Success Strategies
Stratégies de réussite

Words that Change Minds

The LAB Profile Coaching Methodology for APAC

with

Shelle Rose Charvet, CSP

www.WordsThatChangeMinds.com

Core Purpose of Coaching & Mentoring

to help people find the means to become who they truly can and want to be

NLP and Coaching

What does NLP offer the field?

- modeling what works
- many models
- insight into below conscious processes

Pattern Detection & Utilization

Rapport & Credibility

"Rapport is necessary but not sufficient."

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The Limits to Rapport

"Too much rapport can create or affirm a belief in the problem"

Instead:
Rapport with the person,
Distance from the problem
- Shelle Rose Charvet

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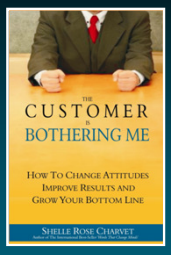
The Power Principles

Everything you do affects the emotional state of your client.

Everything you do determines what your client believes about your organization.



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Influencing & Persuasion Principle

"To get people to go somewhere with you, you need to meet them where they are…

and not just pretend that they are already where you want them to be."

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Conversational Coaching©

- Informal
- Casual
- Skilled

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The LAB Profile™

Motivation Traits
What has to be there for someone to be motivated

Working Traits
Internal Processing

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LAB Profile™ Patterns

Help your client decode the problem:

Business owner gets furious when customers call

Independent:

Needs time alone to be productive

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Motivation Triggers

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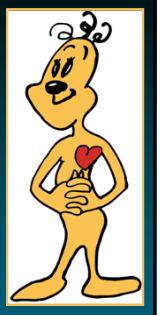
Criteria

1.What do you want when you are coaching?
(What is important to you?)

2. Why is that important?

Words and phrases that cause a positive emotional and physical reaction



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Direction of Movement

Toward	Away From
Motivated to achieve a goal	Motivated to prevent or solve problems

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Direction Identification

Question: Why is that (Criterion) important?

Toward

- Talk about what they will gain, will achieve, etc.
- What they want

Away From

- Situations to be avoided, problems
- What they don't want

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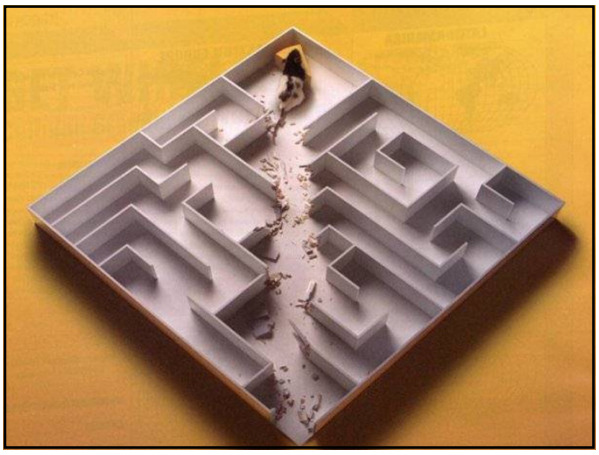

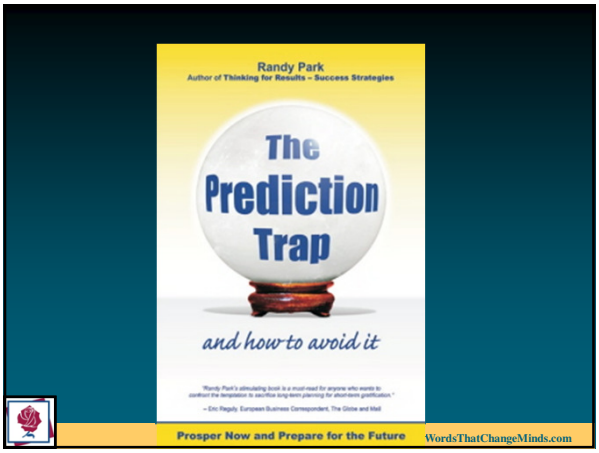
Randy Park
Author of Thinking for Results – Success Strategies
The Prediction Trap
and how to avoid it
Prosper Now and Prepare for the Future
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Motivating Language
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Direction of Movement

Toward	Away From
Benefits, goals, advantages, what you want	Problems avoided or solved, negative consequences

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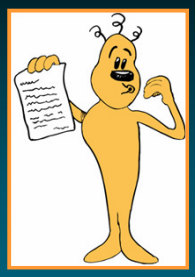
Internal	External
Decides for themselves	Influenced by outside people/factors



