SAMPLE COACHING PROGRAM

COACHING TOPIC

WHAT:
• You want to live more deeply and consistently from the center of your passion, aliveness, playfulness, and creativity. You want to “show up” more passionately, creatively, enjoyably, effectively, and consistently in every moment of your personal and professional life. You want to connect more with the bigger purpose of your life. You want to become more focused, present, connected, and clear. You want to leverage your time and energy to produce better tangible financial and practical results while maintaining a balanced life.

WHY:
• Although every aspect of your life is basically healthy and successful, and even though you have been consistently creating exciting new possibilities, you realize that in the process your attention has become spread out and distracted as you focus (on many fronts) on future-oriented creative projects.
• You have been losing energy and passion for your professional practice. You notice that you are often not 100% present with your clients, and more importantly, with your wife and daughters. You are also not satisfied with the results you are getting from your work, both creatively and financially.
• You suspect that you will get the results you want only if and when your whole way of being goes through a shift.

DEVELOPMENTAL OBJECTIVES

• You are increasingly able to stay in (and return to) the present moment, and less prone to dwell in the future.
• You have a freer relationship to people’s attention. You are increasingly able to trust the whole cycle—both expression and receptivity, and are learning to dance with them more flexibly. You are more able to enjoy “being with” others and you are learning to enjoy listening to them more deeply and authentically.
• You are becoming better able to contact and stay connected with your “power source” (somatically, energetically and emotionally.)
• You are increasingly living in a higher octave of flow and engagement, trusting yourself.
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**ESTIMATED LENGTH OF THE PROGRAM**

9-12 months

**WHAT THIS PROGRAM WILL INVOLVE**

1. Personal engagement in observation exercises and practices on a daily basis:
   - Self-observation exercises enable you to become intimately aware of your ‘Current Way of Being’ in your coaching topic, what it enables and what it limits. Through this awareness, you will be able to start shifting your automatic, habitual way of seeing and behaving in your topic.
   - Practices are designed to develop the new muscles you will need in order to live in alignment with your ‘New Way of Being’ in your coaching topic. These practices are structured and sequenced to progressively to support reaching the developmental objectives listed above.

2. Meeting with me every two to three weeks until the program is complete:
   - Discuss what you are learning in your observation exercises and practices, build upon this learning and determine the next steps in your cycles of development.
   - Have a final meeting to formally complete the coaching program and prepare for going forward beyond the program.
Sample Current Way Of Being:  
The Visionary Entrepreneur

ALLOWS FOR:
- Enthusiasm and optimism
- Fun and playfulness and creativity
- Sustained high levels of energy, productivity, and creativity
- High levels of resourcefulness and ability
- A capacity for personal growth and self-development of body, mind, and spirit
- High energy for visioning and actualizing desired futures of all kinds
- After results are realized, an ability to move on to pursue new goals
- The learning and mastery of a meaningful profession (preventive family medicine)
- Bringing attention and care to grounded practical accomplishments
- Paying caring attention to your wife’s and daughters’ well-being
- The ability to rapidly gain superficial fluency in any new area of knowledge
- The creation and growth of your successful professional practice
- The creation of your happy marriage and beautiful family
- A mostly successful and well-rounded life

CLOSES DOWN:
- Attention to being, rather than doing
- Enjoying the implementation and management of your inspired ideas
- Knowing your limits and thus saying “no” to some of your creative interests
- Aliveness and presence in the many routine, ordinary moments of life
- Enjoyment and engagement in your professional practice
- The kind of creativity and wisdom that manifests only slowly, through slower creative rhythms
- Patient exploration of the “backroads” of the territory your life and relationships
- Being fully present with others (patients, wife, daughters) in the midst of ordinary life
- Shifting gears easily in life (especially shifting without resistance from working on creative projects to hanging with family or performing ordinary tasks)
- Listening well, both to really hear others, and to give them the experience of being authentically received
- The ability to consistently meditate or engage spiritual practices, and thus intentionally deepening of your presence
- The integration of your somatic, energetic, emotional, and mental intelligence — the emergence of your “enlightened animal” intelligence
- Connecting to your higher reasons for being here and organically actualizing your highest creative service to the world
Sample New Way of Being:
Master Sensei

This way of being opens up:
✧ A capacity for growing not just in doing, but in being
✧ Learning to enjoy being more present right now, rather than moving toward the future
✧ The ability to observe and receive others, to truly listen and take them in, and to give them the experience of being authentically received
✧ The cultivation and emergence of your enlightened animal intelligence
✧ The ability to participate 100% in anything that really matters, and to notice and let go of anything extra
✧ Learning to move naturally, quickly and freely through all life’s transitions
✧ Deeper and more consistent restedness as well as playful aliveness
✧ A way of bringing expanded consciousness into the ordinary, less inspiring “down” moments of life
✧ The ability to patiently notice what is here, and thus to discover the “diamonds on the soles of your shoes”
✧ A more powerful and dynamic felt connection to your highest purposes in life
✧ A “new, higher octave” of aliveness, wisdom, and presence

