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Coach Guide to Defining Success Module

Who is this MicroModule most useful for?

The defining success MicroModule is useful with anyone at any age. And, it is particularly useful with individual who:

1. Keep changing their goals or are easily distracted.
2. May know their values but don't know how to orient around their values.
3. Isn't sure what their real priorities are in life.
4. Has goals but those goals aren't being accomplished.
5. Needs some help with defining who they are.

How do I bring up this subject to a client or potential?

That's easy. This topic is not confrontive. Here are several ways to phrase the invitation:

"John, have you ever taken 10 minutes to define the 3 ways you measure success for yourself?"

"Barb, I can take you through a little process that will help you naturally prioritize for the rest of your life. Takes about 10 minutes. Interested?"

"Steve, one of the things I generally do with all my new clients is to help them identify the 3 ways in which they would personally measure successful for themselves. May I do that with you?"

How do I segue someone to become my client after this?

Once someone has completed the exercise, they should be pretty excited by their 3 definitions. And they'll now be wondering how to realign their life, goals, priorities, relationships around their 3 newly articulated definitions of success. Here is some phrasing you can use to segue them to becoming a client of yours.

"Given what you've just articulated, how can I help you, John?"

"Okay, Jan, there is a next step to this process and that's to tweak a couple of things in your life to make sure your life can be in synch with the 3 success definitions you just articulated?"

"Bob, given what you now know, what's the next step in the process of living these successful definitions?"

"Karen, how would you use me as your coach to help get your life completely oriented around your 3 definitions of success?"

Resources available for this MicroModule

1. **Client Guide** | 1 page PDF
2. **Client Worksheet** | 1 page PDF
3. **Online Fill in Worksheet** | 1page PDF
4. **Coach Training/Examples** | RealAudio, 45 minutes | transcript
5. **100 Examples of Success Definitions** | 1page PDF

The coach resources for this MicroModule are at

<http://www.coachville.com/studygroup>

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Here's what you should know about this process...

1. Your folks will tend to modify the first part of the sentence.

The correct form is

I know how successful I am by how...

Bring them back to this format because it helps them tell the truth instead of turning this into a goal or something.

2. Press your folks to complete the sentence in as few words as possible.

They'll tend to ramble and include two elements like "I know I'm being successful by how anxious I am to get up in the morning and start my work." Well, which is it?

3. Press for single works not dual words.

When you hear them using two words like "I know I'm being successful when I feel happiness and joy" then ask them to scrap that one and start over. Same is truly if they use two adjectives instead of just one.

4. Jump in with rephrasing examples.

You don't have to wait for them to come up with them. For example, with above example I asked if it was more like...

"I know I'm being successful by how eagerly I jump out of bed in the morning."

"I know I'm being successful by how excited I am to start my day."

"I know I'm being successful by how many exciting things I've got scheduled for the day."

These are very similar, but subtle word differences matter in this exercise.

5. Keep playing with the person's wording until a lightbulb goes on.

And it will. When the right phrase (aka truth) pops out, the person instantly gets it and also gets the value of this exercise. It pops, they pop. It's noticeable. You've now got a motivated client. And, if it doesn't pop for the person, don't worry. You've planted a very important seed. It will nuzzle at them.

7. This exercise is really powerful because it, by itself, will move folks forward.

You'll find that in order to live their 3 success definitions that they'll go out and get a more fitting job, stop doing stuff that doesn't fit for them, shift some relationships around, and eagerly start designing a complete life that reflects their 3 success definitions. It's nothing short of magic.

8. You are helping the person identify internal, personal benchmarks.

Not the more typical external or performance measures. The external or performance measures come and go. These internal definitions of success, while they may change over time, will be fairly consistent because they are both personal and fundamental to that person. They are theirs, not the world's. These are 3 golden threads in the fabric of their lives.

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50 Sample success definitions.

Here's list of 50 well phrased success definitions. Familiarize yourself with these and you'll be better equipped to help a client articulate theirs.

I know I am being successful by how many whims I am chasing.

I know I am being successful by the feeling I'm giving my very best effort in everything I do.

I know I am successful by how much passive income I am generating.

I know I am being successful when I can wake up every morning of every day and decide "what will I do today?"

I know I am being successful when I can live anywhere in the world I choose, at any time.

I know I am being successful when I have no deadlines to meet.

I know I am being successful when I can look at my calendar and see nothing but open spaces.

I know I am being successful by the absence of "time for money" arrangements

I know I am being successful when my stomach is knot free at all times.

I know I am being successful when there are no whiny people in my life.

I know I am successful when I truly enjoy the full range of my emotions, even the ones I don't like.

I know I am successful when I don't have to worry about the balance in my checkbook.

I know I am successful when I watch my kids becoming positive, compassionate, spiritual, loving adults.

I know I am successful by how little care about what other people think of me.

I know I am successful by how easily my ideas convert into revenue streams.

I know I am being successful by how often I have no to do list for the day.

I know I am being successful when I happy almost all of the time.

I know I am being successful by how much energy I have throughout the day.

I know I am being successful by how well I treat my body.

I know I am successful how often I feel at peace.

I know I am successful by how rich my life is without being an expensive consumer.

I know I am successful when I have thrown away my alarm clock because it is unnecessary.

I know I am being successful by how little I react to situations where one would normally be upset.

I know I am successful when other people's behavior doesn't really affect me very much.

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50 Sample success definitions (continued).

- I know I'm being successful by how many great whims I am following.
- I know I'm being successful by how much of my day is spent in "flow."
- I know I am being successful by how often I take vacations.
- I know I am being successful when I don't even think about needing or wanting more clients.
- I know I am being successful in life when I can afford to "lose myself" in everything that I endeavor
- I know I am being successful when I enjoy every single thing I do with my time.
- I know I am being successful when I glow from the love I give and receive.
- I know I am being successful when I am fully enjoying life's gifts.
- I know I am being successful by how rarely I rush or experience adrenaline.
- I know I'm being successful when life is so easy that I'm suspicious.
- I know I'm being successful when by how quickly I come to accept and integrate every single event that occurs
- I know I'm being successful when I have the reserves to freely engage in as many creative outlets as I wish at any given time.
- I know I am being successful by how often I am feel inspired and energized.
- I know I am being successful when I'm having the time of my life and I'm not doing anything stupid.
- I know I am being successful when people feel comfortable coming to me to brainstorm new ideas
- I know I am being successful when my husband and I can't wait to be home together.
- I know I am being successful by how often people I meet take a great interest in my work.
- I know I am being successful how many times I laugh each day.
- I know I am being successful by how meaningful my relationships are.
- I know I am being successful by how often I feel the presence of God in my life during a day.
- I know I am being successful by how often I flaunt (or ignore) the standard rules of the game.
- I know I am being successful when I feel no anxiety, about anything, whatsoever.
- I know I am being successful when I no longer have to work for money.
- I know I am being successful by how little I hold back in what I say or do.
- I know I am being successful when I don't feel the need to do nice things for people, and yet I do.