

# *CONFIDENT and CLARITY-FILLED Clients!*

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**A**s heart-centred life coaches we have the incredible privilege to empower and witness our clients on a journey of growth and transformation. Our clients often crave clarity and confidence in areas of their life, career or business. It's our role to help them get there. And I believe the key to any sustainable and conscious change in this area is about shifting mindset.

## GROWTH VS FIXED MINDSET

We talk a lot about growth mindset versus fixed mindset in the personal development space.

A fixed mindset is the belief that our attitudes, behaviours and intelligence cannot be changed and are therefore 'fixed'. Whereas cultivating a growth mindset is fundamentally having the belief that our attitudes, abilities and intelligence can be developed, shifted and changed with effort, learning and persistence.

So we know that growth and transformation must come with a growth mindset, but how often have we experienced ourselves that the belief or disbelief in something will lead to that very result? It was Henry Ford who said, "Whether you think you can or think you can't, you're right." Because consciously and unconsciously, our beliefs form our thoughts, and our thoughts in turn form our behaviours. So how do we shift that?

## SHIFTING MINDSET ISN'T ABOUT HAVING A POSITIVE MINDSET

It's easy to mistake having 'good' and 'positive' thoughts or new information for shifting mindset, but shifting mindset isn't about creating a positive state of mind or momentum, even though this can be a result of mindset shifting. It's about creating a deep awareness that will expand your mind to see and believe what you thought you couldn't before. Knowingly and unknowingly. It's the seed that leads to epiphanies, awakening and liberation for your clients. It's the shifting and unraveling of limiting beliefs. The start of breaking the cycle or the ceiling to beliefs that no longer serve.

And this work is ongoing for ourselves and for our clients, even and especially when your coaching series finishes. Sometimes mindset shifts are the one degree changes now, that shift the trajectory of someone's life forever, leading to significant change in the long term.

So how do we empower our clients to create that deep sense of awareness that paves the way to a shift in mindset?

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Trust in your ability to hold space and deeply listen.

Trust in your ability to help create awareness.

Trust in your ability to mirror truths."

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## TRUST THE PROCESS

Exploring the thoughts and beliefs of clients who want to shift their behaviours for change and growth requires a deep sense of trust.

We have to know and trust that our client is ready and open to the change (no matter how big or small) that can come from coaching, even if they're not yet clear exactly what that looks like. Of course it's our responsibility to guide them through the process and we might have planned programs and structures for this. And whilst having a structure for your coaching series or program is helpful to ensure a defined approach and set expectations, or inspire with engaging topics, it's important to not create rigidity in your coaching practice. This means trusting in and embracing the process of life coaching and being able to let go of wanting to know what to say or plan how things should go in advance. Trusting the process will help create space for your client to explore what comes up.

## TRUST AND EMBRACE YOUR UNIQUE GIFTS

In order to trust the process of life coaching, we must also trust our own gifts.

Trust in your ability to hold space and deeply listen.

Trust in your ability to help create awareness.

Trust in your ability to mirror truths.

And as we bring our own unique talents and gifts into our coaching practice, we must hone in on those.

At the deepest level, what are your gifts, talents and skills that you uniquely bring to help your clients shift their mindset? This is fundamentally aligned with your own vision for your coaching business and also who you are as a person. We must deeply trust and tune into our intuition and gifts as coaches in order to empower our clients to the answers deep within them.

## SET YOUR INTENTION AND MAKE YOUR CLIENTS FEEL SEEN

When you step into your coaching space, be it online, on the phone or in person, the intention and energy you bring into the space sets the basis of your practice and your client experience. We want to dedicate our full presence and attention to them.

How confident and informed are you about your client's most important and pressing pain points before you step into each session? Your client's coaching questionnaire and session notes are a great reference for your preparation before every session to give your client the confidence that you are there for them and that you see and hear them fully.



## USE OBSERVATIONS, CURIOSITY AND PLAY

The fundamental and deep work of true mindset shifting starts with awareness and happens at the level of beliefs, which can come with resistance, grief, loss, fear, sadness, shock and more, before it becomes an awakening and liberation. These can bring about intense feelings, emotions and thoughts.

How can we empower our clients to stay open minded when uncomfortable things come up?

Channel the role of a curious observer and avoid the labelling of good and bad to release judgement and criticism. What is really happening for them now? How can we help them explore the connecting dots or correlations to help create awareness? How can we create space for that as opposed to the pressure to “have to” change? How can we invite a sense of curiosity and play while our clients are always learning more about themselves?

## CHALLENGE THINKING AND CHANGE THE SCRIPT

In exploring your client’s thoughts, feelings, and behaviours openly with curiosity, what are the stories they need to challenge? What is their current storyline for them?

Use journaling prompts and empower your clients to create space to explore this in their own time. Are they diving into black and white thinking? Is there perfectionism talk? Is there procrastination? What fears come up? How could they rewrite that script? And what are other alternatives or options your client can look at? What actions could they take to face those fears? What thinking and beliefs do they need to further explore in order to shift them?

Challenge them to explore what it’s like outside of that current thinking that they deep down want to shift.

## MAKING MINDSET SHIFTS MEANINGFUL

The beauty of our craft is that every exploration with your client is unique, especially in the one-on-one context. And this makes a mindset shift a unique process for every client.

In helping clients create awareness and challenging or shifting their limiting beliefs, bring it back to your clients deepest desires and dreams in the beautiful goals that you’ve set at the start of your series. Use the words and language they use that

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have meaning to them. To shift this in a meaningful way, how do they want to feel? What do they truly want? What are their deepest values and what are their personal gratitude and unique joys? What is most important to them?

## PRACTICE WHAT YOU PREACH

It's my biggest belief that we as life coaches must keep doing 'the work' ourselves. We must be willing to get uncomfortable and dive into our own messiness. We must keep expanding our own minds and horizons and be coached ourselves. We must also challenge or be challenged where things don't work (anymore) because the path to growth isn't more of the same.

The ability to learn more about ourselves and keep developing our gifts to support our work as life coaches and live more fulfilling lives for ourselves is fundamental. Let it be a source of inspiration. Let it be the foundation to what that process looks like as a reference point for your coaching with clients. The beauty and power of helping your clients with mindset shifting for clarity and confidence is in the dance and marriage between the embrace of your unique gifts as a life coach and allowing the unfolding of a client's journey.

