

Client coaching: making the difference



NLP CAM Coach **Mark Shields** examines the skills that we all need to get the best results for our clients. This month we go more in depth looking at the proven Life Practice coaching model.

Many CAM practitioners readily admit they deal with a set of problems presented by a client by fact-finding the client's problems and making a set of recommendations to deal with the symptoms. However by applying a set of simple coaching principles, CAM practitioners could – instead of only dealing with the output of the client's problems (the symptoms) – immediately start to highlight and manage the cause. That puts us in a much stronger position to help our clients and eliminate their problems forever.

The model we use is called CASPA.

CASPA is a client needs-driven coaching structure very similar in principle to the Human Givens coaching model. Human Givens focuses entirely on the presumption that as human beings we all have a set of needs that need to be met. When these needs aren't being met, certain contradictory and conflicting behaviours can emerge, to compensate for what amounts to a lack of personal fulfilment.

These behaviours often result in many of the symptoms we find in our clients – weight gain, stress, adrenal fatigue and so on.

Dealing with cause and effect

By applying CASPA to the main areas of our client's lifestyle we can find the root cause of the client's problem – what is driving the behaviour that is causing their symptoms. That puts us in a very strong position; we can address the symptoms, but most importantly coach the cause of the problem as well.

When working with a needs-driven coaching model such as CASPA it is common practice to segment our client's lives into four main areas.

These are:

- Health
- Relationships
- Career
- Finance

The initials "CASPA" represent the following needs that have to be met if we humans are going to remain happy and fulfilled:

- Control
- Approval
- Security
- Purpose
- Achievement

By applying CASPA to the four main areas of lifestyle you would complete a scale of discomfort score where one means feeling fine and 10 is feeling terrible. With a max score of 200, obviously the higher the score in a particular area highlights areas of cause to pinpoint.

Case study example

Gemma got in touch because she has problems with gaining weight and is very tired, especially first thing in the morning and struggles to get out of bed. She has put on a stone in the last three months; she feels highly anxious during certain periods and comfort eats to combat her feelings of anxiety. She has recently experienced her first panic attack.

Most practitioners at this point would complete a fact find (client questionnaire + data interpretation of symptoms), food diary and possibly order up some lab tests.

You would interpret the information you had received and make appropriate dietary recommendations and supplements, if necessary.

A follow-up appointment would be booked six weeks later depending on their case.

At this meeting you would review their food diary and any change in symptoms and make adjustments to the recommendations as appropriate.

Some of you may see the client two or three more times.

The CASAP difference

By applying CASPA we would establish Gemma was in stage one of stress (fear and panic) and her stress/adrenal fatigue was caused by work-related stress at work when in the presence of her boss. We would then agree a set of focused goals to formulate a strategy to combat the problem caused at

work. When coaching in this way, client buy-in, trust and focus is paramount, so it wouldn't be unusual to see her weekly for the first month to ensure progress and develop momentum.

In addition to her diet and eating habits we would examine how she handled the stress mentally and would work with her to develop a strategy to combat the stress looking at all aspects of her lifestyle.

GROW Model

The GROW model is a review process you would use weekly to begin with to review your client's goals, motivate and inspire your client and ensure momentum is maintained.

- G goals
- R reality
- O options
- W way forward

Summary

1. CASPA is a basic coaching model allowing you to quickly identify the root cause of your client's symptoms.
2. CASPA is very useful when the client is unaware of the reason they are behaving in the way they are.
3. CASPA enables you to formulate actions and goals at the beginning of your client's first session, get straight to the point and structure a plan and strategy, immediately putting the client back in control from the moment you meet them. ©2011



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