About The Master Sensei:
✧ The Master Sensei is fully conscious, but not centered in the head—he expresses the integrated intelligence of the whole animal
✧ The Master Sensei is a practitioner. He is committed to embodying his practice in every moment. But his practice is to do so effortlessly, as an expression of his way of being.
✧ The Master Sensei is committed to a higher way of being in life, not to chasing after ephemeral results
✧ The Master Sensei can creatively, happily, and powerfully engage the routine moments of life that might otherwise tend to feel uninteresting
✧ The Master Sensei is always learning to move more gracefully through life’s changes and transitions in a way that is sensitive to all the rhythms of life – from very fast to very slow, and all the gradations in between.
✧ The Master Sensei is not addicted to positive states. He can manage his discomfort with “difficult” experiences and “boring” routines and transform that discomfort into curiosity and power
SAMPLE SELF-OBSERVATION EXERCISE:
OBSERVING THE VISIONARY ENTREPRENEUR

THE PURPOSE OF THIS EXERCISE IS FOR YOU TO DEEPEN AND EXPAND YOUR AWARENESS OF YOUR CURRENT WAY OF BEING. IT ASKS YOU TO PAY ATTENTION TO HABITS AND CHOICES THAT USUALLY TAKE PLACE OUTSIDE YOUR CONSCIOUSNESS. PLEASE DO THIS EXERCISE ON A REGULAR BASIS, CONSISTENTLY, BECAUSE THIS IS WHAT WILL DEVELOP YOUR AWARENESS OF WHAT YOU TEND NOT TO NOTICE. PLEASE BRING GENTLE, PERSISTENT ATTENTION TO THIS PRACTICE, STARTING IMMEDIATELY, AND CONTINUING UNTIL OUR NEXT SESSION, AND SEE WHAT HAPPENS.

PLEASE DO THIS EXERCISE AT LEAST 5 DAYS EACH WEEK. IT INVOLVES OBSERVING YOURSELF DURING THE DAY, AND REFLECTING ON YOUR OBSERVATIONS AT THE END OF THE DAY. PLEASE USE A JOURNAL TO CAPTURE YOUR REFLECTIONS. ONCE YOU HAVE WRITTEN YOUR REFLECTIONS, LET THEM GO AND DON’T LOOK BACK UNTIL THE END OF THE WEEK. THEN, REREAD THEM. THERE IS A SET OF QUESTIONS TO REFLECT ON AT THE END OF EACH WEEK.

DAILY:

1. THROUGHOUT THE DAY PLEASE NOTICE WHEN THE VISIONARY ENTREPRENEUR IS SHOWING UP. PAY SPECIAL ATTENTION TO MOMENTS WHEN:
   • YOU NOTICE YOURSELF THINKING ABOUT FUTURE PLANS OR POSSIBILITIES
   • YOU NOTICE YOURSELF LOSING ENERGY, INTEREST AND PASSION AND BECOMING “FLAT”
   • YOU NOTICE YOUR MIND WANDERING WHEN YOU ARE SUPPOSEDLY “LISTENING” TO SOMEONE
   • YOU NOTICE THAT YOU ARE NOT FULLY PRESENT IN THE MOMENT
   Take a moment to simply acknowledge that The Visionary Entrepreneur is here.

2. AT THE END OF EACH DAY OR EARLY THE NEXT MORNING, TAKE A MINUTE TO BREATHE AND CENTER AND RELEASE YOUR THOUGHTS. THEN PICK UP THE PEN AND WRITE. TAKE JUST 10-15 MINUTES TO SCAN BACK THROUGH THE DAY TO SEE WHAT YOU ARE ABLE TO OBSERVE ABOUT THE VISIONARY ENTREPRENEUR. CHOOSE ONE EXPERIENCE AND TRY TO ANSWER WHATEVER OF THE BELOW QUESTIONS ARE RELEVANT.

3. QUESTIONS FOR EVENING JOURNALING:
   • WHAT ARE SOME OF THE PRIMARY PHRASES THAT THE VISIONARY ENTREPRENEUR IS SAYING INSIDE?
   • WHAT’S WITHIN THE VISIONARY ENTREPRENEUR’S FOCUS OF ATTENTION—AND WHAT’S NOT, AND FALLEN AWAY?
   • HOW DO YOU EXPERIENCE THIS IN YOUR BODY, SOMATICALLY & ENERGETICALLY?

WEEKLY:

AT THE END OF EACH WEEK, TAKE 20-30 MINUTES TO SCAN BACK THROUGH YOUR WEEK AS WELL AS THE NOTES YOU TOOK AND ANSWER THE FOLLOWING QUESTIONS. PLEASE EMAIL THEM TO ME.

1. WHAT PATTERNS DO YOU NOTICE?
2. WHAT DOES THE VISIONARY ENTREPRENEUR PAY ATTENTION TO, VALUE, AND TRUST MOST? LEAST?
3. WHAT COURSE OF ACTION DOES THE VISIONARY ENTREPRENEUR TAKE, AND WHAT DOES THIS END UP ACCOMPLISHING?