the next page.]



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SECTION V – Life on the Triangle

[If you are not using the pre-printed sheets] “Please take out a new sheet of paper. On this paper, draw a large equilateral triangle – that’s equal angles, and equal sides. Please label one corner fear, one corner self-defense, and one corner feelings.”

“So far, we have already described the Survival Mechanism and how it works. This next part of the conversation is a story about a day in the life of how your Survival Mechanism operates. I am going to tell you a story about you. It’s about your life, on a daily basis, so I will need your help as we go along, okay?”

“Trace along the diagram with your pen as we go please.”

(Create/modify the story as needed so that it’s relevant to the person’s real life.)

“So, the day starts, and you wake up. How is it when you wake up?”

[Most likely, they will tell you how they are feeling. Listen for feeling, self-defense, or fear? Have them choose which one and put their tracer (pen or finger) on that corner.]

“Okay. There you are, and let’s say that on this particular workday morning, while you are lying there, you suddenly remember an important assignment you were supposed to complete the day before, and did not. What’s that like? And where are you on the triangle?”

[Fear]

“And then what do you do?”

[It will likely be something they are familiar with doing, so it is self-defense].

“Okay, so there you are in self-defense, doing that thing you know to do.”

[You may use some of what they shared and that you wrote down in the self-defense part of the conversation, to remind them how it goes for them in that way of being.]



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“And let’s say you call to talk to your boss (or client), and you get from their assistant that something came up and they are not expected back until noon! Phew. Cool! Where are you now on the triangle?”

[Feelings – Good]

“Now, let’s say that you hustle into action, and produce in three hours what it would normally take eight hours to do. Where are you on the triangle now?”

[Self- Defense]

“Okay, good. Then, let’s say you get it done and rush it to the office, drop it on the desk, and make it before they arrive back. . Where on the triangle are you now?”

[Feelings – Good]

“Right. Amazing! You might even go out to your favorite lunch spot to celebrate, hoping for one of those _____ (their word) moments! Where on the triangle are you now?”

[Feelings – Good]

“Great. Let’s say a short while later your boss (or client) calls you when you get back to work and they sound frustrated? They want to speak with you right away about the assignment. Where on the triangle are you now?”

[Fear]

“Okay, got it. So off you go to your boss’s (or client’s) office, being that way you know to be when you are in trouble. Where on the triangle are you now?”

[Self-Defense – Automatic]

“Clear. What if then you find out that they only have a simple question, which you immediately and completely answer? Your answer satisfies them, and you are on your way back to your desk. Now how is it for you?”

[Feelings – Good]

“Relieved, right?”



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“Is it clear to you that no matter how long I created this story, whether you win the lottery, miss your bus, whether your ex calls and says they have to speak with you, no matter whatever is happening in your life, you are somewhere on this triangle, most of the time?”

“Is it fair to say that it was no different last year? And is predictably true for the coming year?”

“Is it clear that it was this way five years ago? And if nothing changes, is on the way to being like this way five years from now?”

“Can you see how this triangle is where most of us live, most of the time?”

“With this model we can see that the best it life ever gets is that feeling good in those _____ moments, right? That those moments, which are really just fortunate surprises, is the best life it will ever get in this model.”

[Be quiet. Allow them to get the despair of this model.]

“Because of that, these moments start to set up our lives like the next thing is the goal – the next set of plans, the next new outfit, the next vacation, the next opportunity, the next, the next, the next, always the next. It is an externally-driven life with little true power or satisfaction.”

“It was this way last year, and will likely be this way again, predictably, this year, and the next, and the next.”

[Again, have them sit with it.]

“It is this way for you and for most people, most of the time.”

“Now, we say that there is another place to come from, — a place other than fear, self-defense (automatic ways of being), and feelings. A place other than going for feeling good, and the next big thing.

“We call this place to come from your ‘Essence.’ Would you like to find out what your Essence is?”

(They answer yes and are now your partner in this coaching.)

[HAVE THEM DRAW A RECTANGLE UNDER THE TRIANGLE AND WRITE THE WORD “ESSENCE” INSIDE]



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SECTION VI – Discovering Essence

“I am going to share with you a conversation with you that’s designed to discover your Essence.”

“When it comes to your Survival Mechanism that is a part of you which you can easily identify... You know your feelings, your fears, and your automatic ways of being. However, I assert that since you were present and made it meaningful every time you lied, or stole, or misbehaved, you are likely not the best correspondent for your Essence. Because you’re not the most reliable reporter for your Essence, we’re going to start with using other people to find out your Essence.

“Who do you know that you could reach on the telephone right now? What are the names of three people that you know that you could call right now?”

