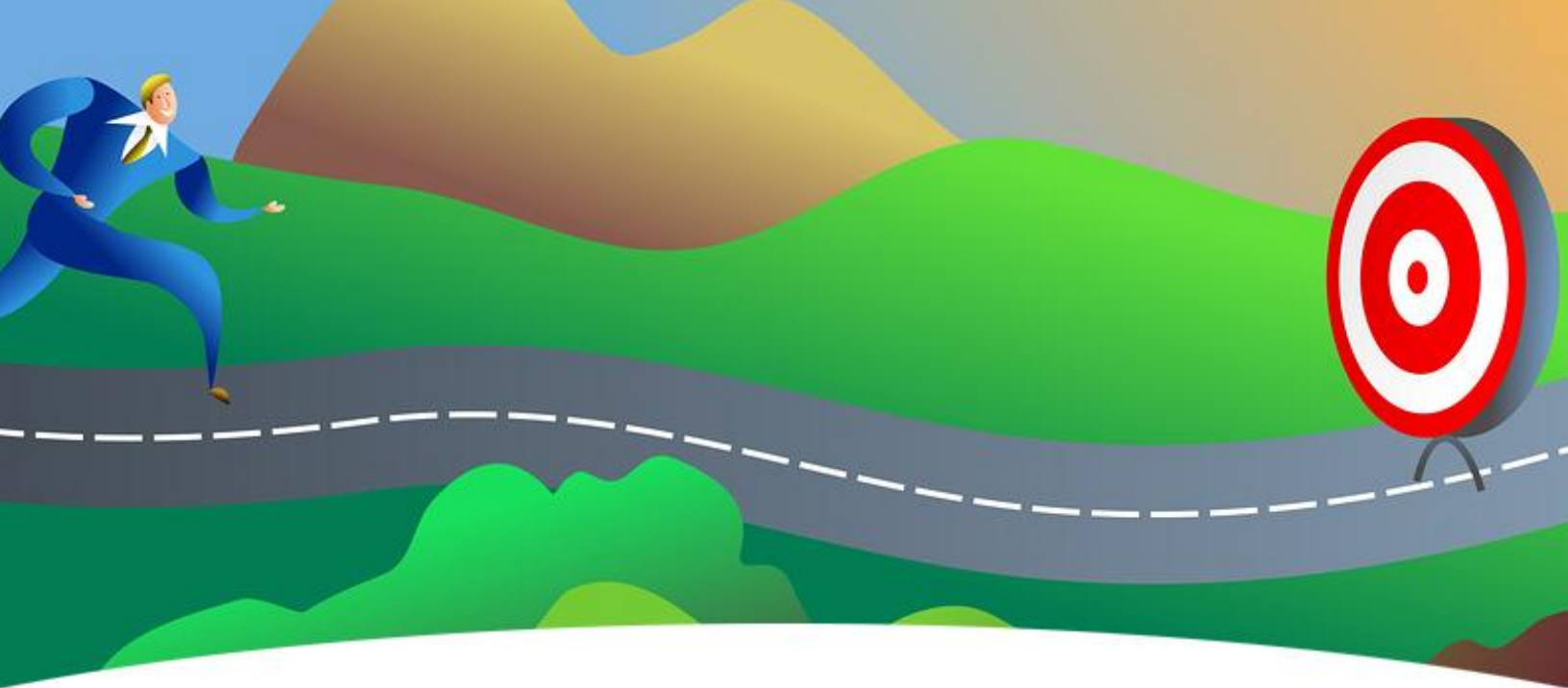




Transformational Coaching

Five Levers for Sustainable Change

By Jim Zarvos



Introduction

Over the years as a transformational coach and leadership coach, I have had the privilege to coach and facilitate over 50,000 people who were seeking a better tomorrow, a way to accelerate their visions, and/or wanting to become a more effective leader.

Through trial and error and 100's of pilot programs, I have formed what I call my "Fab Five levers." These are the primary principles I use to optimize personal and leadership performance no matter who I am coaching. By utilizing these key levers in my coaching sessions and workshops, I am able to enhance creativity and innovation, cause breakthroughs with leaders and their results, and expand anyone's capacity to have what matters to them.

