

## Kirsten coaching Susanne transcript

Coach (00:00): Just started my recording. Thank you, Susanne, for letting me record this coaching conversation for my ICF certification purposes. That's really kind of you.

Client (00:11): You're very welcome.

Coach (00:14): Um, we could start this session in several ways. Um, we could look at what has happened for you since last time we spoke, or we could also talk about what's important for you right now. How would you like to proceed today?

Client (00:29): Ooh um. Well, maybe I would like to start by what has happened and then continue with what is important today, because I think that would be a nice lead in, if that's okay with you.

Coach (00:43): Sure, sure.

Client (00:45): Yeah okay. What has happened since we last spoke, I'm happy to report that I've got a big sun in my office now, a drawing of the sun um, and I really enjoyed doing that. I painted it with all the colors with sort of my crayons, and um, but that was not the first, that was the second thing I did. The first thing I did was immediately the day after our coaching conversation, you know you asked me this question, what to experiment with to observe the sun go up more, yeah. And I found that sort of been, kept it in my mind and I singled out three areas in my business life that relate to this goal of being brilliantly and vibrantly alive and in my business life. So I've put those on post-its, and I've put them on a pin board. And I've also taken a few steps in the dir-, so three areas that I want to concentrate on, and actually two more, which I don't relate to my business life. [laugh]

Coach (02:07): [laugh] I'm curious, what are they?

Client (02:08): Well, one is I think making a list of my dream customers. [Hmm mm] The second one is working on the book launch [Hmm mm], and the third one is doing, I'm currently doing a diploma, I dunno if I've told you. And this is sort of almost an obligatory thing that if I'm booked on it and I want to take the most out of it. So those are the business-related sort of the ones that are related to our big overall goal. Actually, the fourth one is also that I named that Brilliant Financial [Ohh!]. Actually, I'd be happy if they're good financials, but I thought I need to motivate myself, so I termed it Brilliant Financials.

Coach (03:00): This is so nice I get this image of you know so you know, Donald know him the Duck family, the millionaires with all the sparkling little, the sun shining on the coins, I dunno.

Client (03:15): Oh yeah, I would like that.

Coach (03:21): So Brilliant Financials sounds very good. Is it okay for me to ask for the fifth one? Or if it's too personal, that's fine.

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Client (03:30): No, yes, it's actually, I termed it celebrate being a woman.

Coach (03:29): Hmm mm.

Client (03:40): And it somehow relates to sort of the personal side of things. And I have the feeling of, I've been functioning quite well in the last few years, and now I just want to have more enjoyment. And I just love being a woman. [shared laugh] So I thought, why not include this also as a theme, like enjoy being a mother, being a wife, being simply being a physical, a female physical being. And um, like yesterday, and I was thinking, okay, how can I express that in business life when I'm dealing with all these serious customers and wear my dark blue suit and blah, blah, blah um. So yesterday I put on some patterned tights when I was going to a pitch business meeting. So that's one thing that's happened. And then you also asked me, I thought a very good question. You asked me what's the color when I talked about the sun.

Coach (04:55): Yes.

Client (04:56): You said was a not so good color and for me that was black and being in the night, that sort of symbolized being in the night. And then I said, okay, and the sun is just coming up and so I couldn't really describe the color to you, but I painted it now on my flip chart, it is sort of a bluey gray color. And where I was doing my last conversation was with a little bit of yellow. Today, I would like to be, I've also drawn that color already on the flip chart, maybe with a little bit more yellow on the flip chart. So this image, yeah.

Coach (05:42): So a little bit more yellow is something that you would like today?

Client (05:49): Yes. If it doesn't sound too strange.

Coach (05:53): No, of course not, of course not. Um, it's almost, I feel that brilliant and yellow in all the descriptions that you've just made. You have celebration that's something yellow for me or brilliant financials, dream customers. So it's already in there, at least my sensing it.

Client (06:22): Yeah, ooh that's nice that you're saying that. Yeah, uh-huh yeah but it's nice.

Coach (06:31): What does a little bit more yellow mean for you?

Client (06:36): [sigh] What does a little bit more yellow mean? Well, I guess today it might mean that maybe that I'm checking whether these areas that I singled out are the right ones. That you know, relating, are they related to my ultimate goal in the right way? Maybe doing a bit more hard thinking and what they actually, what they constitute. I mean, now they're more or less, they're sort of more or less post-its on the pin board. I've done a few things, I guess. But what does it mean taking a few more steps into the direction and knowing a little bit more clearly? I feel like I'm still in this morning mist where, I mean. I have come out of the dark and out of the night in the course of our conversation, but just knowing a few more steps, probably checking

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are the right activities, the right areas to focus on, and what would that mean? What would be the next steps or activities, I guess. Does that make sense?