[Have them name three. Take as long as they need. Then you write down the names of the three people.]

“Okay. If those three people are unavailable because they’re all having a secret meeting right now to plan a surprise party for you, who are the next three people that you would call, that you could reach right now?”

[Have them name three more. You write the names next to the others.]

“And, if those three were unavailable who are the next three that you could reach?”

[Have them name three more. You write the names down.]

“Great. Now, the conversation goes like this. Please write down the important points, so you can make these calls quickly.”

“First, you want to make sure the person you’re calling they knows that this is a conversation is about you. It’s not about them or about your relationship with them, or test of their love or anything like that. The first thing you say is:”

“Hi, I am working with a life coach and I’m doing a self-evaluation exercise. Do you have a couple of minutes to answer a question? Thanks.”

“The next thing is the question itself. You and I know that it’s actually two questions, but please ask it as if it were one longer question. I don’t know why, but it really works better to do it this way.”



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“The question is: ‘What shows up when I do? What qualities do I bring into a room?’”

[Write down what they say.]

“This question is obtuse on purpose. Do not explain it to them. Allow them to struggle with it. Eventually, they will start to speak, and answer the question. When they do, write down exactly what they say.”

“When they stop, ask them: ‘Is there anything else?’”

[Write down what they say.]

“There is almost always more for them to say.”

“Then, thank them and get off the call.”

“This is not a social call, so let them know you’ll contact them later to catch up.”

“So, the whole call looks like this: ‘Hi, I am working with a life coach. I am doing a self-evaluation exercise. Do you have a couple of minutes to answer a question?’ ‘Thanks.’” The question is: ‘What shows up when I do? What qualities do I bring into a room?’” (Write down what they say.) “‘Is there anything else?’” (Write down what they say.) Then, thank them and get off the call.”

“Now, let’s practice this. How about you answer this question about me, the coach? What shows up when I do? What qualities do I bring into a room?”

[This is important. It has them see that Essence is available, and that it is possible to identify Essence in another person. Just as you will coach them to do, wait while they work it out. Resist the temptation to prompt or rescue them. Be with them until they say something, and then capture it in writing —, just as you are asking them to do. Use the prompting question, “Is there anything else?” just as you are going to coach them to do. NOTE: If they say anything negative, be sure to reference it as your Survival Mechanism., and reveal that to them, and share that it is scary for you to have this conversation with them.]

“Okay. Ready to go? Any questions?”



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SECTION VI Telephone calls

“Great. Start with the first three people. I am going to give you about ten minutes to get through to at least three people. Keep going from one to the other through your list and when you have three, or when ten minutes has passed, let’s check in and see where you are. Okay. Call the first person!”

[During the calls/conversations, if the coach listens in, you can provide direction in between calls. Be sure the person has enough conversations (typically at least three to five) to generate a list of words sufficient to powerfully create the last part of your conversation with them.]

[After the calls.]

“So, what did you find out?”

“Okay. Let’s edit the list. First, let’s take out anything that is negative or disempowering. For example, if they said, ‘You are really different,’ and it’s not a compliment to you, discard it. [It’s possible that they might resist this part. “But that’s a part of me, too,” etc. Remind them that, “We are looking at your Essence here. We have already looked at your Survival Mechanism. This person was reporting a part of your Survival Mechanism.” Then, move forward without any negative or disempowering words or phrases. You are the coach. If you have to, request they empower the exercise and remove that word or phrase.]

“Okay. Next, let’s look for duplicates, — words or phrases that more than one person said. Move these to the top of the list.”

[Do not spend much time on this part.]

“Okay. Now read the whole list to me.”

[WRITE DOWN WHAT THEY SAY]

“Is there any part of this list that you cannot own - any quality that you do not see in yourself?”



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SECTION VIII – Living from Essence

“Wonderful! We’re almost finished. What’s next is to look at what your life would be like if you were to live from this place, Essence, reliably and consistently. What would life be like if you were coming from this place ninety percent of the time or more, instead of your Survival Mechanism?”

[The “Essence of Essence” is a separate exercise, in which the Coach distills the input from the calls into a few words. It is a separate exercise. Use the list of words that the client generates from the calls for this part.]

“Get as comfortable as possible. I even recommend that you close your eyes for this part.”

[If you are with them in person, assure them that you will not move or touch them, and you will not let anyone else touch them during this part.]

“Okay. Now imagine a world. It is just like this one – you are still you, you do what you do, know who you know, but there is one big difference. In this world, who you are – for yourself, and for others – who you know yourself to be, and who others know you to be is:”

[READ THEIR ESSENCE BACK TO THEM – Generate the words as you say them.]

