

MCC Transcript example #2 – Confidential.
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Examples of a variety of ways of Partnering are in green. Examples of the coaching agreement are in blue.

Coach: Hi.

Client: Hi.

Coach: How are you?

Client: I'm great. How are you?

Coach: Good. I'm excited to get into the session today. **How would you like to begin today?**

Client: I have been recently considering going back to work full-time from my being self-employed and I would love to explore that.

Coach: Yeah, so moving out of your entrepreneur role.

Client: Yes.

Coach: I know you are so good at, and moving into something else that you may be good at... like an employment. Okay, good. **If that was topic that we worked on today, when we finish this session, what will you have that you really need? What's going to be a good takeaway?**

Client: I will have some clarity around why I want to do it and if that's important enough to make that decision or to move that direction and/or I would have clarity as to why I stayed the course and push forward where I'm at right now. I'm trying to figure out the short-term versus the long-term and I haven't taken the time to do that yet.

Coach: So, looking at specifically the why. **Why you may go in one direction versus why you might go in the other and if there is indeed one that is a stronger pull.** (Confirming Coaching Agreement)

Client: Yes.

Coach: Yeah, yeah. Okay. **What would it mean at the end, if you had this clarity?**

Client: It would mean that I would be able to become more singly focused. I feel like right now my brain is a double train track and it's not helping me actually get to where I want to go and I'm ready to just accept that. I can't have both. They are both different experiences but understanding if I do want ... just that trade-off. I don't want to be dual-minded. I feel dual-minded.

Coach: Yeah, yeah. You feel split like the double train track. **How will you know when you got on the right track, so to speak?**

Client: That's a good question. I think, I will have decided the end vision, so the end goal is really where I want to head because one will take me one place and one will take me the other so maybe that's really the ... I think, that's the better question, right? You know what it is, I don't think I have a clear vision of where I want to go.

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Coach: I see.

Client: And what I'm trying to accomplish.

Coach: Does that feel the more...

Client: Better conversation?

Coach: Yeah. A vision of the final destination, right? That will determine ... In that vision, we determine which track you take, which train track you take.

Client: Yes.

Coach: Yeah, yeah.

Client: Yes. I don't even mean ... I don't even need final destination because I'm so happy with having a 6 or 12 month's destination but maybe ... because I actually don't think I can, yeah, actually think that the way that the pattern of my life is that I'm about an 18 to 24 month's shelf life when it comes to what I'm doing. The evolution veers one way or the other.

Coach: This is part of your evolution, right?

Client: Definitely.

Coach: Yeah. With that in mind, knowing that we don't have to figure out the whole, big light at the end of the tunnel but the next-

Client: Yeah, yeah [crosstalk 03:50] the holy grail.

Coach: Okay. All right. Where would you like to start with this?

Client: I would like to start with need versus want, my favorite conversation.

Coach: Need versus want. Say more.

Client: Within this vision, this unclear vision, I would like to look at what it is I'm trying to accomplish, which craving or desire I'm trying to satisfy. Gosh, it's funny. Even my brain as I'm thinking about these two different train tracks, it's like the one where I think about working for someone full-time or going back to work full-time, it just feels like dead and dormant like institutional and it's just terrible. Then I look at this track of the unknown and it's much more alive and effervescent so that's funny that I'm not necessarily ... I'm realizing I don't want the security necessarily of that full-time work.

Coach: Yeah, so the security isn't necessarily the end goal.

Client: Security isn't the end goal although, I think, it's a shining object right now because it's like I have so many things that are uncertain that I think I just gravitate towards that would be the solution because there would be certainty. What's fascinating is that every time I'm working with a new client, that feels certain too so I actually have what I want it's just that the regularity isn't there.

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Coach: Regularity might be-

Client: Regularity.

Coach: What does regularity look like?

Client: Consistency which could actually just be accomplished by creating a schedule. Right now, I haven't gotten back into ... After back to school, I haven't gotten back into a regular, consistent rhythm. I really need the rhythm. That's really what I'm hungry for. It's interesting.

Coach: What does rhythm bring you?

Client: It brings me cadence. I really feel like it gives me ... It sets my pace and I know that I'm at least... Even if I don't feel like I can see progress, I know that I've created the system to get the progress.

Coach: Yeah. Yeah, yeah. Movement, it's sounding like that's not the movement that you want.

Client: Yes. Yeah, I think, you're right.

