



mediation, negotiation, and neuro linguistic programing techniques in coaching

a presentation for **ICF** Members



Genius Unlocked Coaching Institute combines the structured process of Neuro-Linguistic Programming (NLP) and professional coaching methodologies with energy work, hypnotherapy, and meditation in a transformational program to unlock yours and your clients' true genius. We believe you deserve to achieve mastery in your craft. For this reason, we offer comprehensive transformational coaching programs to inspire influencers around the world.

Be sure to join our Facebook Group if you aren't a member already. We will let you know about upcoming events, free trainings, challenges and downloadable resources—like this one!

With love and high vibration!

Jenna Beninger *Carson Cooper*



Carson Cooper Bio

Carson is the co-founder of Genius Unlocked Coaching Institute and has coached for over 3,500 hours, transforming hundreds of clients' lives. Carson is PCC credentialed through ICF. He has a MA in Negotiation, Conflict Resolution, and Peacebuilding. He has trained and conducted mediations and coaching sessions with leaders in business, academics, and government agencies such as Kaiser, Arlington, and San Diego County government, UCSD, USD, and SDSU. Carson has taught coaching and leadership skills in the United States and Europe. Carson is a PCC mentor and has a Master Trainer Certification in Neuro-Linguistic Programming, Time Line Therapy®, Hypnotherapy, and several energy work modalities. Carson has learned to integrate the conscious mind, the unconscious mind, and the spiritual mind with ICF effective coaching skills in order to support clients in long-lasting and sustainable results!

genius
unlocked
achieve mastery



NLP coaching techniques for transformational results

Genius Unlocked Coaching Terms and Concepts

Cause

The client is focused on results and solutions. They are taking responsibility for their thoughts, emotions, and behaviors. They are becoming aware of the situation and willing to look at what they can learn from it. They are seeing possibilities and opportunities from their situation. They are willing to look at new perspectives. They are creative and flexible. They move to being proactive and taking inspired action. They have a mindset of abundance and gratitude. They are listening to their intuition.

Effect

The client is focused on reasons and excuses. They are blaming, shaming, and justifying their and others' thoughts, emotions, and behaviors. They are making assumptions and judgments which create a skewed interpretation of the situation. They lack awareness of how the situation is affecting them and are unwilling to see the situation from different possibilities. They shut down new perspectives and are defensive. They are run by emotions of fear, anger, sadness, hurt, guilt, or shame. They have a mindset of scarcity and lack. Their behavior could possibly be shut down, hiding, avoiding or fighting, irrational, and aggressive. They are reactionary and only looking at what is necessary, which cuts off creativity and flexibility. They see themselves as victims of circumstance, which means everything and everyone is against them. Everything is happening to them and they can't see their responsibility in any of it. They are acting from limiting decisions and limiting beliefs where they may unconsciously feel they are unsafe, have to protect themselves, and are not good enough. They are likely listening to their ego, inner critic or inner child.



Associated

In the context of coaching, associated means the client is connecting with their emotions. They are feeling and experiencing their emotions. They are connecting and correlating the emotions with some reaction in their body. There are benefits and challenges with being associated. The benefits include having awareness of the emotions and being aware of where the emotions are in the body. The challenge of being overly associated is the client feels stuck in the emotions and can't focus on anything else.

Dissociated

In the context of coaching, dissociated means disconnected or separate from their emotions. There are benefits and challenges with being dissociated. Benefits include being able to observe the situation without emotional attachment, and being able to objectively analyze the emotion to gain awareness of how and why the emotion is present. Allowing themselves to see the learning from the emotion without having to be in the emotion. The challenge is when someone is overly dissociated they are disconnected completely, leaving them with little to no awareness. The client may be numb or avoid emotions by being dissociated.

Need vs Want

A need is something that is fundamentally important for their survival and they require this need to be met in order for them to get what they want. A want is something that they desire or something that would be nice to have. Not getting a need met affects all of their thoughts, emotions, behaviors, and attitudes toward life, or it affects how they perceive themselves and the world. Not getting a want met may only affect one aspect of their thoughts, emotions, or behaviors and does not drastically affect how they perceive themselves and the world. A need is NEVER dissociated or outside of themselves. If it is outside themselves, it is a want. For example, "for others to hear me," "for my parents to understand me," "for my authentic self not to be wrong," "for them to have acknowledged me." These examples are outside of themselves and dependent on someone else giving it to them. A need however, is ALWAYS associated and something from within. For example: safety, love, belonging, trust, authenticity, seen, heard, and understood. When they get down to the core need it will be something they realize they can achieve within themselves or that they had it all along but never saw it because of the outside situation.



