

4. CHANGING THE CLIENT'S BEHAVIOUR

OVERVIEW

In this module we cover the following topics:

- Changing the client's perceptions and values
- Step out of your comfort zone
- Self-belief. Changing the client's self image
- Negative thoughts
- Strategies for change
- Visualisations
- Persistence
- Getting the client to take action
- Gap analysis
- SMART goals
- Format for setting goals and identifying achievements

Extract

CHANGING THE CLIENT'S PERCEPTIONS AND VALUES

To get clients to change their behaviour requires them to:

- Change their perceptions and values
- Set themselves tasks

To create change, coaches work on the client's perception of themselves and others. Here are some common ones:

STEP OUT OF YOUR COMFORT ZONE

Clients are often fearful of changing their life. They feel secure in doing the things they are familiar with. They have reached a certain income, or a certain job title.

But to achieve more, they have to put themselves in unfamiliar surroundings. This could be seeking promotion at work, looking for a new job, or changing their career.

The coach's task is to point out that sticking with what the client knows is akin to stagnation. Life is about learning and growing. That's why the client has to step outside their comfort zone.

A carpet cleaning franchise company found that its new franchisees would reach a certain level of income, and then their earnings would plateau. Yet some franchisees would earn two or three times more than the average. These high achievers had a greater hunger for success, or had a greater motivation. They were constantly looking for new ways to improve.

EXERCISE 4.1

Think of some examples of people stepping out of their comfort zones.

SELF BELIEF

Some clients lack belief in themselves. This is often because from childhood they were imbued with certain messages:

- Girls don't do that.
- It's not the done thing to...
- We aren't the kind of people to...
- You'll never amount to much.
- Get a steady job, it's much safer.
- You aren't very smart.

In advertising all around us and in magazines, other messages keep blaring at us:

- Life is a lottery. We have no control over our life.
- Women are supposed to look gorgeous and say little.

EXERCISE 4.2

Think of some other advertising messages that can have a negative impact on people. Write your examples here:

Some clients are full of neediness. They cling to others. They need lots of love and lots of reassurance. And while a certain amount of need is healthy, these clients go beyond that. Since they validate their life through others, they cannot do anything for themselves. They are incapable of 'self-actualisation', that is, achieving things for themselves.

It's no wonder that we grow up with a lack of self-belief. And that lack of self-confidence is what holds us back. If we can unshackle our negative thoughts, we will be free to try new things.

There are many words for this. Coaches talk about:

- Self limiting beliefs
- Lack of assertiveness
- Lack of self worth
- Self defeatism

The opposite of these negative views is:

- Self image
- Self reliance
- Self knowledge
- Liking oneself
- Accepting oneself

But they all amount to the same thing. We have a tape inside us that plays every time we come up against a challenge. It says:

You won't succeed. You can't succeed. It's other people who do that kind of thing, not you. You know you always mess up. It's best to play safe. Let other people try it out first. People won't listen to you if you suggest it. You'll make a fool of yourself. It's far too complicated.

CHANGING THE CLIENT'S SELF IMAGE

It is your job to prove to the client that they're able of achieving things. To do this, you have to re-programme their internal tape. You have to instil in the client a new self-confidence, and give them a new mindset.

There are several ways to do this:

- Get them to list the successful things they have done
- Get them to list their good qualities
- Get them to recognise that they have quietly absorbed negative statements about themselves
- Motivate them to realise that they *can* create change.
- Challenge them every time they are negative.
- Challenge them whenever they find excuses.
- Make them re-assess what they are doing in their life.
- Encourage them to see the benefits that the new challenges will bring.

NEGATIVE THOUGHTS

Many clients have brains full of negative thoughts and excuses. These are very convenient for the client, because they allow them the luxury of staying put in their comfort zone. It also allows the client to indulge in self-pity, and blame others. And it becomes a self-fulfilling prophecy. If you believe you'll fail, you will. Every athlete knows the only way to win is to believe you can win.

It is your job to clear out these views, and replace them with a positive outlook. For example, clients may say: 'It's my parents' fault'. This simply isn't true. Their parents were responsible for only the first 18 years of life. Everything after that has been their own responsibility. You have to say to the client: no more excuses.

Other clients rely overly on other people. Before taking action, they will want to run it past their spouse or their father. Again, it is your job to tell the client: Don't rely on others. Take responsibility for your own life. Do what you want to do. Take responsibility for yourself.

FATALISM

Many clients believe that they don't have the power to change things. They believe that the government, the royal family, the bosses, and other such people create change. They think that everything happens by chance. You might strike lucky, they say. And they fill out lottery tickets every week, hoping that 'luck' will create change.

You have to persuade them that fate lies in their own hands. By changing just one thing at a time, they will slowly but surely begin to see changes in their life. But they can't rely on fate or others to make the moves. They have to do it themselves.

EXERCISE 4.3

Think of a time when fatalism played a part in your life, and think about you overcame it. Write your thoughts here:

FEAR OF FAILURE

Fear of failure holds many people back. They see failure as something terrible. But a quick look at any famous person will show that they suffered failure for many years until they succeeded.

Indeed, you can't succeed without having a few failures along the way. And research into successful and failed entrepreneurs shows that the successful entrepreneurs saw failure as something interesting to learn from.

Well, that brings us to the end of this extract. We hope you found it interesting.

To discover what else we cover in this module – and the rest of the course – you'll have to buy the course. You can do that by [enrolling here](#).

To return to the website, click your Back button.