

COACHING FOR EXPONENTIAL GROWTH



Agenda for Today

- Why Exponential Growth?
- What is Exponential Growth?
- Examples of Exponential Growth
- **Breakout:** Your Examples of Exponential Growth
- Examples of Exponential Coaching
- **Breakout:** Your Examples of Exponential Coaching
- Takeaways



My goal for this session

To help you see and take up
opportunities for cultivating
exponential growth in
yourself and your clients



About Me

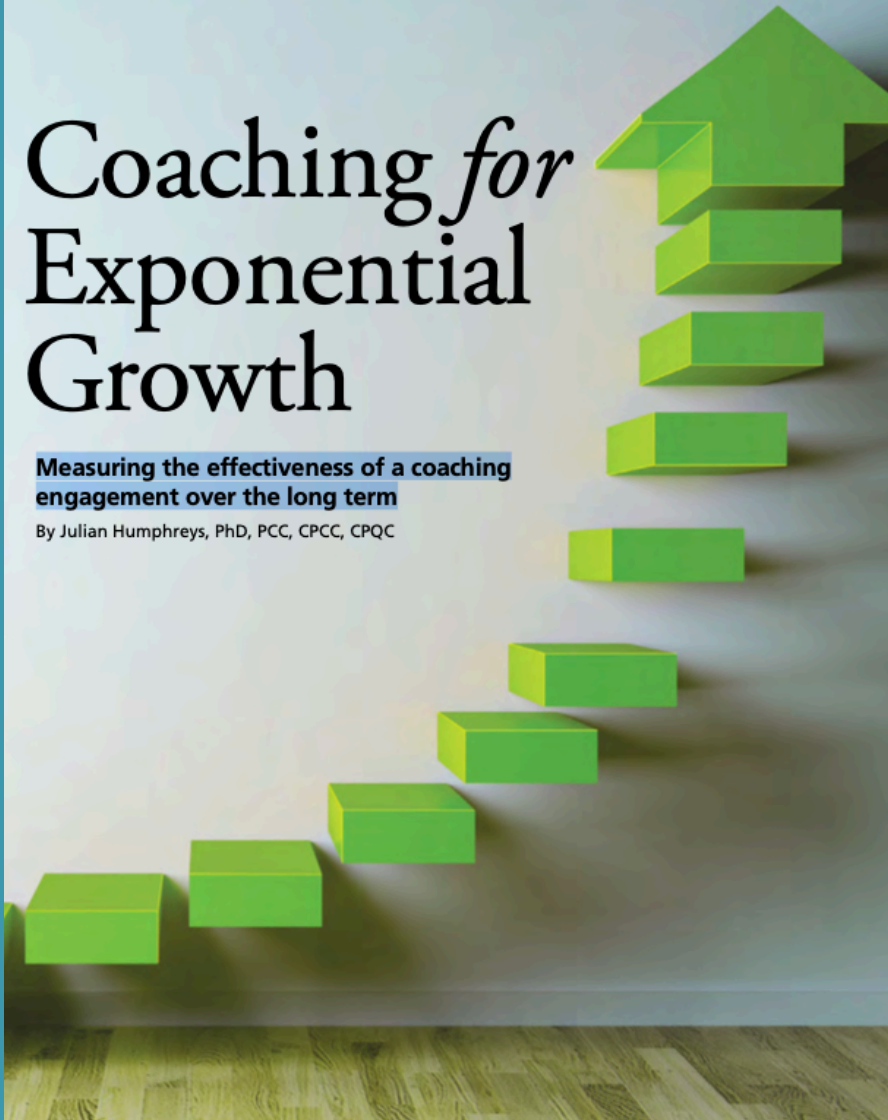
- ICF-certified coach since 2015
- Founder of Coaching with Context, a boutique leadership development firm
- Founder of *Philosophy of Coaching: An International Journal*
- Developer of ICF-accredited courses for coaches:
 - *Psychology for Coaches*
 - *Philosophy for Coaches*
 - *Level 3 Mastery*



Coaching *for* Exponential Growth

**Measuring the effectiveness of a coaching
engagement over the long term**

By Julian Humphreys, PhD, PCC, CPCC, CPQC



Why Exponential Growth?



What do we do as ICF certified coaches?

Market
Coach (in alignment with the ICF Core Competencies)
Measure

Market



“My goal is to exponentially increase the rate of personal and professional growth in my clients so they continue to benefit from coaching long after the engagement ends.”