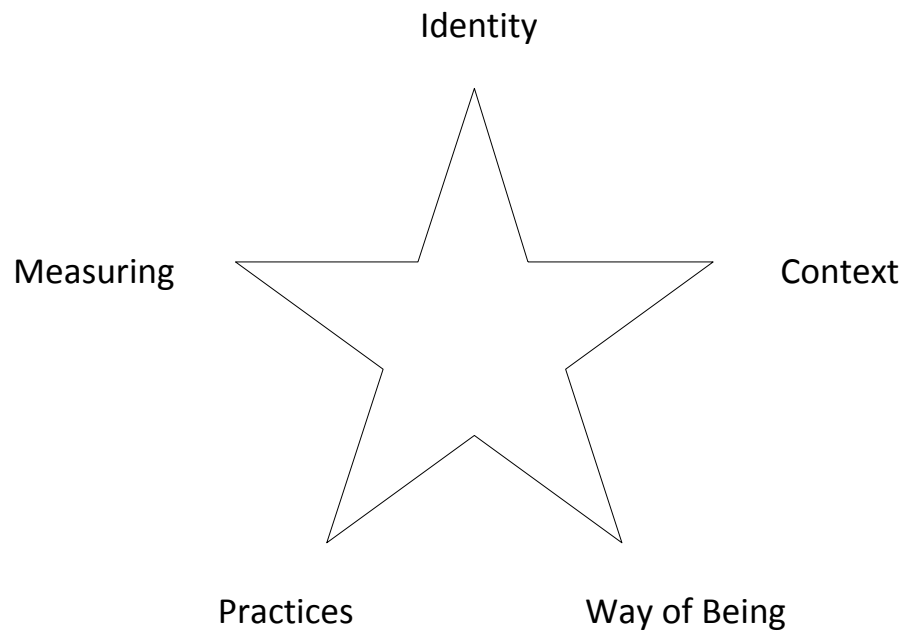
To experience these for yourself consider attending our Breaking Through program at Zarvos Leadership & Coaching, or let's discuss how we can bring these levers to your organization or team

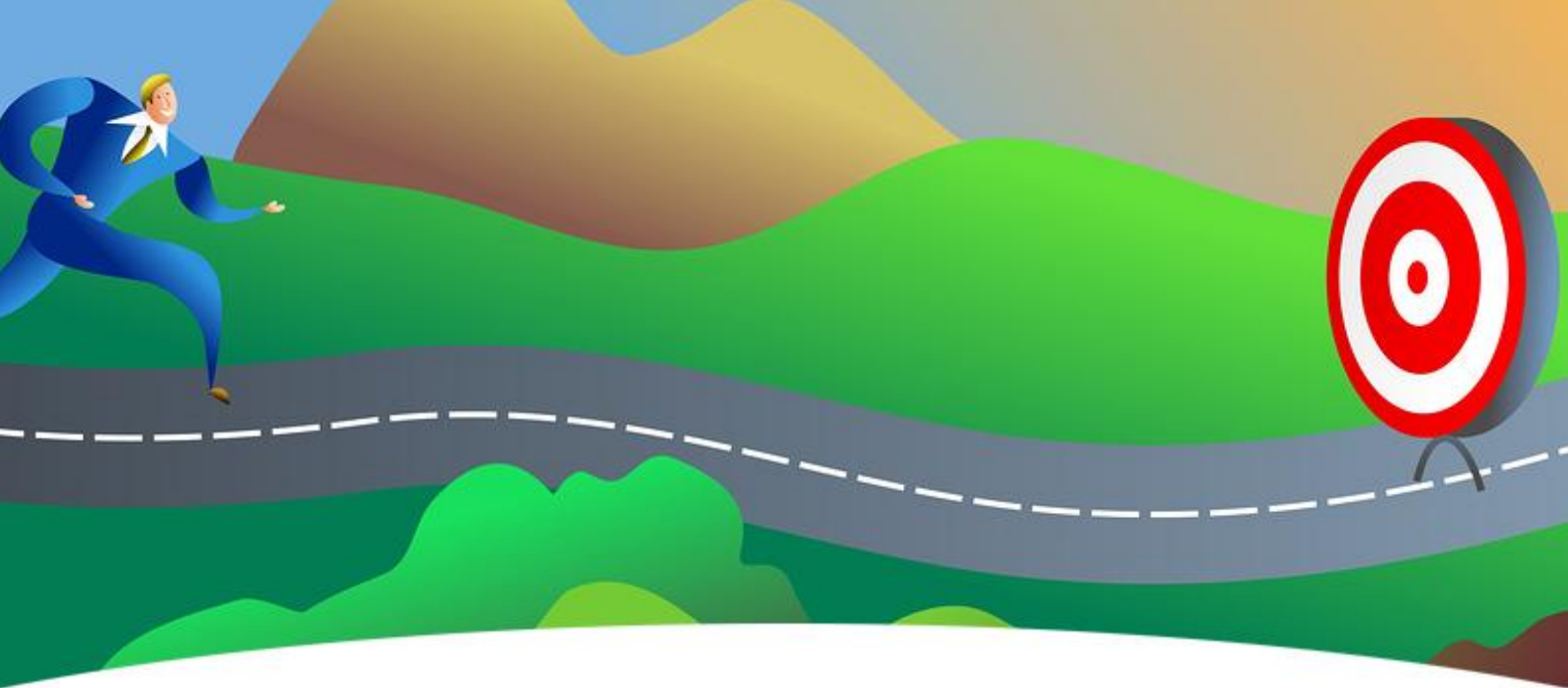
For questions or to set up a meeting, contact me at Jim@ZarvosCoaching.com



