

100 Coaching Principles

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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.
- 6. Self-investment pays an annuity.
- 7. Humans are built to be great.
- 8. Your quality of life is always more important than your lifestyle.
- 9. Acceptance permits learning.
- 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.
- 6. Pretense precludes learning.
- 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.