“From that world, being that reliably and consistently, what would change in the area of your relationships with your...”

[GET A NEW SHEET OF PAPER AND WRITE DOWN WHAT THEY SAY IN THIS ENTIRE SECTION.]

1. FAMILY? – What would there be more of? What would there be less of? What would shift overall? Are there people that are “out” now who would be “in,” or vice versa? [Write down what they say.]

2. FRIENDS? - What would there be more of? What would there be less of? What would shift overall? Are there people “in” now who would be “out?” Or “out” now who would be “in?” [Write down what they say.]

[TAKE A BREAK AS OFTEN AS NECESSARY TO READ BACK THEIR ESSENCE. HAVE THEM IMAGINE THE WORLD WHERE THEY ARE BEING THAT WAY.]



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3. WORK? – What would shift at work? What would there be more of? Less of? Would you be in the same field? At the same company? In the same position?

[Be sure to assist them in seeing the outcome of being the new ways. For example, if they say more productive, more positive, ask, “What would that give you?” and have them see that usually that would mean more money, free time, ease, or whatever else you see.]

4. ROMANTIC RELATIONSHIP? – What would shift in this area? What would there be more of? Less of? What would shift over all?

5. WHAT ABOUT YOUR RELATIONSHIP WITH YOURSELF? – What would shift there? More of? Less of? Overall shifts in the landscape with yourself? What would life be like for you from this place?

“Okay. Open your eyes and come back to the present. Let me tell you what you said.”

[READ EACH AREA AND WHAT THEY SAID WOULD SHIFT.]



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SECTION IX – Registration

“Now you know the background of the work we do. While we would be working in the foreground on the projects that you identify - (state their project areas; relationship, career, job, etc.) - in the background we also would always be working on having your life shift, by having you come from your Essence.

“There’s a once-and-for-all shift that happens in the lives of the people I work with. People hire me for this shift – to design and live a life from their Essence, where their Survival Mechanism does not run the show.”

“Would you have any objection to working with me as your coach, into shifting not only the circumstances in your life, but also how you relate to them - the place you come from?”

[Listen for the objections, if any. Is this person enrolled? Are they actually committed to a shift in their life, or to more trying without a real shift? If you are clear that they are committed, and they have no objections, move on to logistics. If there are objections, come from coach and support them with these.]

LOGISTICS “I coach people once a week for one hour each time. You are welcome to call in between scheduled appointments for brief coaching input. I don’t coach on the weekends. Every three months or so there is a month with a fifth week, and I take those off to recharge.”

“Coaching costs five hundred fifty dollars (\$550) per month, to create a life from your Essence. I recommend that you not take on a coach unless you are expecting or willing to be engaged for at least four months.”

“Each week we will create practices, — actions you’ll take to move your project areas forward. These will be the ‘on the court’ parts of your coaching. They will be created each week, and they will be asked about at the following week’s session.”

[OPTIONAL:] “At the time that you start coaching, I ask that you pay the first and last month’s fee. That way, if you get confronted or stuck, we have four sessions to peel your Survival Mechanism off of you and get you back to full power. Also, when you decide that you want to complete coaching, we have a month to set you up to win at whatever is next for you.”

“Do you have any questions about the logistics?”

“Are you ready to start coaching?”



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[They are either a “YES” or a “NO.” Neither is personal to you, so remove the significance. If “YES,” then set up the next appointment and ask to pay now. If “NO,” thank them for their time, and ask if you may check in with them on their life and projects in a month or two, to see how they are doing. Get out of the interaction as soon as possible with a “NO,” as they will be in their Survival Mechanism and about to get it all over you. Wrap up the session. Remember, either way, you have been clear and given them value for their time.]



THE ESSENCE CONVERSATION

SECTION X – Completion

“Before we end, I’d like to ask three questions.”

[Write down everything they say in these three questions.]

“First, what was valuable in this conversation for you? What did you generate from this exercise?”

“Second, was there anything missing, incomplete, or disempowering in our conversation today?”

[Make an effort to have it complete for them, even if that is just asking if they are willing to declare it complete.]

“Third, what would you like to be acknowledged for?”

[Do not let them out of this. Have them say what they want to be acknowledged for. It is okay to add to whatever they say, after they say something.]

[If they are going to be coached, congratulate them and give them a few (less than six) practice areas to take on before your next conversation. Even if they are not getting coached, you might recommend that they complete the rest of the Essence calls so that they have a total of 10, and any other practices that you see. As always, if you assign someone practices, please arrange a follow-up conversation to have them be complete.]