

A photograph of two women sitting on a light-colored sofa in a bright, modern interior. The woman on the left has long, wavy red hair and is wearing a light-colored jacket, resting her chin on her hand. The woman on the right has short brown hair, wears glasses, and a colorful patterned jacket, holding a tablet. The background is softly blurred, showing a white wall and a lamp. A white rounded rectangle is overlaid on the image, containing the text.

# **LIFE COACHING**

Diploma - Level 3

# Module 3 Areas of life coaching

By the end of this module you will:

- Recognise the different areas that life coaches can work in
- Describe how to use a 'blank canvas' to help clients focus on what they would like in their lives
- Understand the value of de-cluttering our lives
- Recognise that people's reaction to us is a reflection of how we see ourselves
- Understand the value of annual financial reviews
- Recognise the value of good role models
- Understand what is meant by N.L.P.

Life coaching is particularly interesting and exciting because it can be used in so many areas of our lives. Some life coaches choose to work in all areas and help people move forward with all aspects of their lives. Other coaches specialise in different areas including, home and lifestyle, love and relationships, work and career, financial, spiritual, and emotional and physical health. Module three will look at each of these areas individually, but it should be noted that coaches can choose any combination that they have an interest in or experience of.

## Home and lifestyle

Home life is where we spend the majority of our time and should be the place where we relax, are at our most comfortable and feel happiest. However, this is not always the case; life coaches can help their clients address many issues that may be preventing them from having the life they dream of. What is it about your client's home life that they love? What would they rather live without? What is preventing them from being happy and fulfilled? What changes could they make? Is the home warm and inviting? Is the place in an area where they can feel safe and secure?

One of the most common causes of dissatisfaction is work/life balance. Spending too much time at work or bringing work home can prevent people from having the time and space to enjoy their life. There are few people who, near the end of their lives, wish they had worked harder; many people wish they had enjoyed their life more and spent longer with family and friends. It is important to enjoy work, to feel motivated and feel proud of the work you do.

However, too much work or being unable to switch off, can lead to clients becoming dissatisfied.



Is the client proud of where they live? Is their home cluttered, untidy and uncared for because they don't have sufficient time to make it a welcoming relaxing place to be? Encouraging clients to de-clutter and be more organised in their home environment can provide them with more time, as well as a more beautiful and uplifting place to live.

Life coaches can help clients to design a timesheet addressing all these issues in order to make the home a more comfortable place to be. The issues may include:

- De-clutter - get rid of anything which isn't useful or beautiful
- Clean from top to bottom - a tidy house is not only more enjoyable to live in, but saves time too
- Clear out the wardrobe - take to the charity shop anything not worn in the last year
- Decorating - doesn't have to cost a fortune and can transform a room in a weekend
- Bring the outside in - flowers and plants can add warmth to any room.

Using the timesheet, life coaches can help clients work out when they are available and have time to make their home more welcoming, and a beautiful place to be. If home feels good, with a calm and warm atmosphere, your clients will probably want to spend more time there.

There may be other issues in the home life that are preventing your client from being happy. These may include complex or difficult relationships, pressures of parenthood, overcrowding etc. By examining the issues, clients can begin to create a home life that is beneficial to all.

## **Love and relationships**

Most of us are subconsciously drawn towards people who have similar beliefs, behaviours and views. That is why we often feel more comfortable when we are with likeminded people. However, if we have limiting self-beliefs, or feel that we are not good enough or not worthy, we may find ourselves attracting people for the wrong reasons.

Life coaches can help their clients look at the underlying cause of relationship issues, including the type of person they attract. Many of us know someone who always seems to attract the wrong person; perhaps they are bullied or intimidated by many of their close friends or partners.

Many people think they would have happier relationships with their close friends or partners if only they would stop, change this, change that. The truth is that we cannot change others, but we can change ourselves. The way that people react to us is often a reflection of the way we feel about ourselves.

For example:

- If we are angry, people may react in a hostile manner to us
- If we are negative, people might be cold or try to avoid us
- If we are confident and happy, people enjoy being around us and look up to us as role models
- If we are loving and warm, people react kindly and in a caring way towards us.

Life coaches can help their clients recognise some of the signals they are giving off to others. This way they can learn to modify or adapt them, so that others will react in the way they would wish. For example, if a life coach teaches the client how to have self-respect, they will find that others begin to respect them too. If a client acts like a victim, they may attract the attention of bullies. That is not to say we choose to be bullied, on a conscious level, but our body language or negative beliefs about ourselves may send out the wrong messages to others.

Sometimes, even if clients change the way they behave, they might find that the other person does not respond. This may be because they have become used to seeing the client in a particular way. In these cases, it might be in the client's interest to end the relationship. Life coaches can help clients look at ways of ending those relationships that are not in their best interests or do not make them happy.