Presenting problem

A surface-level issue that is outside of the client and the problem is not cross-contextualized. Not cross-contextualized means that the problem does not affect any other area of life or the problem most likely does not show up in multiple situations. For example, the client may say “My boss is controlling.” This problem is outside of the client, and what is more, the client is not expressing how “control” or “lack of control” shows up for them in other contexts of life. Instead, the problem is being presented as an isolated incident. The client may be overly associated with unwanted or inappropriate emotions, or conversely, the client may be overly dissociated, disconnected, or numb. The presenting problem is usually avoiding or hiding the greater problem and root cause. The presenting problem is something they say is keeping them from what they want.

Greater problem

Connecting surface-level issues to deeper patterns, thoughts, or emotions in the client’s life. Usually a problem that is cross-contextualized with other areas of life or other situations. Cross-contextualized means that it shows up in multiple areas of life and is a problem in multiple situations they are dealing with. For example, when the client states a presenting problem, “I feel controlled at work,” one would coach the client down to their greater thought. One example of this could sound like, “What comes up for you when you think about being controlled at work?” The client will then state their greater problem: “I feel unappreciated.” For this client, “unappreciated” will most likely be cross-contextualized in other areas of life and they will feel unappreciated at home, with their kids, in their personal relationships, etc.

Root cause

Core negative emotion or limiting decision that has shut down a piece of their authentic self and created deep patterns altering their personality, thoughts, emotions, behaviors, and attitudes toward life. Root cause is a core limiting decision or negative emotion that is keeping them from getting a fundamental need met in their life.



Example of actual coaching situations:

Situation one:

Presenting problem:
I can't prioritize my calendar and I am not making money

Greater Problem:
Feeling stupid and not smart

Root Cause:
Worthless, inadequate, not capable

Situation two:

Presenting problem:
No one likes me and I can't get a relationship

Greater Problem:
Rejected, I don't belong, I am alone

Root Cause:
Unlovable

Situation three:

Presenting problem:
I don't have enough time, overwhelmed

Greater Problem:
I am a disappointment, I have fear of failing

Root Cause:
I am a fraud,
I can't be authentic

***Note:** Root causes for each person are individual and may be different from person to person. People can have similar presenting problems, yet have drastically different greater problems and root causes. Some greater problems might be other clients' root causes; someone's root cause might be another client's greater problem or even presenting problem. Always ask questions to chunk down the client to their personalized root cause. Do not assume that because you or another client had a root cause in a certain situation that it will be that same root cause for each person. Making assumptions and projecting your problems and other clients' problems on someone else shuts down creativity and stunts the success of the coaching session.