Coach: If security isn't that ... Regularity is the thing that you're really craving. How does one ... What's missing? In order to have that regularity, you say, it's schedule. What else?

Client: Yeah, definitely my schedule and I would say really, again, getting clear on what is it I would like to accomplish. What's really my vision? What is it that I'd like to accomplish? Do I want five new clients in the next two months? I just really need to set my intention. Again, I haven't done that yet.

Coach: Yes. Let me just check. **Is it defining the vision and then figuring out how you're going to accomplish that? Or is it figuring out what you want to do and then using that track to get to your vision?**

Client: It's the doing. I want to figure out what is it I'm doing because what I have discovered is that ... What's come to life for me is that I have, like most coaches, I have about four different tools or three different really strong tools, and assessments that I use with my clients that create and produce really incredible results. I keep ... I just keep waiting for the ... not waiting but creating the conversation and then being in the conversation with potential client and ascertain what they need and then realized, "Oh, okay. I've got the solution for you. I can help in this situation" versus what I really understood much more clearly this week is that I would instead like to define who I am and what is it I do and then I haven't done that.

Who I am, what I do, and specifically the results I deliver with that one or two ... there's one or two tools in my toolbox rather than being all things to all people. I have historically for the last three years an all things to all people.

Coach: I see.

Client: Now, I'm ... Did I answer your question?

Coach: Oh, yeah. **I'd like to know how the final vision like how does that relate to who I am and what I deliver. Are they one and the same? Are they different?**

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- Client: Okay. Just a second. I'm writing this down so I can ... who I am and what I deliver. I think, that is the final vision. Getting clear on who I am and what I deliver is my final vision because I don't care the destination. It's that and that's, again, going to change especially when I take off for Italy for a month. You know what I mean? Because I can be any ... I want to continue to be who I am and what I deliver no matter where I'm at so no matter where that train stops.
- Coach: Perfect. Determining who you are and what you deliver. What is missing for you to better define that right now?
- Client: Let me think. I would say ... I don't think I've let myself for a while to figure out what really juices me, what gets me excited, what I enjoyed doing. Again, I think, I've let the outside determine the inside and so what's missing is my ... just doing some inventory. I haven't gotten intentional and quiet in a while.
- Coach: Around what jizzes you, what juices you. When you say that, you mean what gets you excited like what you love to do.
- Client: What I love to do and what I think I ... how I uniquely contribute and add value.
- Coach: It's not only what you love to do but how you ... the uniqueness of you.
- Client: Yeah, yeah. It's my what and my how and my ... and on a small level of my why although I could get that ... Yeah, and my why. I think, my why is pretty ... it can be so nebulous because, I think, I just really ... I am juiced by inspiring and encouraging and empowering other people to become ... to do what they need to do. Again, that's why I'm a shape-shifter because I can just ... I've got all these crazy tools and instead I want to be able to define the how and the what so that when I come across the person who needs inspiration or encouragement or empowerment, I'll know if I'm in the right set or not and I don't have to continue to be 20 different versions of myself.
- Coach: Yeah, yeah. About that, makes you fall into that 20 different versions of yourself? What is that about?
- Client: I think, historically, it's come from an ... not an immaturity but I see like a young puppy who really is excited no matter what circumstances. I just enjoy people so much that it's fun for me and I really love working with a variety of people. I think, as I developed professionally, I realized I can do that but that takes so much energy and I don't know that I'm serving my highest purpose. I don't think that brings the best out of me. What I'm realizing is, now as I feel more confident and strong and purposeful, I would like to know my feet are on the ground and I feel more mature in my own personal and professional development so I really feel like there's, again, unique perspective that I've got in my own development that, I think, would be helpful to other people.
- Coach: Yeah. **Would it be helpful at this point to go in that direction to really start to identify and articulate those in this session?**
- Client: Yes. Yeah!
- Coach: **You said you hadn't got quiet in a while and this may or may not be the best environment for you. I just want to check in.**

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Client: Quiet, meaning, that it's like actually focusing on the conversation whether it's by myself or with you. It's actually ... This is a better conversation. This is a better way to have this happen for me so this is good.

Coach: Good. Okay. Good, good.

Client: It's powerful.

Coach: What you uniquely bring like your unique assets, your unique contribution.

Client: My unique contribution is, really, I would say the word possibility. I enjoy and find incredible ... I find it really easy to help people look up above the horizon and look at other opportunities or to think outside of the box. Yeah, I enjoy helping people create kind of what you're doing to me, creating a vision for themselves, and really enjoy people helping others get in alignment with who they are and actually ... One of my favorite things is conversations around core values and if my core values are matching my schedule and my life. Again, am I showing up the way I want to show up?