Coach (08:16): Yes, of course um. Checking areas, whether they are related to your overall goal. [Yeah] Yeah, some hard thinking, what do they constitute? And this becoming clearer. That's what I heard you say. Maybe designing some steps.

Client (08:40): Yes.

Coach (08:44): Um, by the end of our call, if you had that, you could check that you've gotten out of our call, what you wanted with that description?

Client (08:56): Yeah, I mean, yes. If I could check the areas, you've could just talk maybe a little bit more about, maybe we focus on the three business ones, check those, and I think talking about steps and what they could constitute, what might be the next step related to the goal that would make it clearer to me. Is this the right thing and also is it the right thing for me at this stage in terms of wanting to be more alive in my work? Yes, yes. I think that would be great if we could do that during our conversation today.

Coach (09:49): How would you know that when we talked about all of this, you'd also not forget about them being more alive?

Client (10:07): Ahh, ooh. But I would not forget. Yeah, okay. That's a really important question, isn't it. Because I tend to always go into functional mode and planning mode, and I know maybe you give me some nice feedback again. [laugh]

Coach (10:32): [laugh] Of course I can do that.

Client (10:37): And how else would I know? I mean, I keep looking. Fortunately, I have the two pictures that I put up to remind myself of this brilliant. I've put up a picture of a carousel where people are flying around and it has lots of colors. So I guess I could check and keep looking at that and reminding myself hmm. Yeah but that's important.

Coach (11:10): So would it be okay if I kept that in mind too, while we are thinking around the areas that are related to your overall coaching plan, so kind of keep that in mind?

Client (11:25): Please do. Yeah.

Coach (11:26): Okay. Okay. So in checking the areas and what they constitute, how would you like to go about it?

Client (11:40): Hmm. I just get the post-Its from the pinboard, if you don't mind.

Coach (11:44): Of course. Yes.

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Client (11:53): Yeah, I just got them here with me. Hmm. Yeah, maybe we could just, I mean, maybe we'll start with the area that I think is, I don't know, should I start with the area that is most promising or almost pressing? [laughs]

Coach (12:18): Um, what would bring the most light into our coaching session?

Client (12:26): Ah.

Coach (12:26): The most yellow?

Client (12:27): Yeah. Oh, okay. Yeah, then it's clear. Then I start with the dream customers, I guess. Yeah.

Client (12:37): No, the most light into our coaching session. No. Then it's the book launch, [laughs] successful book launch. That is the most, I mean, the two are related, they are related anyway, so it doesn't really matter. But I guess the book launch is the area where sort of the brilliant and vibrantly alive is the more prominent, because that's also going to be a party. But in order to do the book launch, I need to have a customer list and it sort of relates, thinking about my current customer list and who do I want to invite to this party or to this book launch is the preparatory work. So the two really, they're related. Yeah.

Coach (13:30): Okay, so should we look at them together then?

Client (13:43): Hmm. Yeah, actually I, um, I huh? Yeah. Well, it's still, I think the book launch is quite well underway. I've done quite a lot in the last week on that. And just yesterday I went to see three different locations and I slept over it and I think I've got the location

Coach (14:13): And where are you going to have it?

Client (14:16): I'm going to have it in a business lounge of an Oriental restaurant.

Client (14:26): And it's in the city center, and it has beautiful French balcony windows. You can open them, and it's going to be end of April, so we can probably open the windows. And I think it's not, so the other two locations were a little bit stiff, and the one in the motor house was a bit dark. And there is a very entrepreneurial woman who's owning this place. And I think I also have this feeling, I strongly have this feeling that women need to support each other, and you know I feel it would be a good fit with the owner, with the place, with the things that we can do there um. And it's financially the best offer as well. So I think I'm going to go there. And also, all the people, I would like to have an improv group band.

Coach (15:27): Oh, [shared laughing] I'm sensing that this is very much connected to a lot of the topics that you've mentioned. Celebrate being a woman, brilliant financials, so being prudent around that as well. And being, it sounds very much like you.

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Client (15:45): Oh, thank you. Yeah, I thank you. I hadn't thought of that being, I really like that you saying that's being prudent, and I hadn't thought of it that way, being a woman, and yeah, thank you. So the two other areas are there too. Great. Yeah. Okay.