Away from

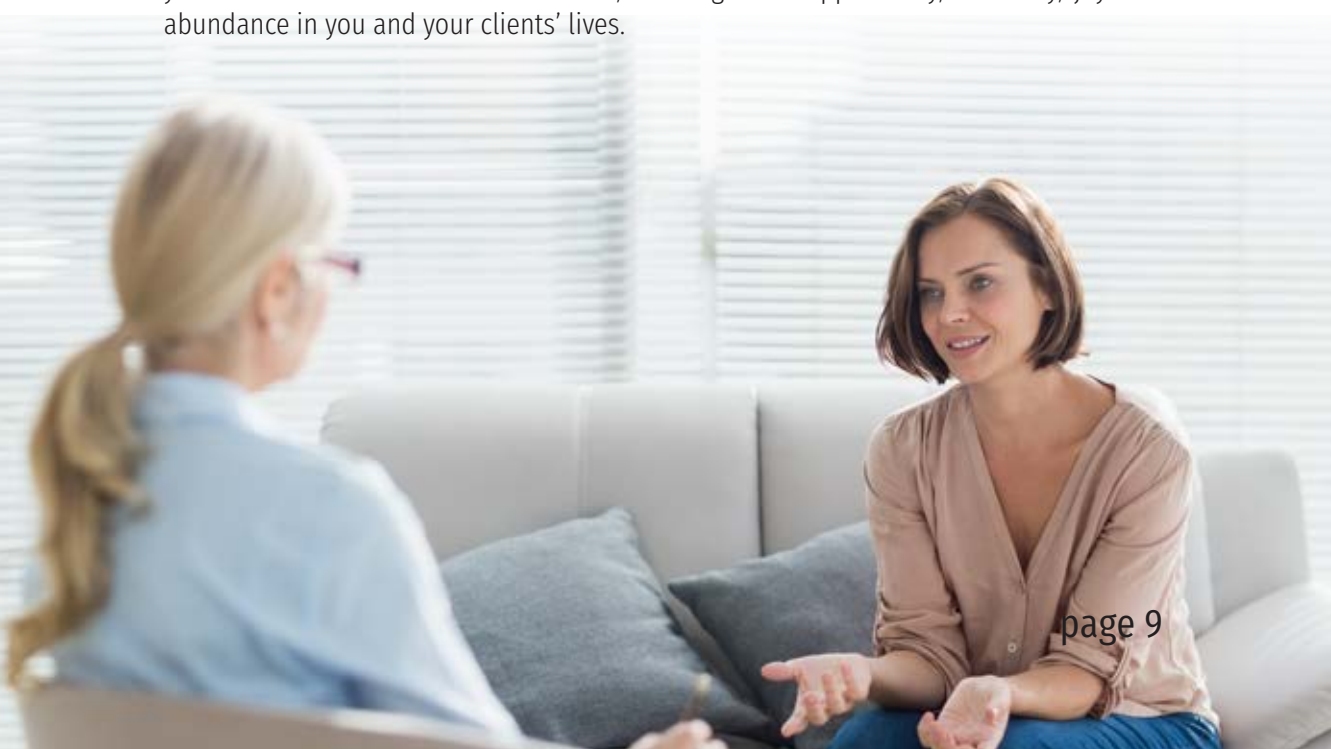
Away from motivation is going away from what you don't want. It is when a negative emotion/experience is motivating you, or you want what you don't have (focusing on lack), or you are forcing yourself to do the work. If you have away from motivation you may get what you want, yet two things can happen. One, you may get what you want, yet you are tired, exhausted, and don't feel what you did is sustainable over long periods of time. If you or your clients have away from motivation, this is where one will burn out, build up resentment, hold anger, feel stuck, or just shut down. Or two, when you get what you want with an away from motivation, your motivation then disappears. You then self-sabotage and lose what you have because your away from motivation is gone. For example, you may lose the money, or get rid of the relationship, or gain weight again. Why? Because when you don't have it anymore you are now re-motivated to go get it again. Examples of away from motivations can include money, love, and health. Although money, by itself, is not an away from motivation, if you want money because you are broke, or have a fear of being broke, then the lack of money is motivating you to get the money. Therefore it is an away from motivation. Love, by itself, is not a toward motivation or an away from motivation; yet if you want love because you are lonely or think that having love is the only way to feel worthy or valuable, then that is considered an away from motivation. Health, by itself, is not a toward motivation or an away from motivation; yet if you want a nice body to impress someone, or to get a date, or because you hate that you're fat, being motivated by this lack and negative emotion is considered an away from motivation.



Toward

Toward motivation is going toward what you want. It is when a positive emotion/experience is motivating you, or you believe you can have it, and you are willing to do the inspired action steps. If you have toward motivation, you feel compelled to achieve what you want. You find or create the time, money, resources, energy, and the mindset required to achieve what you want. When you or your clients have toward motivation it feels more easy and effortless to work toward a goal. It feels intuitive, and it feels like everything lines up. We can use the same concepts of money, love, and health to exemplify toward motivation. Money, by itself, is not a toward or away from motivation. Yet if you want money because it is exciting, fulfilling, allows you to live in your passion, allows you to give back, and you feel expansive, that desire for money is considered a toward motivation. Love, by itself is not toward or away from motivation; yet if you want love because you know you deserve it and are worthy of it, love feels fun and enjoyable, or you know it is a beautiful part of being a human, then this motivation is considered a toward motivation. Health, by itself is not toward or away from motivation; yet if you want health because you love your body, enjoy having more energy, or it allows you to play with your grandkids more, this is considered a toward motivation.

Toward motivation and away from motivation should be considered a sliding scale. In other words, you can have both a percentage of toward motivation and away from motivation. When you coach around and release away from motivation, you can shift your client more to toward motivation, creating more opportunity, creativity, joy and abundance in you and your clients' lives.