OUR COACHING MODEL

Transformational Coaching *Five Levers for Sustainable Change*





Identity is the first lever.

One's identity is the biggest limiting factor when it comes to performance. You can know what to do and how to do something, but you will sabotage the effort if your self image is not worthy of the goal. A poor or incongruent self image generates negative self talk and negative self talk steals energy and focus.

When most people think of learning and performance, they usually don't think in terms of having to change themselves. They tend to think performance or change occurs on a transactional level by acquiring ideas, tips, techniques, and so on.

They don't realize the problems and challenges they are facing are inseparable from who they are. For example, if I think of myself as a free spirit, I would likely be sabotaging any endeavor requiring structure and long term commitment. Thus, expanding one's identity enables people to transform by becoming who they need to be in order to be successful in their new visions. Often we see people failing in new roles not because they are incompetent at the role but because the role is in conflict with who they think they are and what they think they are currently capable of.



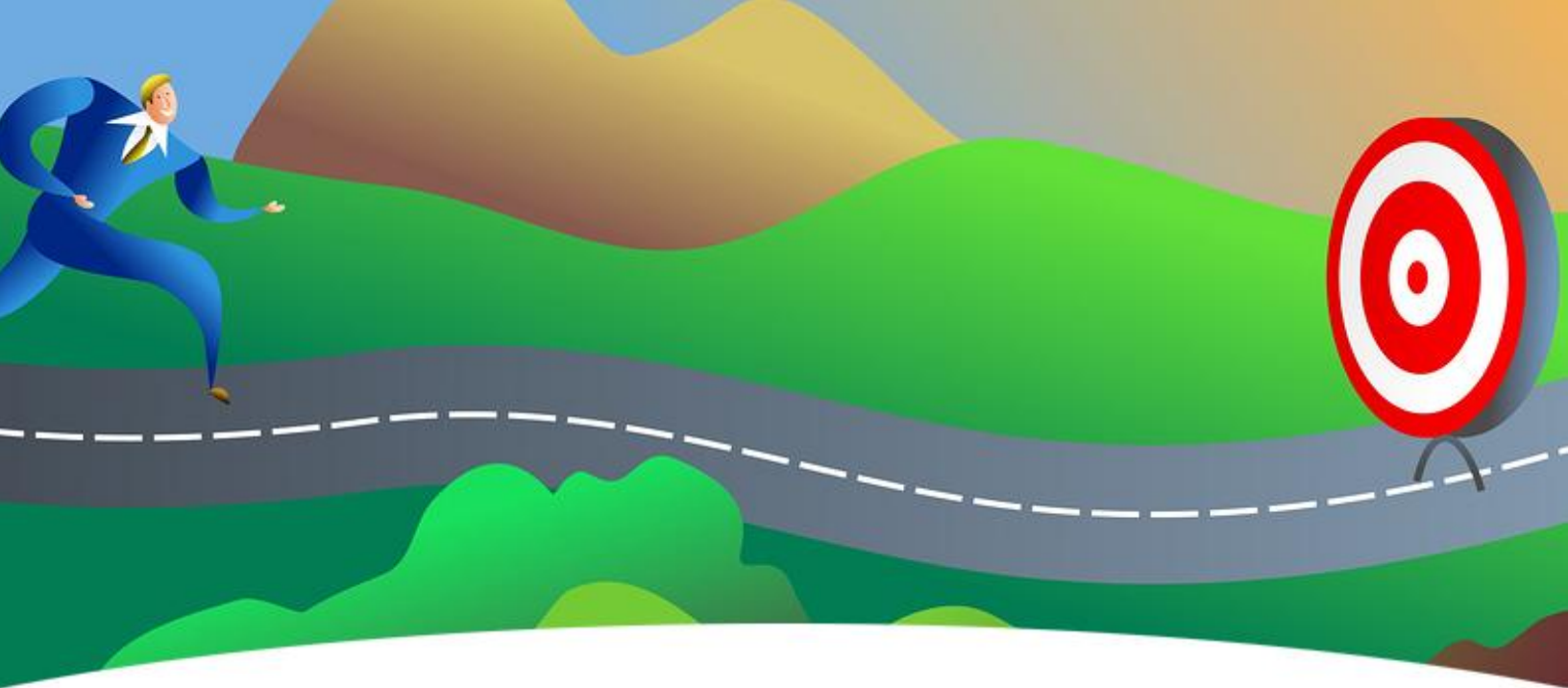
Context is the second lever.