Do your clients make sufficient time for relaxing and hobbies? Is their lifestyle in need of a makeover? What makes them happy? When did they last step out of their comfort zone and take on new challenges? Sometimes we all need to look at the way we are living our lives and ask ourselves, 'Is this really how we want to be spending our time'? Life coaches can help their clients look at new and exciting opportunities and challenges, so that their free time is used to the full.



## **Work and career - time for a change?**

Everyone has the right to enjoy their work life; after all it takes up a large proportion of our lives. However, many people feel stressed and pressured at work, dreading the thought of getting out of bed each morning, trapped in a dead end job. Wouldn't it be wonderful if you could create the perfect job or career? Wouldn't it be amazing to help others achieve this? That is what happens on a daily basis for life coaches who choose to work in this area.

For most of us choosing whether we work or not is not an option, but a necessity. We simply have to go to work to pay the bills. Creating a life that is enjoyable at work whilst producing sufficient income for a happy and comfortable life is what most of us want.

People often consult life coaches when they are considering re-designing their career. They may need help defining what it is they really want, together with the practicalities of changing careers. For example, will they be likely to find work in this area, what salary might they expect, or what are the prospects of promotion etc?

The life coach should begin by helping the client identify what they really enjoy doing. What are they passionate about? What would they be happy spending a large proportion of their lives doing?

Secondly, what is the client good at? Sometimes people may need help to expand on their obvious qualifications and experience. For example, if a man or woman has been at home raising children for five or so years, they could include organisational skills, time management, budgeting, driving, negotiating etc. Just because they are not being paid for a job doesn't mean to say they aren't doing it!

Similarly, with voluntary work or work experience. This, although unpaid, can provide people with a wealth of experience and expertise. Some companies offer work experience vacancies, so that people can gain knowledge of the sector as well as gain valuable experience.

Many people may struggle to write an effective C.V., showing not only their qualifications and work experience, but also a whole range of other qualities and skills that might make the difference between getting the job or not.

Life coaches may use a number of different approaches to help their clients recognise exactly what they want their work life to be. A useful one might be:

Ask the client to imagine that they have a blank canvas in front of them. On this canvas they can paint the perfect work life for themselves. It can be anything they want and may be completely different from the one they have. Do they see themselves working indoors or out? Does it involve working with others, or alone? Do they want responsibilities, or would they prefer to work under the guidance of others? Encourage them to paint their picture by using visual images, drawing or writing whatever they want on their canvas, and designing their perfect work life.

Once they have identified the area they would like to work in, the life coach should help them consider:

- Do they have the right type of qualifications or experience?
- Do they need to study or train further?
- Are the financial rewards acceptable?
- What prospects are there for this type of work
- What are the personal and family implications
- Is it realistic and achievable?

After the life coach has helped the client identify an area of work and considered the options, it is time to begin the motivation and a programme for success. Many people see work as more than just a job; it is an extension of WHO they are. With this in mind, it is essential that the work they choose helps them feel good about themselves, increases their confidence, develops their sense of self-worth and makes them happy.

### **Time for a financial overhaul?**

Just as our home needs a spring clean, so do our finances. Is it time for your clients to change their internet service provider, possibly their mortgage or credit cards could be switched to a better rate? What about their car insurance policy? Where do they buy their petrol or food? Maybe it is time to take stock and see how much money they could really save. Life coaches who work in financial areas with clients can save far more money than the client pays for their fees.



Keeping a record of all income and expenditure may seem tedious but can improve a client's financial security. Once your client knows exactly what must be paid for each month, (for example, mortgages, community charge, petrol, food, utilities etc.) they can then work out what is left for their personal spending. These include things such as holidays, going out, buying clothes etc. In addition, putting some money away in savings helps clients feel secure and covers any unforeseen emergencies.

If there is insufficient money coming in to cover their outgoings, life coaches can help their clients work out what they may be able to do. These may include:



Getting a better paid job:

- Downsizing the property, or increasing the mortgage to pay off other loans or credit card payments which may have higher interest rates
- Studying a course that will increase job or career prospects
- Taking on additional work
- Renting out a room
- Writing down everything that is spent and seeing if any changes can be made.

Setting objectives at different intervals may help clients become more financially secure. For example:

- One-month objective - check all outgoings to see what money can be saved
- Six-month objective - set up a direct debit into a savings account, reduce all unnecessary outgoings
- One-year objective - increase salary, open investment account or ISA.

An annual review of their financial situation will help your clients stay on track and increase their financial stability.

### **Healthy living, healthy you!**

Increasingly, clients are seeking out life coaches to help them instigate and maintain a healthy lifestyle. This may be because they have become generally unfit or unhealthy and need to get back on track, or there may be more serious issues such as drug addiction, alcohol issues, smoking, excess weight, or because they have had an illness or accident and want to move forward with a healthier lifestyle.

