

## Coaching For Motivation

Here's a summary of some points to help you coach your client to discover and use more effective motivation for lasting lifestyle change.

- “Pulling” works better than “pushing”.
  - Help your client discover positive motivation that “pulls” them towards healthy behavior, rather than negative fear-based motivation that is supposed to “push” them towards healthy behavior.
  - Fear may get them started, but they need something more to succeed.
- En-vision a healthy and well life.
  - Help your client create a vision of themselves being as healthy and well as possible. Encourage them to develop an image that gives them a “big picture” reason to make healthy lifestyle choices.
- Clients get good at dodging fear-based motivation.
  - Denial and minimization are often used by clients to get around the intention of fear-based motivation. The fact that the client continues to live without the immediate manifestation of a health threat into an illness reinforces denial and minimization. “I’ll be OK.”
- Help your client shift the loving motivation to love of self.
  - Many clients will start out on their wellness journey doing it for the benefit of others in their lives (e.g. stopping smoking to avoid exposure of loved ones to second-hand smoke; wanting to “be around” to see their grandchild finish school, etc.). Help your client to WORK ON SELF-ESTEEM, SELF-WORTH, SELF-COMPASSION AND SELF-LOVE.
- Don’t be part of the problem.
  - Help your client choose actions that they are doing “for themselves”, not to please you or anyone else.
  - Be aware of your own prejudices and ideas about how clients “should” go about being healthy and well.
- Challenge your client to be well!
  - From the foundation of a trusting coaching alliance, challenge clients who are afraid to leave their “comfort zone” of the status quo. Do this by sharing your belief in their abilities.
- “Getting nowhere” always says something.
  - When clients feel stuck, struggle to maintain an action plan or fail to see results after repeated tries, it’s often a clue that the action plan is not on target, and is, quite likely, completely incongruent with who your client really is.

- Help your client to create an action plan that is in line with their own values, interests and characteristics. The best plans come from within the client, not from some outside source.
- Sometimes it's time to try something "completely different". Stay on target with what you want to achieve, but really experiment with how to get there.