Coach (16:07): So suppose there is, you know, more yellow in both of these areas, whether they're now connected or not um, how would, yes, there's more yellow there's. I've taken it as far as I can during our coaching conversation?

Client (16:42): I guess without becoming too functional again, but you tell me. I think with the book launch more yellow would be, or Yeah. I mean, I think I also need to do the footwork again now in terms of booking the booking the different people I want there. But more yellow could also be, I mean, I love designing things and I love writing programs, and so writing the program, sending it to my graphic designer, talking to her, because she's also a photographer, so I would like to give her an order for the you know I would like to engage her for the party. So those would be the next steps. And then it comes the connection to the dream customer. Then it would be the preparing. I've started a draft of the safe the date mail, so I would need to, and I've done a rough merging of all my different customer lists, and I've gone through that and I've sort of classified it with the most um, customer one, customer two. So I would um. So in the, on the dream customer field, it would be working on that more by simply preparing, having to prepare the invitation um.

Coach (18:27): I'm, I'm sensing that you're really good at this kind of stuff.

Client (18:31): I think so hmm.

Coach (18:32): Making a plan, sitting down, making the list, you sound very confident when you talk about it anyway.

Client (18:46): Yeah, I guess that comes from my past as I was managing director of a conference company, and that's what the whole business was about. So it's sort of dipping into my old skill skillset, um organizing events um. I haven't done it as much recently in the last 10 years. Yeah but thank you, thank you. Yeah, I guess I can do it. I can use those resources and bring them up more. Um, hmm.

Coach (19:26): Can I ask you a bit of a wild question, just because I'm really curious?

Client (19:30): Yeah, yeah, sure.

Coach (19:32): So if we weren't talking incrementally, so do this step, this step, this step. But if by miracle, the fullness of the brightness of all the colors that you wish was there, what difference would that make? [sound of pen dropping] She is dropping a pen.

Client (20:08): I'm starting to cry as well. It's lovely. [lovely] The fullness of the brightness of the colors. Gosh, how would I know? Is that?

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Coach (20:27): Yeah, you know, what difference would it make?

Client (20:36): I would be fully confident that I can, that I can be in business and make good income so that I can support my daughters in university. Emily just got an unconditional offer from an English university she really wants to go to. And of course they're very expensive, and I would love to support her and give her all the opportunities that she deserves. And same I would like to do for Katie, of course, if she wants to study abroad. So that would make a huge difference to my business life in the next decade or more. And I would be fully confident that I can pay off my mortgage and that I would be able to make some savings for potential retirement. And that may be at some point, but this is a dream, dream, dream. I would be able to take out time and just write novels. Without having to worry about where the next project comes from. [laughs]

Coach (22:01): Hmm, what's that emotion, you know, I'm really sensing your emotion around this. What's that telling you?

Client (22:18): It's telling me that it is worth while striving, and it just gives me a just gives me a lot of motivation. Actually, you know, I, if the fullness of all the colors were there, I would not need to differentiate between this is business life, this is retirement, this is family life or being a woman or whatever, I think it would all fit in, you know. And I wouldn't need to think about do I have time to write a novel, I would just go do it. And, yeah, yeah it's very inspiring.

Coach (23:13): I'm very touched. I'm really, really am.

Client (23:18): Yeah, it's a lovely vision, really. Yeah. Yeah. That would be nice to go that way. It's sort of longer perspective than we had previously thought about um. But it could come into my life in small ways already, I guess.

Coach (23:44): Which small do you think of?

Client (23:51): Ooh, I hadn't been thinking of any, but what small ways can I think of? Well, you know, I, I just, I just really enjoy, I just really enjoy all the crazy things in that area. I just enjoy colors and painting and drawing and singing and dancing, all those things that normally you don't do in business. And um.

Coach (24:39): That's a statement I'm not sure I would subscribe to.

Client (24:43): Ah, okay. Yeah, I've been dealing with too many serious bankers. [both laugh]

Client (24:53): Yeah, I guess I could make room for that. That's what, I guess that could be an indicator of being more brilliant and vibrantly alive in my business life. If I can do that more, if I can manage to, I've been talking about creating my own product, and if I can manage to create products where I can express that more, or yeah. I guess it might be two things. It could be that I do workshops where I do dancing and singing and painting or something like that with people. But it's also the process of, for me, I get terribly bored if I have to do the same training over

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again, so I'm not doing trainings anymore. So if I'm doing projects with customers that challenge me to constantly reinventing you know consulting work and stuff. There, I could see it more, I guess.