Physical health can be improved by:

- Taking regular exercise
- Reducing alcohol consumption to recommended limits
- Eating regularly and healthily
- Taking time out to relax.



Helping clients to set themselves realistic targets which are attainable is a way of keeping them focused on their physical health. Use visualisation techniques to help them imagine themselves when they are fitter, healthier, and proud of themselves for achieving their target. By providing them with support, understanding and the tools to look at how they can improve their health, clients can begin living a new and healthy lifestyle that will not only enable them to live longer, but be happier too.

Life coaches can also help clients improve their knowledge and understanding in order to ensure their emotional well-being. This can cover issues such as stress, depression, feelings of low self-worth or self-esteem etc. Life coaches can help them examine what is behind these issues and work out a programme to assist them to move forward in their lives.

Many of us seek out professional help if we are physically ill but tend to neglect our emotional health. Combining physical and emotional health is the best way forward for clients, as they are so closely linked, and one can affect the other. Life coaches can help their clients look at the 'whole person'; in other words, a holistic approach. Imagine waking up every morning feeling healthy, energised and invigorated, looking forward to the challenges and new experiences the day has to offer.

### **Spirituality - the very essence of who we are**

At various times in our lives, many of us may feel unfulfilled. As though we are searching for something, though we may not always be sure of what. Although we may feel happy on a day to day basis, we may feel there is something missing in our lives. What may be missing is our spirit. Spirituality is the very essence of who we are.

Remember when you were a child, when anything and everything seemed possible? One day you would want to be a pilot or an astronaut, the next it might be a vet or a princess. Sadly, we often lose sight of the magic of wishes and grow up to believe that we are only worthy of certain things. Many of these limiting beliefs are put upon us by the words or actions of others when we were young. Learning to rekindle these childhood dreams can be uplifting, renewing our passion and belief that anything is possible if we really want it to be.

Life coaches can help their clients to believe in themselves, recognising that all things are possible. All they need to do is to look inside themselves, and to feel the joy and inspiration that is at the very core of their being. Stripping away any negative thoughts and beliefs that they may have had about ourselves. There are some amazing role models for clients to focus on, people whose lives may have been very difficult at some point, but who have won through because of their self-belief and deep spirituality.



For example:

- Dalai Lama - born in Tibet in 1935 and enthroned in 1940 at the age of five. He has been in exile from his beloved country, Tibet since 1963. In 1989 he received the Nobel Peace Prize. In addition, he has received countless honours and awards. This wonderfully charismatic man is loved and respected by millions.
- Nelson Mandela - born in South Africa in 1918. His anti-apartheid views saw him thrown into prison for 27 years, but still this strong, spiritual man did not give up his values or beliefs. After being released from prison in 1990 he became South Africa's first black President in 1994. He too won the Nobel Peace Prize.

Whilst we may not all become as charismatic or as spiritual as either of these great men, we can see what can be achieved by believing in ourselves and listening to our very inner core. Imagine what a void there would be if they had not had such strong belief in themselves. Where would South Africa be without Nelson Mandela? How would the people of Tibet still have such serenity and belief if they did not have the Dalai Lama, even though he has lived in exile for so long? We can all learn so much from these truly inspirational people. They are great role models.

Some people define their spirituality in terms of religion, others may be more alternative, but our spirit, along with our physical and emotional being, needs to be uplifted and fulfilled in order for us to be truly happy and content. It is your spirituality that gives you your love for life.

It is an almost indefinable quality, but it is something we all have and is what inspires us. We have all experienced that true inner calm when we feel totally absorbed and happy with who we are and where we are in our lives. It may come about through something simple such as yoga or meditation, or may be a long distant memory or a time of falling in love. Whatever evokes these feelings, we would be a much less fulfilled person without them.



However, there may be times in our lives when we feel out of sync with ourselves. It is as though we have stepped off the escalator and life is going on all around us, but we feel totally flat, lacking energy, without motivation or drive. Sometimes these feelings are brought about by a significant birthday approaching, a recognition that we are getting older. At other times it might be because someone feels that they have taken a wrong career path and ended up feeling unfulfilled. What is important for clients to recognise is that although we cannot turn back time, we can change most things in our lives, and it is never too late to begin developing our spirituality so that we are happier, more fulfilled and content with the life we have.

## **Make it real**

Entwined with our spirituality are our hopes and dreams for the future. What do we want to become? Where do we want our lives to go? One of the most interesting ways to see what we really want from our lives is by imagining that we are very old and approaching our last days on earth. Looking back over our lives, almost as though we are watching a film:

- What were our greatest achievements
- Did we achieve all we had hoped for
- Did we enjoy our lives
- Was it interesting and fun
- What did we learn on our journey
- Did we like who we were or who we had become
- Were we proud of the life we had lived
- Did we hold onto our values and were we true to ourselves?
- What would we have done differently if we could turn back time?