Coaching people to an expanded version of who they have been requires taking into account the context from which people draw their identities and basic patterns of thinking and behavior. The context that people operate from is based on the internal maps they have devised and the conclusions they have reached as individuals. We seek context to decipher accurate meaning in any situation.

In effect we make decisions and add meaning to situations by comparing what we are experiencing to our past experiences (which our mind has turned into an internal map) or we are comparing our experience to others and their internal maps.

Simply put if you change the context you will arrive at a different conclusion which causes different actions and results.

Transformational coaching is about creating a shift in context. It is based on assisting someone in discovering and uncovering and redesigning the underlying sets of beliefs, assumptions and underlying intentions that form the foundation from which they make their decisions.



Way of Being is the third lever.

One's context shapes one's way of being. Another way to talk about ways of being is to say that any way of being is the emotional intelligence one is able to apply in a situation. Particularly it is the ways in which you relate to others (as in loving, or dishonest, etc.) and the experiences you cause and evoke in others.

Humans are having, causing and evoking physical, mental and emotional experiences with others. To *be* means to emotionally evoke in others. In other words when you are being loving, (seeking to have and cause the experience of love within yourself and another) love is usually evoked from the person's you are *being loving* with.

One's way of being is critical because almost any result you seek involves people. So how people experience you and how they experience themselves around you dramatically affects the results you are able to accomplish.

Increasing emotional intelligence in this area requires continuous feedback and someone to assist you in shifting your context and beingness until emotional intelligence becomes one of your strengths as a leader.