Coaching Case Study

This case study is based on a transcript of an actual client coaching session.

Coach: What would be the most valuable thing to talk about today?

Client: It's hard for me to open up to people. So there's a huge trust thing going on with me right now. And I recognized that is what I was taught. But in the last few days, trust has really come and slapped me in the face. So that's prevalent in all aspects of my life.

Coach: When you think about not trusting others, what effect does that have on you?

Client: Well, you know, I don't share. I don't open up. I close down all emotions. I go through and second guess everyone's communication. Because I'm just used to somebody telling me one thing yet meaning something else. So I never trust anyone's word. And when I do, it usually kicks me.

Coach: When you don't trust, you shut down, close off your emotions, and then second guess yourself, it leads you to not sharing or opening yourself up.

Client: Well, I can't be myself. I refuse to let anyone see my hurt. I haven't cried in years. I feel like it, but it just won't come out. The feedback, when I begin to get close to someone, is they can tell I don't trust them. So I must exude that somehow.

Coach: When you think that you can't be yourself, you feel hurt and sad. It's natural that you would shut down given that you second guess the communication. And if you feel like you can't be yourself and you are suppressing that hurt and sadness, it would make total sense that you don't cry. What does it represent to you that you suppress your emotions and don't cry?



Client: There is a block here. Um, it represents I don't trust myself and I'm not good enough, but really I can't trust others with my feelings

Coach: *Because you think that you're not good enough and that you don't trust others with your feelings, What do you feel?*

Client: There's a sadness there. Yeah. Now I feel it inside. But I'll be totally neutral on the outside.

Coach: *When you don't think you are good enough, you feel that sadness, and you don't trust others, how does that impact you?*

Client: I just want to go and hide. I love to become a hermit in the woods. Nice little cabin with my animals and not having to deal with human beings.

Coach: *Given that you can't trust them or yourself and you don't want to be hurt and sad anymore, it's natural that you might hide.*

Client: That's totally the antithesis of what I do because I love working with people. So, there's a fight there within me. I feel the pull between the two things.

Coach: *Yeah, and when you're hiding and fighting with yourself, how does that affect you?*

Client: Oh, I get frustrated with myself. I get upset. I can't say I'm angry, but I do get mad with what I do to myself. I beat myself up a lot.

Coach: *When is the first time you've really felt that hurt and sadness that might have led you to not trusting yourself or really being*



Client: I've always been a lone wolf. I can't remember the first time. Um, yeah, it's always been there.

Coach: *Can you remember a time, it may or may not be one of the first times, that you really were hurt and sad because you were a lone wolf?*

Client: Well, one of the times, when I started recognizing, I'm alone in the world, I was a teenager. I called them my black years because I don't have a lot of memory of what was happening in those years. It was more like a teenager or high school level. I got out of high school as fast as I could because I had no friends. I was bullied. I didn't learn to stick up for myself until after high school and now nobody gets me. I wanted to go to the prom and I had made acquaintances with one of the baseball players. I tutored him so he could graduate. And so he said, he would take me to the prom, and he never showed up to pick me up. That's when I started realizing I can't trust anybody's word. It may or may not be the first time but that's a time that's come up.

Coach: *When you think about that time, what are your negative thoughts and emotions?*

Client: Men aren't worth the trouble... I was hurt... I was sad... No one was ever there for me emotionally. My parents weren't there for me. I did everything by myself. I just went to the barn and talked to my horse because I trusted my horse.

Coach: *When you think about your parents not being there for you emotionally, what were the negative thoughts and emotions?*

Client: Oh, they've never been there. I've worked on that over and over again in my life. I mean, my mom's in my life, now. My dad's passed on. But I raised my parents. I always had to be the grownup one of the bunch.

Coach: How did that affect you?



Client: I hated it. I had a grandmother that kind of took the place of my parents. But when we moved 2500 miles away, I didn't have her any longer. And that's when I had to step in and take care of my parents and my sister. I started to hate it. I didn't like them either. You know, I knew I had to love them because they were my mother and father, but it wasn't a real emotion for me. I mean, if you're an animal, you know, I love you, but a human being doesn't get that as easily.