Coach (26:16): So your own projects, projects where you can reinvent things. So if this big, brilliant sun was already there and you were trying to you know, go, go there, how else with that inform your daily life?

Client (27:09): That's a really hard question, Kirsten. How would it be? Well, I guess it would also inform it in more ways. You know, I mean, it could be that if I have a customer conversation, I'm a sucker for not following up on customer leads. And I think if I then go for a customer meeting, for example, like I have now, I've met somebody at an event and I've contacted him on LinkedIn and he responded very nicely and he said, shall we continue our conversation? And all I need to do is write back and say, yeah, let's go for a coffee. So if the sun were there, it would mean that I'm actually taking this in a light-hearted way, and I'm taking this in, putting on my pattern tights, my business suit, and I'm just going about it in a fun way and not, I think, oh, I'm just having a nice chat with an interesting guy and not thinking, oh my God, I'm meeting the CTO of the biggest bank in Austria, and God, what I'm going to say to him. But I'm just going, yeah, I guess the difference would be going about seeing things maybe a little bit differently. Do you know what I mean?

Coach (29:04): Yeah. And you probably know this question, but what would this customer then, how would he react if he saw you in this fun way?

Client (29:19): Well, I guess he would be, you know we'd be having a very animated conversation. I think he'd be enjoying it as much as I do, or maybe even more um. And he might even respond by thinking, oh, maybe this is a lady who I could do a project with in the future, or I could recommend her to some of my department heads um. They're looking for a consultant or a team builder um. Yeah, I think he would respond positively. He wouldn't be saying, ooh, who is she, she's not serious enough, or something like that.

Coach (30:14): So he'd be enjoying himself more and if he'd be enjoying himself more, how would you react?

Client (30:23): Hmm, I think I would be relaxed. I would not be looking at my watch or no, I mean, don't look at my watch.

Coach (30:32): I can't imagine.

Client (30:34): No, but you have that impulse where you think, oh, if I could look at my watch, I would.

Coach (30:40): You would.

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Client (30:44): And I guess the conversation would flow and I would have bubble up with, come up with ideas, and ideas would flow, and maybe new ideas, we would then together have new thoughts. And I would have new thoughts maybe also for, yeah, I don't know, for inspiring me for other projects or thinking of products that I could do, that I could offer to the IT world um, who knows.

Coach (31:23): Ah, okay um. It's interesting because it sounds very much like what you said or what I heard you say a couple of minutes ago about you know developing your own products, reinventing things um in a fun way. And that would be for you, a sign of moving towards more yellow in your life.

Client (31:50): Hmm, yeah, yeah. Yeah, you've summed it up very nicely. Yeah.

Coach (31:59): I'm wondering when we, I'm not sure if this is a good way to move on, so you tell me if this is something you would like to think about um. But if you are now thinking about your dream customer list, [Hmm, yeah] has anything shifted with regard to your criteria of putting together that list?

Client (32:33): [giggles] Oh yes, definitely yeah. It's just this more yellow, and when you said reinventing things in a fun way, I think that has, that's producing the shift because now, yeah, I'm just looking at it from a different angle now, I think. Whereas before, I sort of thought, okay, technically speaking, well, I've got, I've researched this, I've got that, I've got that. And what do you do ils you profile your customers, where do you got experience and how can you extrapolate that? And looking, I've been looking at it in a matrix previously, existing products with existing sectors, with existing customers, and how can I extrapolate? So I've been looking at it in a more totally technical way, it seems to me now. But if I look at it in reinventing things in a fun way, I need to. I don't know, I need to do my own. I just need to reinterpret this matrix now. I dunno how now at the moment um, to be honest, but I. Something needs to be different. I think it will produce a different customer. It's a different dream yeah. It's not the technical dream, but the brilliantly and vibrantly alive dream. But yeah, I can't tell you right now. I think I need to let this settle and process it a little bit, but it's definitely going to be a different list.

Coach (34:42): Hmm mm. So I'm wondering how concrete would you like us to describe these steps that lead you then to this different list? Um, are you okay with leaving it the way it is right now, or do you need more?

Client (35:09): Well, maybe I just tell you what the conclusions that I've reached here in my head right now.

Coach (35:18): That would be lovely.