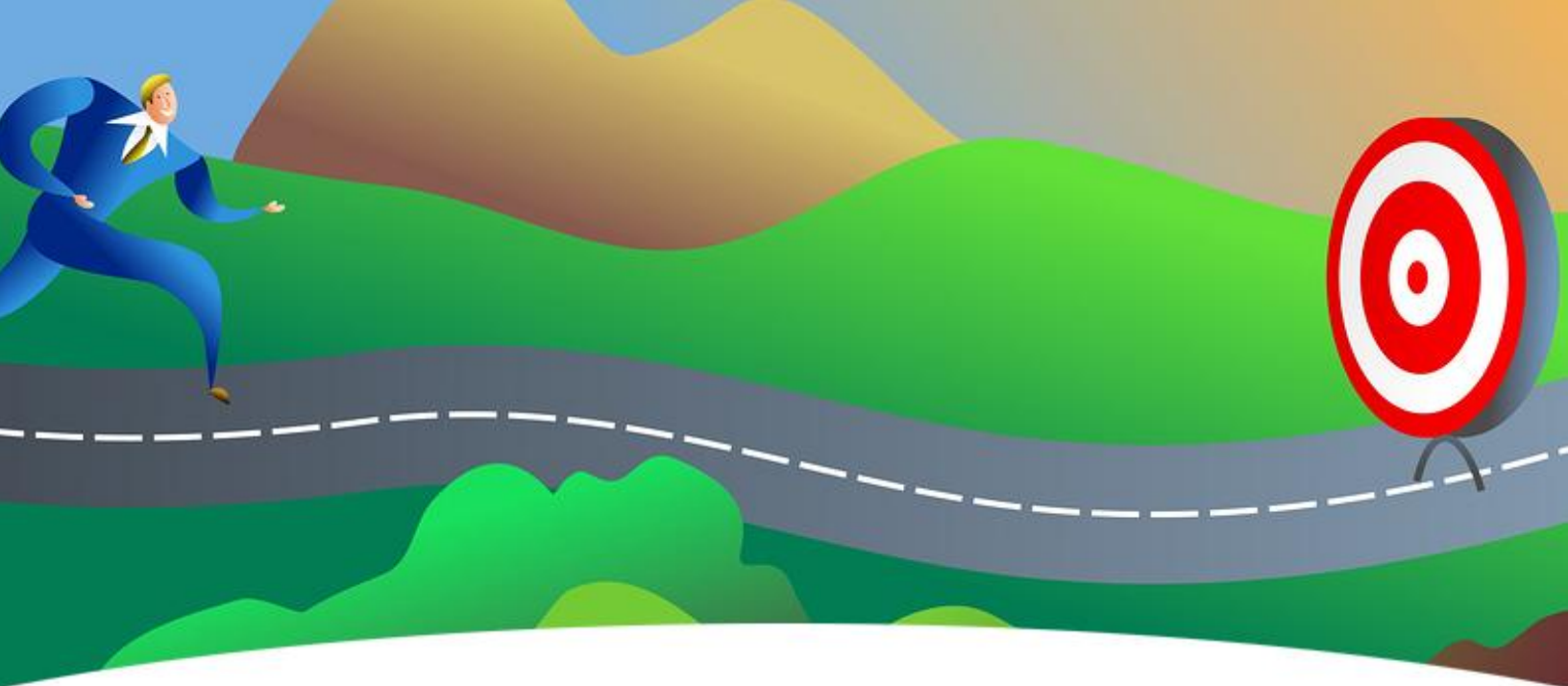


Mastering the Critical Practices is the fourth lever.

People may be successful in reinventing themselves or evolving by creating a shift in context. However, they may still have behavioral habits and practices that must be changed. Sustainable change occurs when old context and patterns are intervened in; and new practices are integrated into people's daily lives.

In any situation, business, or endeavor there are necessary and critical practices that are nonnegotiable and fundamental for the result you intend to produce. In sales for example, there are practices that produce leads and important practices that convert leads to customer. In a relationship, the practices of forgiveness and creating trust are both essential.