Coach: *If your parents were not able to emotionally connect then it makes sense that you shut your emotions down. It also makes sense that if you had to be their grownup and you had to raise them, of course, you're going to feel hate. Because you had to be their grownup and you felt that hate, what did you take that to mean about yourself?*

Client: I've blocked so much out.

Coach: *Makes sense. Yeah, of course, you might block stuff out given that you felt so hurt, sad, and like the love was not real.*

Client: When I was 16, I graduated from high school. I remember making this statement because it's coming out of my black period that I would never ever, ever be like my parents. I would never raise any children like I was raised, and I haven't raised my kids like that. I know I love my kids.

Coach: *A kid that raised their parents and feels hate, what might have been the negative thoughts and emotions?*

Client: Oh, gosh, Carson, you're asking too many questions [smiles]. That's what goes through my mind. It's just diverting, I just knew I had to be somebody. I just couldn't survive as me.

Coach: *Wow, couldn't survive as you...*



Client: Where did that come from?...

Coach: *When you think about not being your true self, that person that couldn't survive, what do you feel?*

Client: Sadness. All right, I felt a loss. There's something else there that I can't grab.

Coach: *Sadness, loss...*

Client: I feel like I'm an imposter. That's weird.

Coach: *If you had to be somebody else, and that part of you, the real true part of you, didn't survive, of course you'd feel like an impostor.*

Client: Absolutely.

Coach: *Anyone that literally was not themselves, that part of themselves metaphorically died, would feel sadness, and loss, and would think they were an impostor.*

Client: I feel that way. I didn't realize that. But that's what came up. Wow.

Coach: *That part of you didn't survive. There was a death of that part of you. So what did you really need that you didn't get?*

Client: I needed parents. I needed to be loved as a child, to be allowed to be a child, to be allowed to show emotions. I remember not being allowed to show emotions. I need to be supported. To matter, yeah, to matter.



Coach: *Because you weren't allowed to be a child, you didn't get that support, love, or mattering, what qualities and characteristics of yourself did you suppress?*

Client: Could you repeat that again? Let me grab that.

Coach: *Absolutely. So, because you didn't get those needs of being allowed to be a child, or to show emotion, and didn't receive love, mattering, and support, what qualities and character of yourself did you suppress?*

Client: Sounds weird because I've had support off and on throughout my life but only from one person, yeah my friend Emily... I know I love my kids too and they love me... Really, though It's my magic and miracles that I create. I can create that. It's the ability to give love but I cannot accept love back. I can give it when I need to, like with my kids, I love them. But, when I get it back or when they even say it back to me it doesn't go in, so I don't have that actually.

Coach: *[Long silence – letting the importance of what she just said sink in, when she finally looked up I asked the next question] How if at all are you protecting yourself by not receiving love?*

Client: Well, I'm not gonna get hurt.

Coach: *That's a biggie, if you love someone you can be hurt easily...you didn't get support, you didn't get love, you didn't matter, you didn't get to express your emotions, of course, you would feel hurt and then protect yourself by shutting off receiving love.*

Client: That's how I have the ability to hide in plain sight. That's what the cops loved about me when I joined the force. I can walk into a room and you wouldn't even know I'm there because I've learned to become totally invisible.



Coach: *Yeah, sounds like that has served you in some aspects, up until now.*

Client: Oh yes sir, it serves me well, still does sometimes.

Coach: *Yet, what I'm also hearing is that it's not allowing you to be that magical miracle part that in the past you've thought is literally dead.*

Client: Yeah.

Coach: *When you have support and love. You are allowed to be a child, have emotions, and you are being your magical/miracle self, what do you have?*

Client: I have full faith and trust in a person. I trust Emily with my life, had to work on that, but I've done that. I have support. I have my SOS friend or my 911 friend. I'm there for her as much as now she's there for me, but I feel that there's nobody in my life as close or ever has been as close as Emily is to me. So I totally opened up the door for her. And I love being with her. I can laugh. I'm the kid. I make her laugh all the time. Because I have a really weird sense of humor and yet I can be just as serious, work with her, communicate with her. So I have everything I want to be and can be with her. I would love to do that with everybody. It took me years to work through that.

Coach: *Yeah, so when you were having that full faith and trust you're having that support, you're laughing and being a kid, what do you feel?*

Client: Free. Yeah, I have a freedom that I hadn't allowed myself with anyone else.

