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MASTER CERTIFIED COACH

COACHING & CONSULTING



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# Transformational Questions FROM “WHAT” TO “WHO”

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Coaching is the sacred space of unconditional Love, where Learning, Growth, and Transformation naturally occur.

*- Fran Fisher, MCC*

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Transformation: a shift in perception.

**Transformation naturally occurs when your client shifts their perspective of the circumstances to an empowering view — i.e.: a shift from victim to self-empowerment.**

**The most effective way to experience transformation (deep and lasting change) is from the inside out.**

Inside is the WHO (WHO you are)

Outside is the WHAT (circumstances)

**Asking WHO questions facilitates the client is accessing their innate empowering qualities, such as strengths, empowering beliefs, core values - their greatness!**

Notes:

## ICF Core Competency #2:

### Establishing the Coaching Agreement

**The ability to understand what is required in the specific coaching interaction and to come to agreement with the client about the coaching process and relationship.**

Coach the client's relationship to their issue, versus coach their issue.

**The following KEY elements will help you gain greater mastery of shifting from "what" to "who:"**

- Focus
- Outcome
- Motivation
- Measure for Success
- Check in on the measure for success for the desired outcome.

Notes:

## FOCUS

**FOCUS for the conversation — clarify. confirm.**

**GO DEEPER**

**Explore for the issue underneath the issue; what is the REAL issue? (The presenting “issue” is usually not the “real” or underlying issue).**

**What is it that is important (motivation) for the client to want to address this topic/focus?**

**Explore for SPECIFICITY**

**Chunk it down, if needed, from a broad focus to a more specific focus. For example instead of “finances,” help the client identify an aspect of their finances that is of most concern for this conversation (For example, debts, savings, expenses, foreclosure, or generating income).**

Notes:

## Focus Example:

**FOCUS** — I am uncertain about what to do.

**WHAT approach:**

Tell me what you are uncertain about. (*Client's story*)

**WHO approach:** (*Exploring client's relationship to their focus/issue*)

What does uncertainty feel like?

How do you want to feel?

How is this uncertainty serving you right now?

What is a metaphor for this uncertainty right now?

Notes:

## OUTCOME

Clarify a desired OUTCOME.

**What does the client want to accomplish in this conversation? Clarify and align on a statement of their ideal outcome. Now you will have an aligned-on goal for this conversation, providing greater clarity, direction.**

Establishing the Coaching Agreement PCC Marker #1

*Coach helps the client identify, or reconfirm what s/he wants to accomplish in the session.*

Notes:



## Outcome Example:

**OUTCOME** — I want to be clear about making a decision.

**WHAT approach:**

*(Responding to client's story)* What ideas do you have for what to do?  
What's in the way of making your decision? *(Problem-solving)*

**WHO approach:**

*(Reflects)* You want to be clear about making your decision.

And, I noticed\* your energy shifted when you said those words. What did you notice? What are you feeling?

\*Coaching Presence – completely present, connected observer; PCC Marker #3

*Coach notices and explores energy shifts in the client.*

Notes:

## Motivation

Explore for the client's motivation. Learn what is important to the client about achieving their ideal outcome for the conversation. This helps you and the client discover what underlies their desire to achieve this outcome. This helps you and the client understand their relationship to their desired outcome at a deeper level.

Exploring for motivation is a key to taking the client to the transformational zone where a shift in perception can occur.

Establishing the coaching Agreement PCC Marker #3

**Coach explores what is important or meaningful to the client about what s/he wants to accomplish in the session.**

Notes:





## Motivation Example:

**MOTIVATION — Client's Outcome: "I want to be clear about making a decision."**

**WHAT approach:**

What's the upside/downside of making this decision? When was a time when you made the wrong decision? What did you do?" (*problem-solving*)

**WHO approach:**

What is important to you about being clear? ("*I'll feel more on purpose.*")

How will your life be different when you are clear?

What deep desire will be fulfilled when you have that?

What values will you be honoring more fully?

What does this mean for you? Impact? Benefit? Value?

What will being clear look like? Feel like?

What will being clear bring you?

\*The "who" approach has helped this client learn that clarity is going to bring the feeling of "more on purpose" as their underlying motivation for achieving their outcome of clarity. "Feeling more on purpose" is the deeper *want*.

**TIPS: (1) Keep going: Ask: "What will feeling more on purpose bring you?" (2) Check for a re-contract for a new desired outcome, based on this new learning/awareness.**

Notes:

## Establish a Measure for Success

Establish a baseline measurement for success. In other words, where are they *now* in relationship to their desired outcome?

Now you both have an understanding and a way to measure the client's progress throughout the conversation, as needed, and by the end of the conversation. You are also creating the opportunity for celebrating the client's movement/progress.

This will empower the client with greater self-awareness and learning more about his/her self.

Where do they want to be by the end of this conversation?

How will the client know they have achieved what they wanted to accomplish?

What will that measure for success look like? Feel like?

Notes:



Measure Example:

**WHAT approach:**

**Measuring for success often gets missed completely, or is not tied to the desired outcome.**

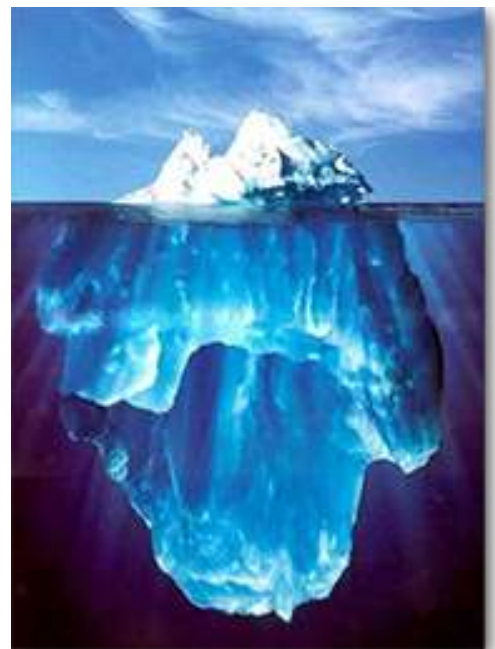
**WHO approach:**

**How on purpose do you feel now? (scale objective/subjective)**

**How on purpose do you want to feel by the end of our conversation today?**

**How will you know you have achieved that? Look like? Feel like?**

Notes:



## Check in at the End on the Desired Outcome

### WHAT approach:

**Did you get what you wanted?**

### WHO approach:

**Mr/Ms Client, at the beginning of our conversation you wanted to feel more on purpose in your life. You were at a 5 out of 10.**

**Where are you now?**

**What do you attribute that movement to?**

**What have you learned about yourself?**

**What will you acknowledge yourself for?**

Notes:

## COACH THE CLIENT'S RELATIONSHIP to his/her issue

"WHO:"

- **Topic or Focus**
- **Desired Outcome**
- **Motivation for Outcome**
- **Measure for Success**
- **Check in on measure for success for the Desired Outcome**

Notes:



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**Fran Fisher is a Master Certified Coach (MCC), recognized internationally as a pioneer of the coaching profession. She is a published author and international speaker. Fran served as a founding ICF Executive Board member, and was responsible for developing the Credentialing Programs for aspiring coaches and training schools. Fran was the first Executive Director of the Association for Coach Training Organizations (ACTO). She is currently serving as an ICF Credentialing Assessor.**

**Fran Fisher was awarded the Lifetime Achievement Award 2012, by the Washington State Chapter of the International Coach Federation.**

**Fran provides coaching services for individuals, small business owners, executives and collaborative work teams. Her specialty is training, coaching, and mentoring beginning as well as experienced coaches.**

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