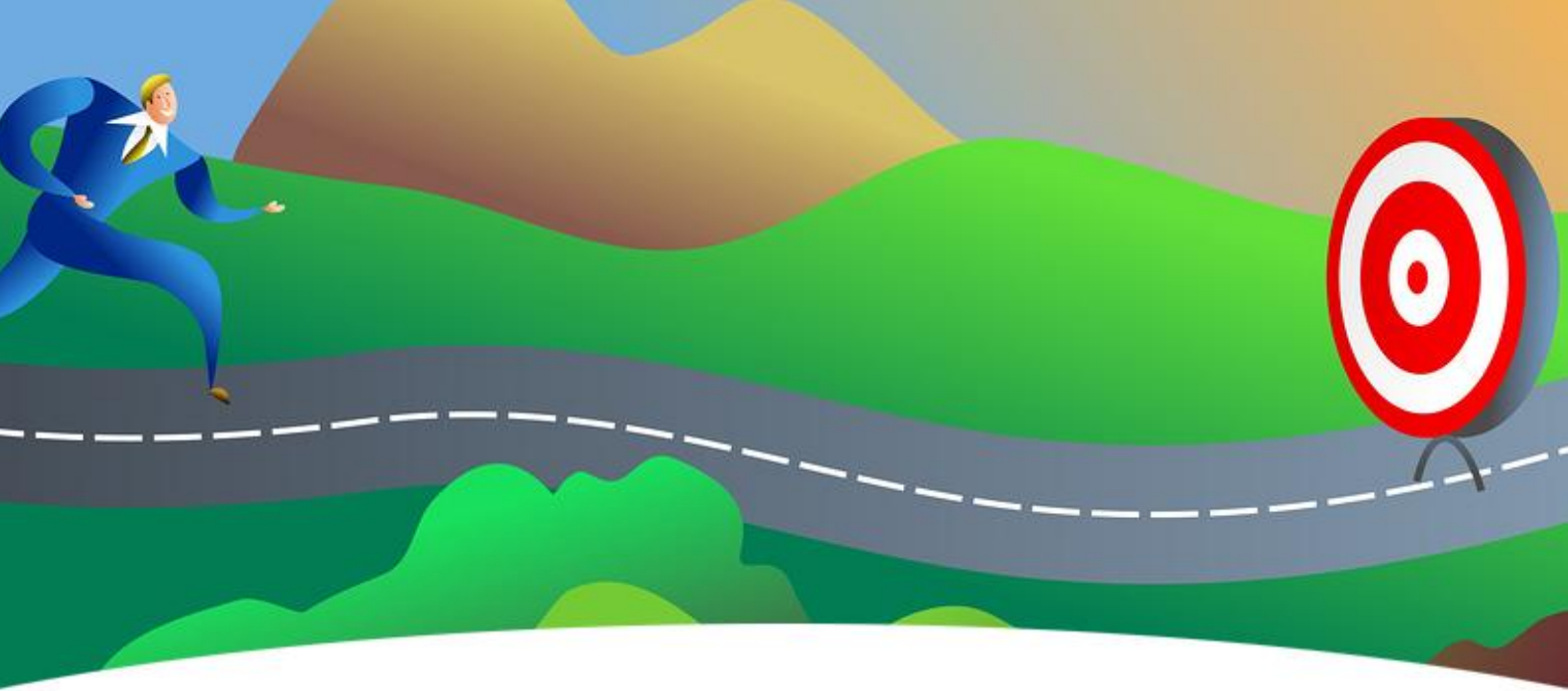
A good coach will keep what needs to be simple—simple. Narrowing in on what matters and the critical practices in any situation allows for simplicity and laser like focus. Using the 80/20 rule, critical practices represent and become the 20% that produces 80% of the result.



Measuring What Matters is the fifth pillar.

Ultimately what we want to accomplish is a new reality—a different mindset followed by different behaviors that more effectively produce results. This process occurs over time and must include feedback and measuring what matters.

In other words there must be a continuous focus on becoming more effective at each critical practice by investing the time necessary to reflect on where the arrow lands in relationship to the intended target. By not measuring what matters a team or individual will get lost in priorities and won't have a way of calling out poor performance or knowing what to celebrate. Continuous improvement cannot be implemented or even considered without measuring critical inputs and outputs.



Summary

While there are other elements to coaching and many ways to elevate performance, productivity and success, each of these five levers is strategically incorporated into all of our coaching engagements, team alignments, and workshops thus ensuring large gains in individual and team performance.

You need not implement all five to accelerate your team or your personal performance. Start with any one lever; whichever is the most compelling for you, or the easiest to implement, and within a short period of time you should start to experience new gains toward the results you are seeking.

Good luck and best wishes to you and those you are impacting!



About Jim

Jim Zarvos is the president and founder of **Paradigm Consulting International**, a consulting firm, specializing in executive coaching and shaping high performance teams. He is also the co-founder of **Zarvos Leadership & Coaching** which offers a transformational coaching curriculum for anyone seeking new levels of personal fulfillment and success.

Jim has an extensive background in dramatically improving people's ability to lead effectively, communicate, coach, and produce unprecedented results.

Jim is featured in the movie **The Absolute Answer to Everything** and is working on a book **The Absolutes of Leadership** due to be published in 2015. When he is not writing or facilitating, Jim is doing what he loves most—hanging out with his four children, and his wife, Nora.

For more information and to register for Jim's Breaking Through Workshop visit www.ZarvosCoaching.com