Coach: *When you know that you're free, what do you feel?*

Client: I feel light. I feel happy. I feel loved. Not just by her, you know. I can feel the love at any point in time.



Coach: When you have full faith, trust, and support, you feel free, light, and happy, what are your qualities and characteristics of yourself?

Client: I have the ability to create something out of nothing. I have the ability to create. I can actually be in communication and not take things personally. I can allow other people into my little plot of land that I put myself on. I've spent a few years trying to build that bridge. I can make that bridge from my little island to the mainland. When I have all of that, then I'm open.

Coach: Wow, you can create, not take things personally, build that bridge, and be open! That is huge... Going from suppressing your magic because you can't be yourself, can't be a child, feeling hate, sadness, hurt, and loss, to recognizing you do have love, support, communication, laughter, and knowing you matter. Knowing you have this, what is going to be different?

Client: Well, one thing I can accept is others. It will be easier. I can look at myself and trust myself more... I think by trusting myself more I will be able to reach out and trust others a little easier too.

Coach: So coming from a place of that support, laughter, freedom. Light, happiness, love. Coming from that place of allowing yourself to accept others, and trust others, what will you feel?

Client: Again, free keeps coming up. It's like I've been in jail and the jail is gone.

Coach: You have your needs met: of support, of love, of creating something out of nothing, of communication, you accept others, you trust others, you trust yourself and you feel free. So then what new thoughts do you have about yourself and others?



Client: That I can be more than an acquaintance to others; that I can actually be a true friend. I've been stingy. I can honor my word to myself and be able to communicate more efficiently and freely with others, and just be able to love people. I'd like to go and just love on people.

Coach: *Yeah. Wow. What's so important about that?*

Client: It's the connection. The connection we all can have together. It's creating the world I want, right? I hate that I can't just even hug people.

Coach: *You are a magical miracle creator, what do you want to create?*

Client: I can trust and I can create a community, I don't have a big community here. So, it would be nice to start building community.

Coach: *Wow. Yeah. That's incredible. How does that feel to say?*

Client: That's something I'd never thought of before. Yeah, that feels good. Amazing. Wow.

Coach: *So what I'm hearing, correct me if I am wrong, is really just allowing yourself to be that laughing kid that's free, light, happy kid. And knowing that you have that magic, you can create a community. You can accept yourself and others, you can trust yourself, and then you feel free. You're able to honor your word to yourself, you're able to honor your friendships and be a friend. And from that place, you create a community, you create trust!*

Client: Yeah, yeah. Incredible! Yeah. Thank you. Thank you.



Coach: From the learnings, today, are there any inspired action steps that you'd like to take?

Client: Well, reaching out to others. Yeah. Being there for others. I'm accepting others. Accept friendships given to me and give friendships to others.

Coach: That's powerful....Awesome. So, is there anything else that you need to talk about in order to have closure today?

Client: I think that's a big step. Thank you.

Coach: Amazing. Thank you so much. That was truly incredible. Thank you.






My story:

I had been working at a school as an educational therapist. We integrated tutoring of various school subjects with personal development, integrity lessons, emotional intelligence, executive functions, and productivity skills, among other things. This is where I was introduced to the incredible world of coaching. After quickly moving to one of the most sought-after educational therapists with the largest waiting list and the highest paid in the year, they hired me to create a project-based curriculum based on the Montessori schools for 9-12 graders. I went on to teach this curriculum for 4.5 years. Instead of punishments for the students, the students would get a coaching session with the staff. As staff members, we also got coaching sessions ourselves. At that time I was coming out as gay. I had massive resentment toward my parents and felt betrayed by friends and other adults in my life that I felt should have protected me yet didn't. Coaching allowed me to own my value, worth, and authenticity while allowing the grace for the time and space for others to process their feelings around my sexuality. After receiving massive benefits from coaching and learning so much at this job, I got my first coaching certification in 2015 through IPEC.

My time at the school abruptly ended when the school went through a lawsuit and filed for bankruptcy. During this same year of losing my job, my mom had cancer, and my dad had open-heart surgery. I was put on academic probation at college, and on top of all of that, I was in an emotionally and mentally abusive relationship. Coaching allowed me the space to process each of these challenges separately, instead of piling on the intense emotions of each altogether—which my brain was really good at doing!