Client (35:19): Yeah. That I actually, doing the matrix, the old way is not a bad thing. Yeah, so I haven't done that recently. So I think I will still do that. But I will blend it with your question of



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more yellow and reinventing things in a fun way. So I will do the old matrix inverted commas. I will ask myself that question, how can I make it more yellow, and how can it be also fun? And who knows, I mean I haven't got products I just realized I've been talking to you about products haven't I. [shared laugh] I haven't got it on my. Yeah, but I mean, dream customers goes with products. Ah, I need to blend that in. I will need to fit that in and maybe report back on it when we next speak. Yeah, give that some thought um, and yeah, and tell you what I've come up with. I think I will definitely have some, I think next time I would like to some, I would like to sit in front of the computer with a real list, not just with a real dream list and not just a plan of a dream list, not just a post-it.

Coach (37:01): Okay. Okay. That sounds like a plan. Um, so when I go back to your measures of success for this coaching session, which were feeling a little bit more yellow, so checking that your five areas are related to your overall coaching plan in the right way. Um, do some hard thinking on what your five areas constitute and be a little bit more clear and have some steps. That's what I wrote down of our coaching agreement. Where are you now with regard to your coaching goals?

Client (37:58): I think I've got very clear steps on the dream customers and on the book launch. Um, I have clear steps on the diploma that I don't really need to, I don't think we really need to discuss that because they're pre given and the module is next week. So I've got a list of things I need to do anyway. Um, I could give a little bit more thought. And I think I'm so pleased about somehow you managing to connect the being a woman or celebrating my being a woman and the brilliant financials and I suppose with these two areas. And I want to thank you for the word prudent, because I hadn't realized that I had a little bit of a bad conscience deciding for this location. Because I thought the other locations are a bit more prestigious and a bit more high level, but actually this Oriental restaurant or this business lounge is more fun and prudent too and that's allowed. And you naming it prudent has sort of made me, okay, I can tick that off. [laughing]. It fits with my financials.

Coach (39:35): Oh, good.

Client (39:36): Yeah, no, so that's fantastic. I think I've got enough steps to take. I hope I can manage it all.

Coach (39:48): What could help you to actually manage it all?

Client (39:54): Ah, what could help me to manage it all? Well, it's just actually not taking it too seriously. Sort of going about it in a fun way, I mean, taking it seriously enough, but doing it in this sort of, with this motivation you know when we talked about the. Yeah, I think that's it. I think when we talked about this um picture where all the colors would be there, just that I think that really makes a difference for me too. It really creates a big pull you know thinking about, oh, what am I actually doing this for? I'm actually doing it for my girls. I'm not just doing it for me, but doing it for my whole family. And that, it just makes it more meaningful, but it also makes it more fun. Yeah, coz it's all connected. Yeah

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Client (41:09): Sorry, I'm crying.

Coach (41:10): Oh yeah. Is it a?

Client (41:14) It's a good cry.

Coach (41:16) A good cry. Okay. Okay. That happens when things are really meaningful to me too. Yeah. Is there a way you can tap into this meaningful, all colors of the sun image um, when you feel it's starting to become a little bit more gray again?

Client (41:47): Oh, hmm. Hmm. Hmm. Well in my office there is, because now I have two pictures. I've got the Kandinsky hanging up on the wall in front of me, and that is, it's called in blue, but it's actually all colors or lots of colors. And on the other side, I've got a drawing of a wild flower, an exploding flower, which was the original drawing of my brilliantly and vibrantly alive theme. So I now, I guess when I look at that um, I can dip into this sense um. The question is when I'm not in my office, how could I do that? Ah, I could take a picture and um, look at it on the phone.

Coach (42:56): Yeah, why not.

Client (42:58): Maybe, yeah, I could do that. I haven't thought of that. I'm a very visual person, I guess. And so looking at things inspires me and you know, hmm. Yeah, is that good enough as an answer, do you think?

Coach (43:23): You are the judge of that. So if you're confident enough that,

Client (43:28): I'll try that, yeah.

Coach (43:28): You can manage the things that you would like to accomplish. I'm not the judgment of it.

Client (43:36): Yeah, I guess, of course. No, I think it's a very good question because you do lose, things do get blurry again, and I do lose myself in the mist still, obviously, in the course of the days and um. So keeping that in mind is important. I'll think of other ways maybe of reminding myself if I'm not in the office, and I'll experiment with it a little bit. Yeah, I'll tell you about it next time.

Coach (44:11): Yes. Well, thank you.

Client (44:16): No, thank you.

Coach (44:18): So have we talked about everything sufficiently, or is there anything else that is still lingering in your mind?

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Client (44:25): No, Kirsten that's perfect. That was more than I expected or was hoping for. So wonderful. Thank you so much.

Coach (44:34): Well, thank you. I will close the recording and then we might look at a new date. Yeah.

Client (44:40): Yep, okay.

Coach (44:40): Okay. Thank you so much.