



The Institute for
Integrative Intelligence®

Elevating Human Potential
Through the *Art* & Science of Masterful Coaching

Coaching 101



A Mission Driven Team!

The Anatomy
of Impact

Core Values



Levels of
Integration

Somatics

Coaching to
Wholeness

Self-Identity

EQ

Compassionate
Communication

Leadership
Coaching



Executive
Coaching

Highest
-Self

Power
Leaks

Neurobiology of
Emotional
Intelligence

Integration

Eight
Domains
of Potential



PCC Markers

Enneagram

Business
Launch

Powerful
Questions

Definitions:

Coaching definition:	Counseling definition:	Consulting definition:
<p>The psychology of human potential. A skill and process that “honors the client as the expert in their life and work.” - ICF Definition</p>	<p>Clinical diagnosis and treatment.</p>	<p>The business of giving specialized advice to professionals, typically in financial and business matters.</p>

Industry Distinctions

Coaching is best:	Counseling is best:	Consulting is best:
<ul style="list-style-type: none">• Reaching a new potential or goal in life or work.• Personal and/or professional development.• Client is ready to self-actualize, self-develop and expand capacity.• Client takes action and responsibility.	<ul style="list-style-type: none">• Treatment and diagnosis is needed.• Emotional healing past of psychological wounds or triggers.• Problems feel “bigger” than the person.• A person needs guidance for handling and healing from problems.	<ul style="list-style-type: none">• Filling information gaps.• Expertise is required.• Technical, business or health issues needing information to solve a problem.• Teaching a process is needed.

The Two Journeys to Potential

THE GUIDED JOURNEY

- Books / Classes
- Mentors / Teachers
- Counselors
- Friends / Family
- Spiritual Teachings

THE SELF- DISCOVERED JOURNEY

- Coaching
- Contemplation
- Self-Reflection
- Spiritual Practices

Coaching is *profound!*

→ Access

→ Activate

→ Achieve

Get this!

"Thirty-one managers underwent a conventional managerial training program, followed by eight weeks of one-on-one executive coaching."

"Training which included goal setting, collaborative problem solving, practice, feedback, supervisory involvement, evaluation of end-results, and a public presentation, increased productivity by 22.4%."

"Training and coaching increased productivity by 88%, a significantly greater gain than training alone. "

- Public Personnel Management; Washington; Winter 1997;
Gerald Olivero; K Denise Bane; Richard E Kopelman

Results




"Coaching produced a 529% return on investment and significant intangible benefits to the business."

"Including the financial benefits from employee retention, coaching boosted the overall ROI to 788%."

"The study provided powerful new insights into how to maximize the business impact from executive coaching."

- Merrill Anderson

Industry Standards

ACC	PCC	MCC
<p style="text-align: center;">Associate Certified Coach</p> <ul style="list-style-type: none"> ✓ 60+ hours of training ✓ 100+ hours of coaching <div style="text-align: center;">  </div>	<p style="text-align: center;">Professional Certified Coach</p> <ul style="list-style-type: none"> ✓ 125+ hours of training ✓ 500+ hours of coaching <div style="text-align: center;">  </div>	<p style="text-align: center;">Master Certified Coach</p> <ul style="list-style-type: none"> ✓ 200+ hours of training ✓ 2,500+ hours of coaching <div style="text-align: center;">  </div>

SOMATIC

- Physical Health
- Neurobiology
- Experiential

COGNITIVE

- Mindfulness
- Positive Intelligence
- Wisdom / Discernment

EMOTIONAL

- Emotional Intelligence
- Intimacy / Connection
- Feedback Source

ENERGETIC

- Chi Cultivation
- Quantum Physics
- Cause / Effect

INTEGRATION

- Self-Actualization
- Personal Intelligence
- Integrative Intelligence
- Interconnectivity Wisdom

RELATIONAL

- Self-Identity
- Social Intelligence
- Contextual Awareness

MOTIVATIONAL

- Starting with WHY
- Life Purpose / Calling
- Leaving a Legacy

SPIRITUAL

- Heart Intelligence
- Essence of Highest-Self
- Connection to the Web of Life



Coming up next...

Coaching Fundamentals