Coach



Updated ICF Core Competencies
Released October 2019

3. Establishes and Maintains Agreements Definition: Partners with the client and relevant stakeholders to create clear agreements about the coaching relationship, process, plans and goals. Establishes agreements for the overall coaching engagement as well as those for each coaching session.

Measure

Measuring the effectiveness of a coaching engagement

Problems:

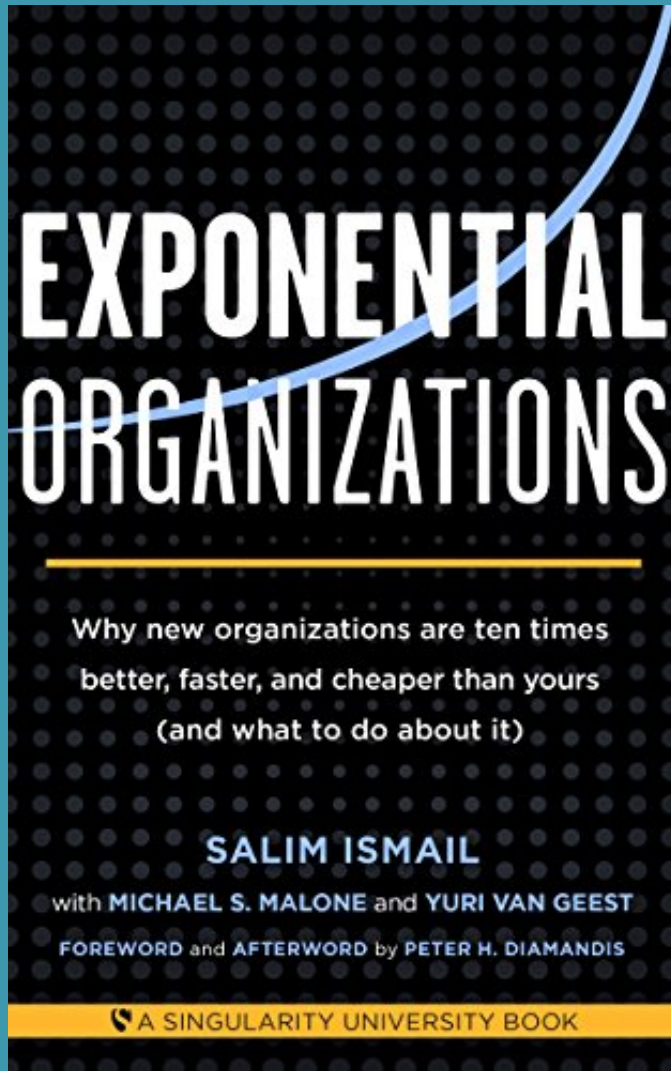
What outcomes to measure?

When to measure outcomes?

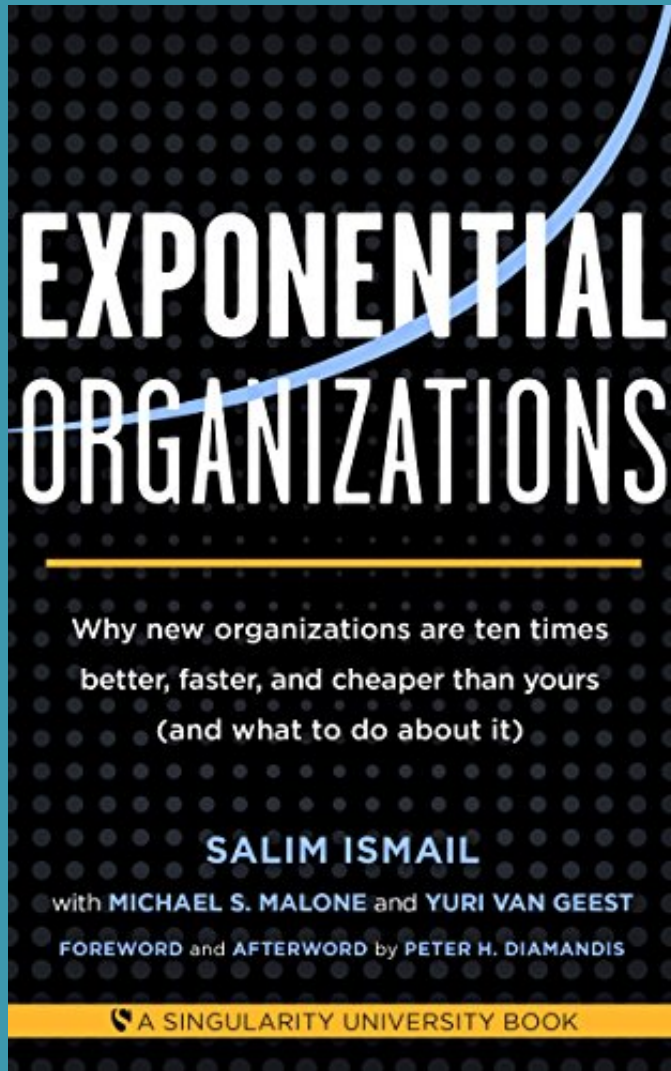


What is Exponential Growth?





