

Confirm - Is Business Coaching just 'Happy Talk' ... making sure your client has a dream and not just living in a 'Land of Make Believe'.

Part 5 of 7

Client - Clarify - Create - Change - Confirm - Continue - Close

Is my business coaching Captain Sensible or just a lot of Bucks Fizz?



Having recently seen Cheryl Baker 'Dancing on Ice' strutting her stuff, I wondered if she ever dreamt that she would be performing with so much energy on national television at the tender age of ... well a gentleman never talks of a lady's age! I am guessing not but good on her for having the passion, drive and personality to carry it off with such aplomb!

I am sure Cheryl had some interesting coaching experiences along the way and no doubt many physical bumps and bruises, which got me thinking of the impact of my coaching interventions. Which I hope are more spiritually uplifting than physically invasive?

As I 'Googled' to remind myself the year of the Eurovision Song Contest when Cheryl had her skirt removed for the nation ... it was 1981 by the way ... I was transported back to the 1980's and the music genre of my youth. I know they say if you can remember the 1960's you weren't really there, but the 1980's was also a great time for pop culture. After all it was the decade that saw LiveAid. Okay, so it also brought us the great dance floor clearer of 'The Birdie Song', but even the 60's gave us 'Flash Bang Wallop' by Tommy Steele, 'Little White Bull' missing out by just 1 year, having been released in 1959.

My wanderings through the web also took me to a certain Captain Sensible and 'Happy Talk', which at last brings me to the real point of this piece. How do you know if your coaching intervention has been successful ... or in Captain Sensible's words ... 'how you gonna have a dream come true?' for your client.



In previous articles I have visited the stages of the 7Cs that I enjoy the most ... the fun creative bits of understanding the **Client**, **Clarifying** their issues, **Creating** a plan and thinking about the challenges of **Change**. Next come the more pedestrian piece of actually doing the change. For those that are into Myers Briggs personality preferences I am a classic NP, love big picture planning and adapting the plan along the way. So, for me this is the bit I need to put the most energy into, the SJ bit of detail and sticking to the plan. Apologies if this sounds like 'mumbo jumbo' but just Google Myers Briggs and explore your preferences to see if this holds water for you?

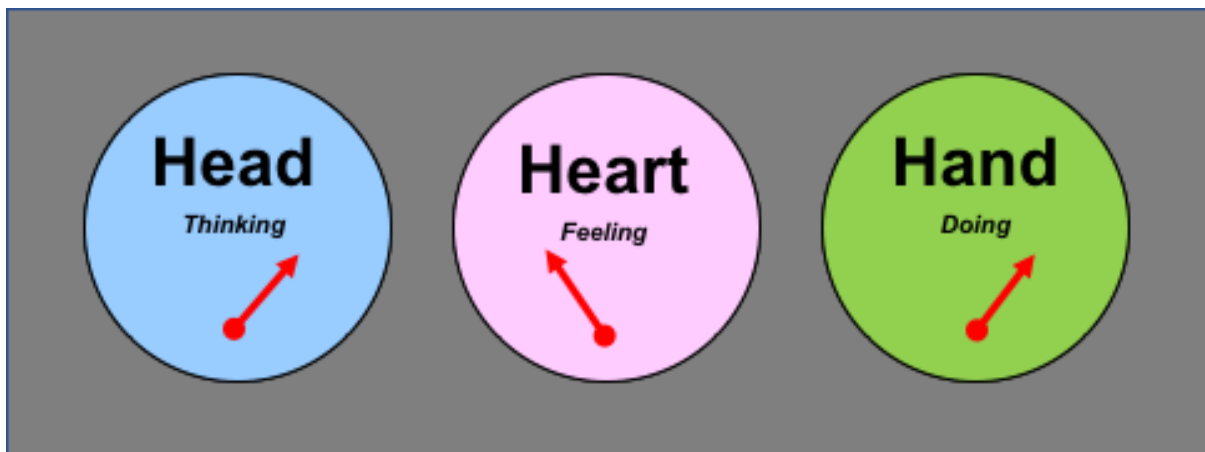
An important element of this is the 'Confirm', checking the outcomes are what was expected and indeed desired.

Hence the words of Captain Sensible are most relevant ... in order to ensure your dream comes true you must understand what you will be thinking (Head), feeling (Heart) and doing (Hand) when your dream comes true? All too often we set goals based on only one of these factors, typically in business the 'Doing' piece. But for **Change** to be sustainable we need to also be engaged intellectually and emotionally. If we are delivering the desired outcome but think and feel it is the wrong thing to be doing, sub-consciously or otherwise we will look to create a Head; Heart; Hand balance to find equilibrium.

Measures of Thinking and Feeling by their very nature are subjective measures but of course can be monitored in terms of movement from a base point. It is therefore important that within any coaching intervention we start by asking the 'is' and 'to be' questions. What are you thinking and feeling now? How do you want to be thinking and feeling in the future? Obvious may be but all too often paid lip service as we get on with the doing bit.

The 'Doing' is great because it can be measured in tangible factors or outcomes. How much weight have we lost, how much money do we have in the bank, how many new clients we have. My challenge to TQM, Six Sigma and Kepner Tregoe methodologies, as competent as they are in setting and monitoring KPIs for the 'Doing' bits, they are typically process driven so great at the activity but need supplementing with the 'Head' and 'Heart' bits that can only come from a human being. The difference perhaps between a great Six Sigma Practitioner and a great Leader of Change?

So, when agreeing the measures of success I find it useful to imagine the 'Confirm Cockpit' and consider the three key aspects of Head, Heart and Hand:



To quote Captain Sensible ...

*"Happy talkin' talkin Happy talk
Talk about things you'd like to do
You've got to have a dream
If you don't have a dream
How you gonna make a dream come true
And if you don't talk happy
And you never have a dream
Then you'll never have a dream come true"*

So, I shall certainly be ensuring I have these words in mind as I am coaching my next clients.

For more details of the 7Cs Consultation framework visit www.7Cs.co.uk.

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(All credits for 7Cs framework to Mick Cope)

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