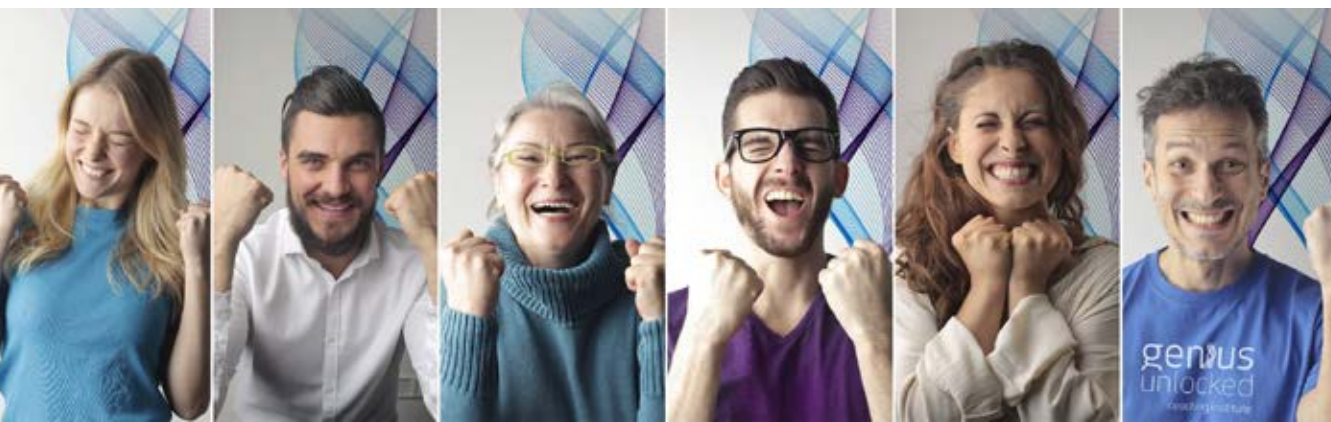
Feeling like my life was falling apart and not believing I could make it as a coach with my own business, and only making \$2,000 in my first year as a solopreneur coach, I got a job at a non-profit organization teaching conflict resolution and mediation. This was a great way to integrate my coaching skills with my master's degree in negotiation, conflict resolution, and peacebuilding.



I loved what I had learned in this organization; yet, what I realized is that even if you can teach skills to people, if they do not build their emotional intelligence along with the conflict resolution and mediation skills, they will never use them. I then decided to shift to being a coach where I could partner with people to increase their emotional intelligence and empower them to create the life they wanted over a period of time instead of one training.

I hired a business coach and my life was changed forever. In the first 4 months I replaced my income at the non-profit, in 6 months I doubled my income, and in 8 months I tripled my income. The company then hired me to coach its clients. After a year of being their top coach, I began writing a coaching curriculum to teach the other coaches what I was doing that was so effective. That year the company made over 1.5 million dollars and I began expanding my vision of what is possible as a coach. When the company went in a different direction, that is when my business partner and I launched Genius Unlocked. In the first 4 months of our business, we made \$100,000. In month 5 we had a \$40,000 month. Then in month 8 we had our first \$155,000 month. In less than 3.5 years we have built a 2 million dollar business on affiliate marketing only.

I say this to say that dreams do become a reality. The world needs your genius, you just have to see it first. I went from not seeing my worth, value, and genius, feeling like it was unsafe to be me, to owning my value and what I have to offer. Now, I am a speaker, writer, and trainer putting on national and international events for coaches. Genius Unlocked's mission is to create a sacred space for people to release the most vulnerable judgments of themselves. When we, as coaches, do this with our personal inner genius, we are creating a ripple effect of healing, empowerment, and transformation.





Carson Cooper, PCC, MA
Co-Founder of Genius Unlocked

- ### Breakthrough Plan
- ① What do they want?
- list wants from Breakthrough
 - ② One time Event(s)
- list one time event releases from
 - ③ Neg. Emotions
- list Major & Supercharged
neg. Emotions (C)
 - ④ Limiting Decisions
- rate LD's on a Scale 1-10
in terms of intensity
- list them in order of intensity
 - ⑤ Parts
- list possible Parts
 - ⑥ Possible Clean up (Minor & Major)

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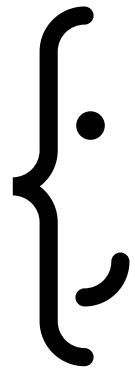
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