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Motivating Language

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Internal

use the Language of Suggestion,

give information,

invite people to judge for themselves

External

Others will notice, feedback, here's what to do, Command Language

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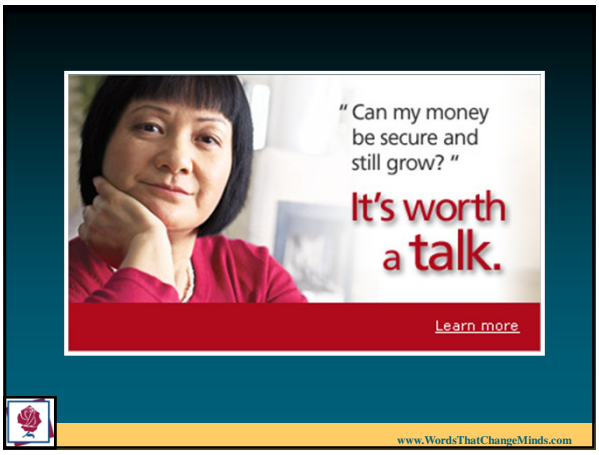
" Can my money be secure and still grow? "
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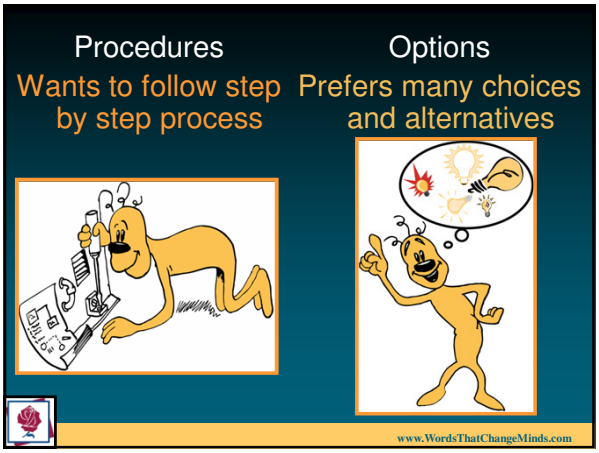
Procedures
Wants to follow step by step process
Options
Prefers many choices and alternatives
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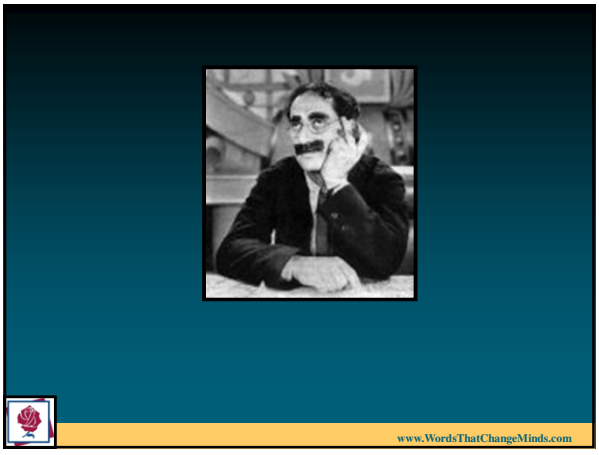
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Procedures

step by step process, how, next step, complete the process

Options

Choices, possibilities, alternatives

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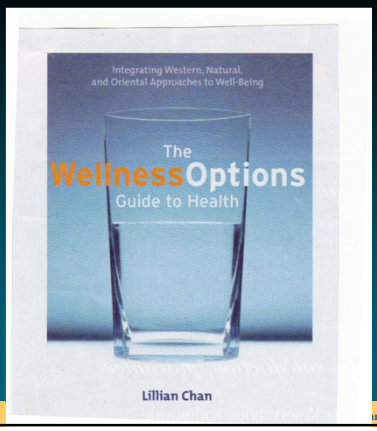

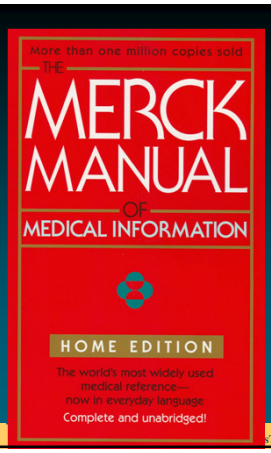

Profile of a stuck state

- Reactive
- Away From
- (Options)
- Feelings
- No/My

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The *Done* Frame

- How do you know your client will actually do what they say?

Patterns to listen for:

- Proactive
- Toward
- Internal
- Procedures

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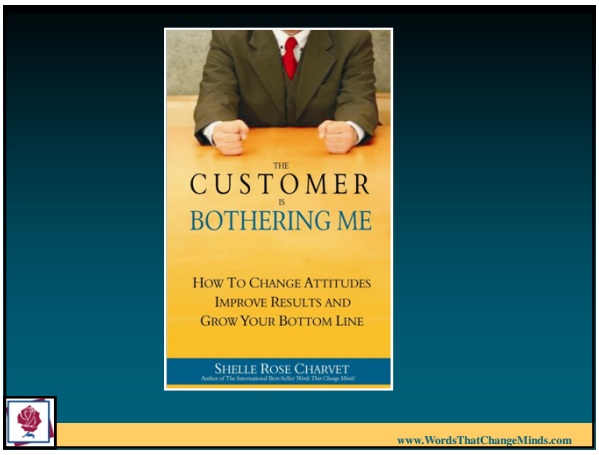

Upcoming Events

2 days on LAB Profile
Kuala Lumpur June 28 and 29, 2011

www.shelle-charvet-in-Malaysia.com

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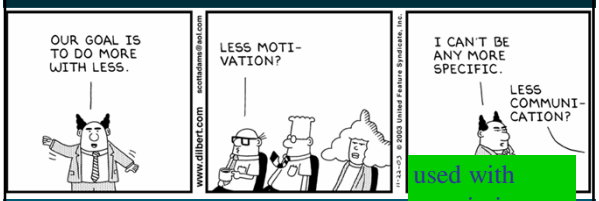

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But that's another story….