Some clients can find this quite emotional, but it can be a very good way of looking at where our lives are going and if they match up to what we really want them to be. There are, of course, some things that we do not have control over, but there are many that we do. By taking control of our lives, we are able to steer them in the direction that we would like them to go.

Life coaches can help clients by examining issues, such as what may be preventing them from having the life they want. We have already looked at self-limiting beliefs and feelings of low self-worth, and these tend to be the primary issues from preventing clients from moving forward.

Some life coaches use N.L.P. (Neuro Linguistic Programming) to help clients explore their issues. N.L.P. helps us to understand how people organise their thinking, behaviour, language and feelings by filtering information via our five senses, helping us to make sense of the world around us. It is another tool that can be useful in assisting people achieve their dreams.

By far the most effective way of helping clients achieve the life they dream of is by the life coach being inspirational and helping them to recognise that anything is possible. Many clients may feel that they were born into a certain walk of life. Perhaps their family was not very rich or, as a child, they were taught that they were only worth certain things and should not 'think above their station'. Again, we see the spectre of self-limiting belief.

Helping clients to think outside the box, and to know that they are worthy of achieving anything they want, can help them break through from the constraints of previously held beliefs. Using role models to back up your hypothesis can help give weight to your argument. These could include people such as:

- Richard Branson - owner of an airline, radio station, music empire, holiday island
- Lewis Hamilton - Formula one racing driver and world champion
- Barack Obama - President of the United States of America
- Alan Sugar - entrepreneur and businessman
- Anita Roddick - founder of the Body Shop.

Another way life coaches can help their clients is by teaching them that every day counts. Life is not a rehearsal. How often have we heard that said? But many of us act as though we are waiting for our 'real ' life to begin. By making every day count, we are able to see the value of each day, and to reinforce that we are living our life here and now.

Ask your client to keep a diary and at the end of each day write down all the positive things that have happened to them. At the end of the week, transfer them to weekly chart and at the end of the month, transfer them to a monthly chart.

For example:

Week 1 Monday  
Finished work early

Tuesday  
Found £10 in coat pocket  
Someone in office said I looked nice

Wednesday  
Fantastic appraisal at work Partner cooked celebration dinner  
Children went to sleep without a fuss

At the end of the week ask your client to add them up and put on a chart. At the end of the month they should add the weekly chart up and put it on a monthly one. They will soon see that many positive events, however small, do happen. The next month they should see if they can add more positive events to the chart. That way they will learn to 'look' for positive events and will begin to see life differently. So often we fail to notice what is happening around us; this can be especially true if people tend to be negative.

Helping clients to stay open to new ideas and possibilities helps them to focus on new and exciting opportunities that they may otherwise have missed. Teach your clients to embrace and welcome new situations, rather than worrying about the possible outcomes. Even if things don't go according to plan, there are positive experiences and learning opportunities to be had. It is not necessarily the problems that we encounter, but the way we look at them.

### **Give your dreams space to breathe**

Life coaches often see people who say they want to achieve their dream life but are afraid to let go of their old life in case they don't get to where they want to go. It is as though they are using it as a safety net. The stark reality though, is that in order to have a new life, you have to let go of the old one. In other words, give your dreams room to breathe.

If your clients think they can achieve their hearts desire, have the life they have always wanted, by using a half-hearted approach, they are setting themselves up for failure. It is important that the life coach helps them clear the decks and make space for all the things they want in their new life. If you wanted a new healthy lifestyle and decided to fill your fridge with healthy food, but left the unhealthy food still there, you might well be tempted to succumb to your old ways of eating. It is the same with life coaching. Clients must get rid of what they no longer need or want, so that there is space for all the wonderful, exciting and new things that they do want.

Are your clients really ready for the next exciting phase of their life? Have they done all the necessary preparation? Have they de-cluttered and created space for their new life? Have they visualised what they truly want and are they absolutely sure? Are they passionate? Are they prepared to commit and stay focused even when the going gets tough?

Have they found themselves a good role model and looked back over their life to ensure they will be happy with the new life that they are creating? Are they physically and mentally strong enough to cross each hurdle, sometimes taking one step forward and two steps back? Have they written down their objectives and set achievable and realistic goals? Are they courageous and brave?

Then, if they are sure, they are ready to have the life they have always dreamed of. No one said it would be easy, but that is part of the fun. If they work hard fulfilling their dreams, they will be the one looking back over their life when they are old, being proud of everything they have achieved, knowing that they were the one who took the opportunities when others were afraid. They were the one who faced all the risks and gave their dreams room to breathe. There may be a great deal of work ahead, but the rewards are well worth it.