1. **Life Dynamics**
   - 1. You can have a perfect life.
   - 2. When integrity is weak, needs are strong.
   - 3. Language heals and expands.
   - 4. Flow increases synchronicity.
   - 5. Distinctions increase awareness.
   - 6. Balance results from ample time & space.
   - 7. The present includes both past and future.
   - 8. Over-responding leverages events.
   - 9. The physical universe never lies.
   - 10. Life is simple; we make it complicated because we can’t tell the truth.

2. **Personal Success**
   - 1. Everyone has hidden talents, just waiting.
   - 2. When needs are met, wants diminish.
   - 3. A personal vision evokes your best.
   - 4. Adding value increases power of attraction.
   - 5. Every event creates multiple opportunities.
   - 7. Humans are built to be great.
   - 8. Your quality of life is always more important than your lifestyle.
   - 10. True learning occurs during events, not study.

3. **Personal Foundation**
   - 1. Boundaries protect your spirit.
   - 2. Standards elevate you who are.
   - 3. Tolerations drain your energy.
   - 4. Unfinished business diverts you.
   - 5. You are your values.
   - 6. Personal needs are satisfiable.
   - 7. Selfishness affords generosity.
   - 8. Weaknesses are strengths.
   - 9. Reserves reduce fear.
   - 10. There is a place beyond recovery.

4. **Personal Evolution**
   - 1. Environments evolve people.
   - 2. Super-sensitivity is a gift.
   - 3. Paradoxes teach inclusivity.
   - 4. You are more than your roles.
   - 5. You have something valuable to offer to 1,000,000 people during your lifetime.
   - 6. Awareness requires sensitivity.
   - 7. Character accelerates spiritual development.
   - 8. The Internet is something to orient around, not just utilize.
   - 9. Reserves reduce the risk of experimentation.
   - 10. Evolution is a choice.

5. **The Client**
   - 1. Truth is a skill.
   - 2. The client has many of the answers.
   - 3. People are whole, able and complete.
   - 4. People often feel inadequate even if not.
   - 5. People do what they want to do.
   - 7. Most of us are trying to prove something.
   - 8. There is always a goal worth going for.
   - 9. Values-based goals are easier to achieve.
   - 10. Clients use coaches for a wide variety of reasons and in a wide variety of ways.

6. **The Coach**
   - 1. The coach is a catalyst for change/growth.
   - 2. Clients hire you for who you are, what you have, what you know and what they feel you can do for them.
   - 3. Coaches usually attract who they are ready to coach.
   - 4. Coaches learn most of what they need from their clients.
   - 5. Technology leverages your effectiveness.
   - 6. The client is paying for your inklings.
   - 7. Coaching becomes clear after 100 clients.
   - 8. Coaching is a calling and a business.
   - 9. Everyone is a coach in their own way.
   - 10. The coach is a model for their clients.

7. **The Coaching Process**
   - 1. Collaboration stimulates creativity
   - 2. Partnership provides support.
   - 3. A large gap makes coaching easier.
   - 4. Coach + client = synergy
   - 5. There is always a new truth to tell.
   - 6. Better to be pulled forward vs. pushed.
   - 7. Coaching is interdevelopmental.
   - 8. Clients renew when they get value as they define value.
   - 9. Many coaching benefits are not apparent for several months or years.
   - 10. Coaching includes training not just support.

8. **Relationships**
   - 1. People want to be profoundly affected.
   - 2. You can be totally honest and unconditionally constructive at the same time.
   - 3. Love is a gift; fear is a choice.
   - 4. People are doing the best they can, even when they aren’t.
   - 5. Your parents did the best they could.
   - 6. Every reaction to another stems from something unacknowledged in our history.
   - 7. Commitment sets you free.
   - 8. Relationships don’t need to be permanent in order to be highly powerful or intimate.
   - 9. You are always in relationship with people, even when you are not.
   - 10. The internet is teaching us how to be in relationship with millions of people.

9. **Business Success**
   - 1. Under-promising affords over-delivery.
   - 2. The right network provides a lifetime revenue stream.
   - 3. You are the brand.
   - 4. Delay is becoming prohibitively expensive.
   - 5. Details matter tremendously.
   - 6. Mastering your craft will make you rich.
   - 7. No matter what happens, it points somewhere.
   - 8. Strategies maximize opportunities.
   - 9. The Internet instantly makes you global.
   - 10. Experimenting is as vital as planning.

10. **A Rich Life Experience**
    - 1. Subtlety is everything.
    - 2. Others want to please you.
    - 3. Life is a joke, in the best possible way.
    - 4. The present is perfect, even if not desired.
    - 5. Joy comes from expressing your values.
    - 6. Having it all is just the beginning.
    - 7. Your goals will change, especially during coaching.
    - 8. Life experiences create the most meaningful memories, not possessions.
    - 9. The human experience itself is changing.
    - 10. It’s your life; no one else’s.

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