Coach: Is that what you say one of your favorite things? Conversations around that, is the core values?

Client: Mm-hmm, and visioning.

Coach: And visioning. How you uniquely contribute is ... I'm just trying to get clear on the how and the what, like what would you consider the how?

Client: I'd say the how is, how is through ... I think, the how is through the conversation. Let's say conversation and, yeah, that intimate conversation, the one-on-one, yeah.

Coach: And the tools, right?

Client: And the tools.

Coach: And the how too.

Client: The tools and the training so when I've done, I mean ... You know what I'm kick-ass at? Facilitating conversation.

Coach: Yes, you are really a kick-ass at that, yeah.

Client: Within a group. Honest to Pete I think, my favorite thing I've done in the last year is when I have the privilege at getting to go in and working with a team who are learning about one another. I have so much fun helping one person understand that their co-worker, of course, they drive them crazy because they're all data and analysis-driven. When they really understand what's behind the data and analysis and appreciate that in the other person, it completely opens up the room and, again, the possibility of connection. That, oh, my gosh, is one of my favorite things in the whole world. If somebody can look at another person in a new way, that makes my heart sing.

Coach: Yeah, listen to that. Listen to that.

Client: I know. I know. What did I just say?

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- Coach: When you can help someone see others in a new way and they make that connection, that makes your heart sing. You said it with every fiber of your being.
- Client: Every fiber of my being. Every cell in my body.
- Coach: Okay. That started with you saying I'm kick-ass at facilitating conversations. If that was the how, how does that go back to the what of core values and visioning. Do they align or are they ...
- Client: That's a good question. The core values, yes and no. Again, there are dual train tracks because the core values and possibility and then vision, to me, is a one-on-one conversation. It's really someone getting solidarity in themselves. The thing that I liked and maybe it's both. That's a one-on-one, a deep wow with somebody but coinciding track is not core value but it's understanding motivations and preferences and stressors so really someone understanding a lot about themselves and how they show up and then understanding how others process and show up and do life. Those are two different things. Those aren't core values at all. Those are just like basically personality and innate design.
- Coach: Yeah, in connection-
- Client: It's DNA.
- Coach: Yeah. Yeah, how it all connects. Is it one or the other, or is it both that your wanting to declare?
- Client: I think, I need to let go of one and focus on, for now, and that's what I haven't done yet is said ... it doesn't have to be a permanent goodbye.
- Coach: Right, right.
- Client: Really, I think, it's the facilitation conversations. That's really the one that is energizing to me right now and I need the energizing.
- Coach: It's obviously energizing, yeah. Yeah, yeah, yeah. Good. All right. Permission then to shelf, I'm hearing you say the core value, visioning, and that one-on-one work that comes with it or ...
- Client: You know that is interesting because, ultimately, the one-on-one work could be a by-product of the group facilitation. It should be, actually. If I really did my client a holistic service, they should be doing that work if they really want to continue to get to where they want to go and get to the next level, individually and as a group.
- Coach: Yeah, but it sounds like your focus, the track that you begin on is the facilitating conversations. That's the next stop, if you will. That's your due destination. Then whatever comes from that is, obviously, within your wheelhouse and something you enjoy. Okay. All right.
- Client: Yeah, a ton.
- Coach: Let me just check in. How does it feel? What's opening up and what's getting clear here?

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Client: It feels clear because, I think, I've cut a couple of big branches off that will grow back but they don't need to be there right now. To prune it back, actually, gives new life and that's how I'm feeling.

Coach: Good. What does pruning it back involve? Literally, what is it ... What does it take?

Client: To prune it back?

Coach: Yeah, besides this decision, this conversation, what is the continuation of that?

Client: What will it look like?

Coach: Yeah, yeah.

Client: It will help me ... Just by cutting off this big branch of that one-on-one, what it will do is help me focus when I am working, either the content I'm creating and/or the marketing, the time I'm spending on my marketing and social media. That's what I've been waiting for myself, is having that vision. The pruning itself just allows me to get really clear on the maybe the three key components of what is it I do and the message I want to communicate moving forward.

Coach: Yeah, it helps your outbound messaging.

Client: Mm-hmm.

Coach: Yeah, yeah, yeah. Got it. Go ahead.

Client: No, that's all.

