CAM
coach approach ministries

DEEP CHANGE MODEL

Character
- Who I am
- The kind of person I am
- Assumptions about self and the world
- Deeply held values
- Virtues that shape me

Beliefs
- Patterned ways of responding
- Stated and unstated principles for how to live
- Expectations for self and others

Actions
- What I do
- My choices
- How I show up
- Behaviors and habits

Results
- What I help create
- What I give to others and what I get from myself
- Achievements
- Failures
- Consequences
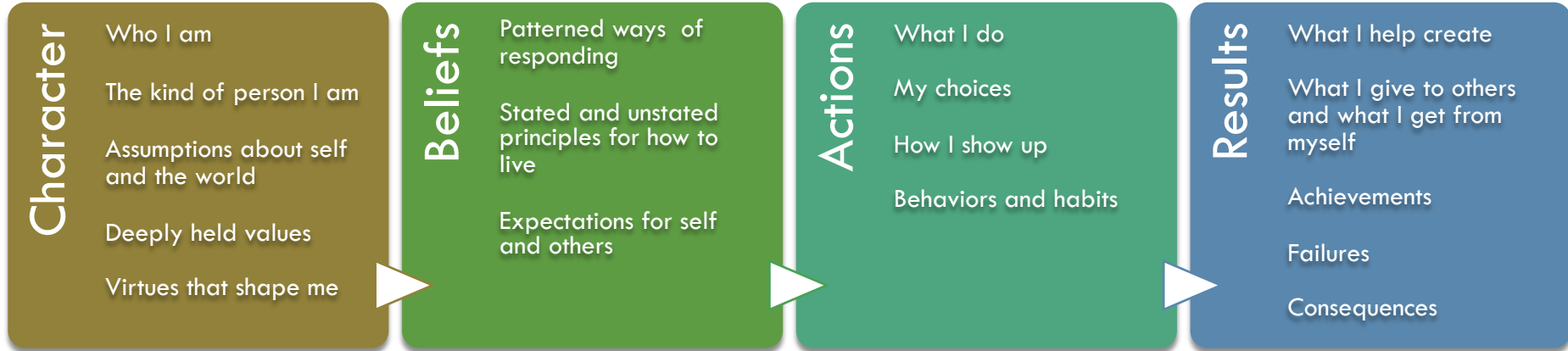
Each layer is informed and limited by the layer(s) that precede it. While results are the most obvious, character is the most significant.

>> The further to the right, the more obvious the layer is to the client and the easier it is to imagine change.>>

<< The further to the left, the more difficult it is to change, but the greater lasting impact is created by change. <<

When coaching, we want to help the client get new (better!) results, so we tend to focus on helping them **choose new actions**. A lot of good coaching occurs at only the Actions-Results layers. However, there are times when we need to coach deeper and help the client explore a **shift in beliefs** that will open up new possibilities for action (and therefore new results). And on some occasions, we need to go even deeper and invite the client to explore a **transformation of character** that will allow the client to break free from limiting beliefs in order to experience a new range of beliefs, actions, and results.