Coach: Moving forward then towards that, it's a pruning of like the outbound message will not now include ... actually, I'm hearing it. You can actually have an outbound message, right, because you're clear and you know what's included in there. Good, good, good. **First of all, let me just check in. Are we heading in a good direction?**

Client: We're in a beautiful direction. The train actually ... I think, the engines are on. Choo, choo.

Coach: Nice. Nice. **Where to from here? Now that you've gotten that clarity and that direction, what's next?**

Client: I think, what's next is my ... I think, this is definitely an exercise for me next week but it is creating my ... really blocking out my days so blocking out my time and then, again, based on this new simplicity, it helps me create my ... Again, what I do on social media and then helps me after that, target the client. I really want to set my goals and targets to clients that I want to work with. That will feel like that movement ... the first thing we were going ... The first thing I said was talking about movement and I just haven't known where to put my energy and so I haven't put it anywhere.

Coach: Yeah, Yep. Yep. **I want to just circle back because what you started saying is that you want to know ... you're dabbling in the idea of employment and then we got on this track, so to speak, right?**

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Client: Yes.

Coach: I'm wondering now what's happening to that other thought?

Client: [Crosstalk 23:38].

Coach: Yeah, yeah.

Client: Thank you. It's sitting right there. I have no desire to do that, zero, because I was just ... it, at least, gave me movement and, at least, gave me somewhere to aim my arrow, if you will, right, and set my sights. I don't want to do that. I really, really, really don't want to do that. Ultimately, I want to know that I can travel and do more things. I want to be in an open environment, not a close environment.

Coach: Yeah, yeah, yeah.

Client: It just masquerades as movement.

Coach: I love that. The train track, what's the vision of that now? Before it was like this fork ... no movement in a fork. What is it now?

Client: I just see one track and I can't see a ton of the horizon but all the energy ... I do feel there's more energy in that track, if you will. There's more steam in the locomotive so that I can actually get to where I'm going.

Coach: Yes, yes.

Client: I see open. That's what I love right now as I see that open possibility and I do see for myself and then I see opportunity ahead. I see a long track.

Coach: Yay.

Client: Rather than two, sitting back.

Coach: Nice, nice. Good. Where to now? Moving forward, what do you want to commit to, if anything?

Client: I want to commit to myself to actually, today, to setting my schedule. I'm writing this down. I'm setting my schedule and I'm committing to creating my ... I want a social media calendar. I need an 8-week social media calendar for myself. I would like to by the end of next week, I'd like to focus in on the types of client I want to work with, types of client ... ideal client.

Coach: Finding ideal clients. Yeah, now that you know what your ...

Client: Yeah, what I'm doing.

Coach: Good.

Client: Ideal client and then that following week, I'm going to have contacted ... I would've made 50 phone calls.

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Coach: Okay, 50 calls. Awesome. To ...

Client: To create potential clients.

Coach: In a facilitated conversation work. Yeah, yeah, yeah. Beautiful.What's missing? Anything?

Client: No. That is movement.

Coach: Yeah, it certainly is. It certainly is. **How does that feel, to get all that down and to move forward in that direction? Setting the calendar, getting an 8-week social media plan, defining your ideal client, and then calling them up.**

Client: You know how I feel? I feel juiced. That's what I feel. I do.

Coach: That's such a [Client] word, juiced. Awesome. Awesome. I love that. Good, good, good. What accountability do you need,... if any?

Client: I don't because I am ... If I've written it down, I've committed it to myself and I don't have any question. I just purposely don't write things down until I know I want to do them because I just know that my responsibility will set in without any question.

Coach: Awesome, awesome.

Client: That is exciting.

Coach: Yay.

Client: I'm so excited. Yay.

Coach: Good, good, good.

Client: Thank you.

Coach: **Looking back at what you've began this session wanting and here how we've ended. Do you have what you need? How well did we do?**

Client: Oh, my gosh. We did, yes, incredibly well. You did an amazing job and I have exactly ... In fact, I have more than I intended so I'm really tickled.

Coach: Yay. Good.

Client: I know. I'm way ahead of what I had even imagined.

Coach: That's awesome.

Client: This is really cool, I know.

Coach: Your energy and excitement is apparent and that is, as it always does, is going to take you far. Thank you. All right. I look forward to seeing how it all pans out.

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Client: Yes. Thank you so much.

Coach: All right. Have a good day.

Client: Okay. You too.

Coach: Bye.

Client: Bye.