"An Exponential Organization is one whose impact or output is disproportionately large -- at least 10 times larger -- compared to its peers because of new organizational techniques that leverage accelerating technologies."



"An Exponential Organization **Coach** is one whose impact or output is disproportionately large -- at least 10 times larger -- compared to its peers because of new ~~organizational~~ **coaching** techniques that leverage accelerating **innate** technologies **human capacities**."



Examples of Exponential Growth



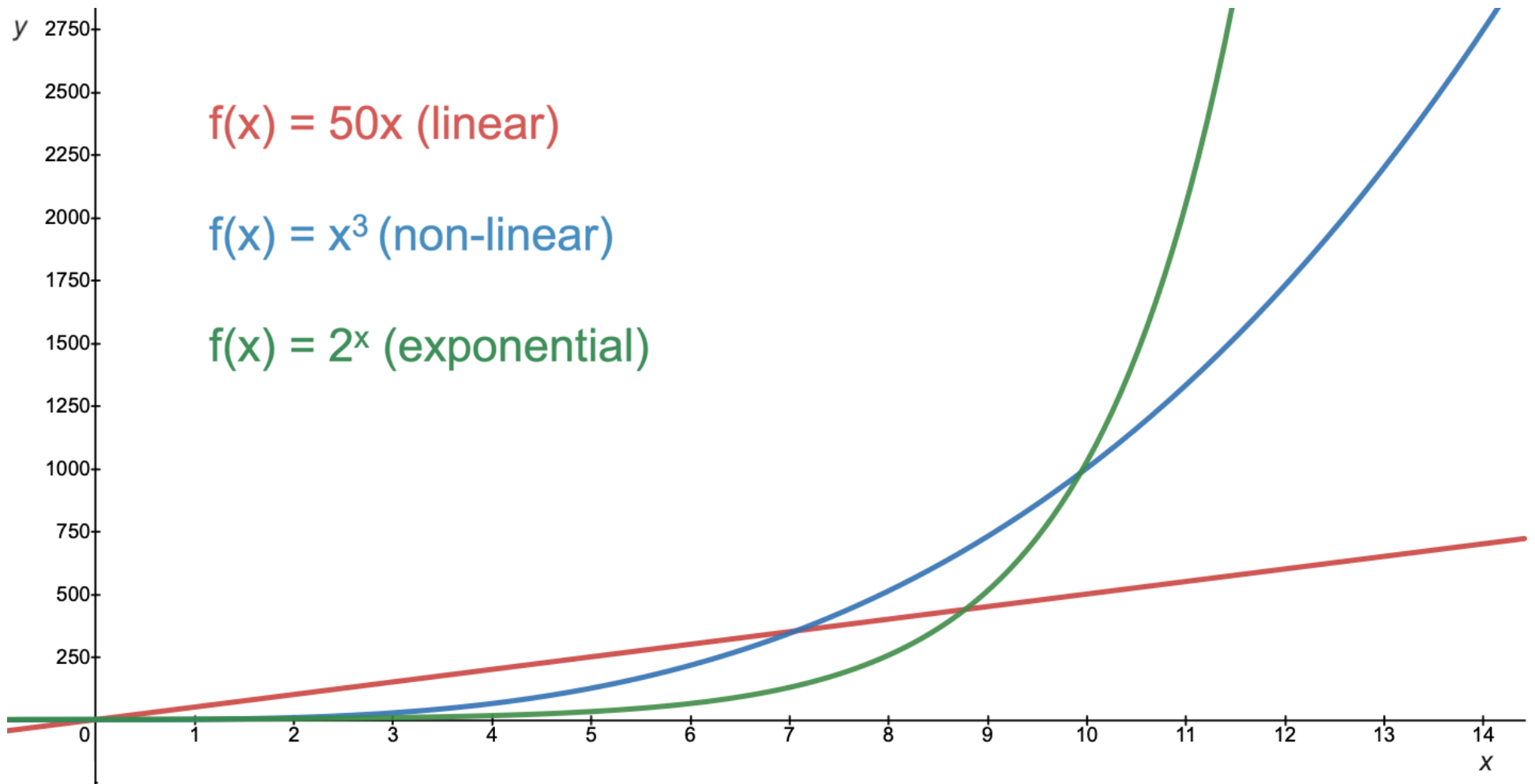


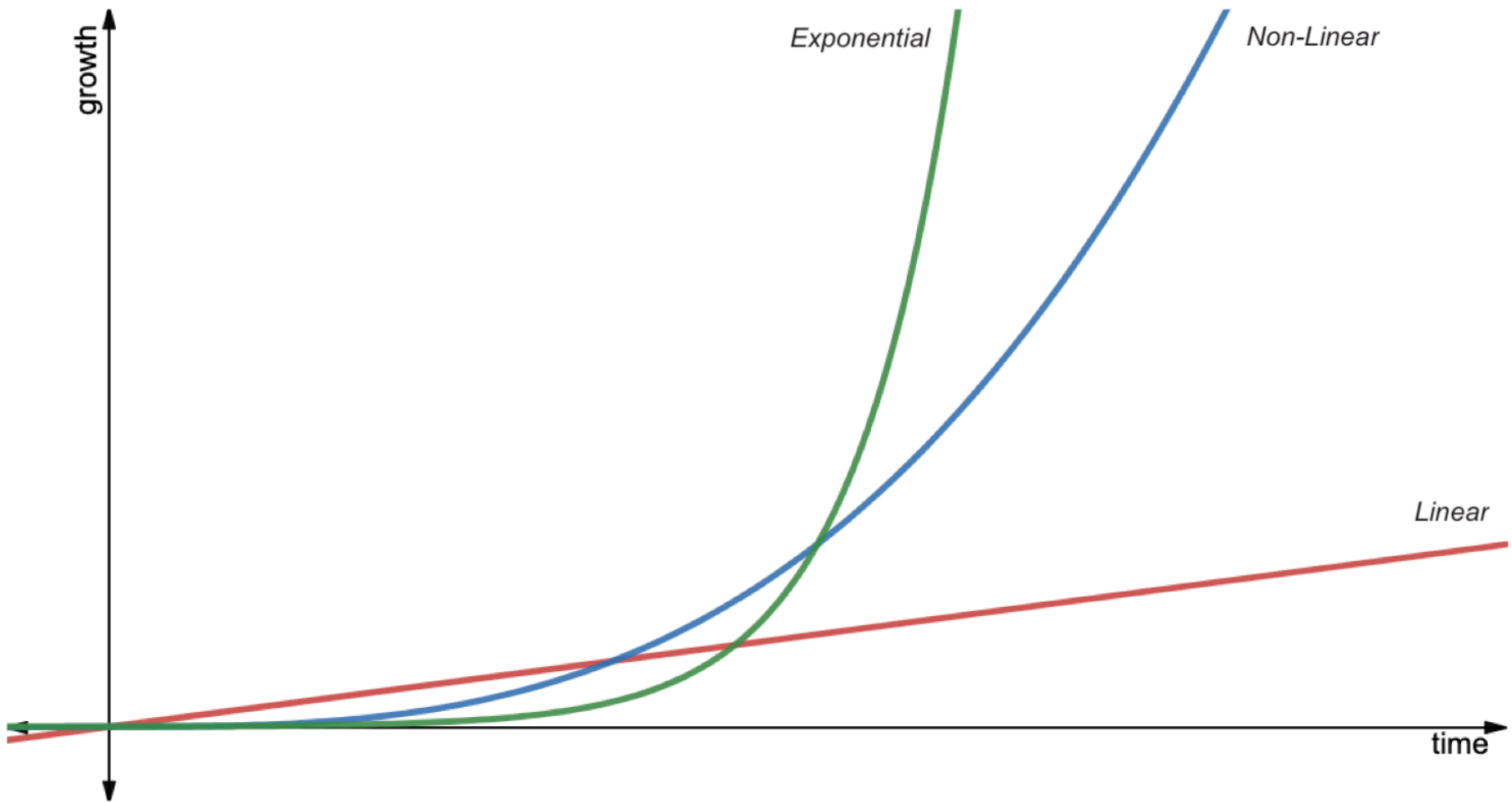
A photograph of a pond with lily pads in the foreground. The water is calm, reflecting the sky and the surrounding trees. The trees in the background have autumn foliage in shades of green, yellow, and orange. The sky is blue with scattered white clouds. The text "Pond is half full on Day 30" is overlaid in the center of the image.

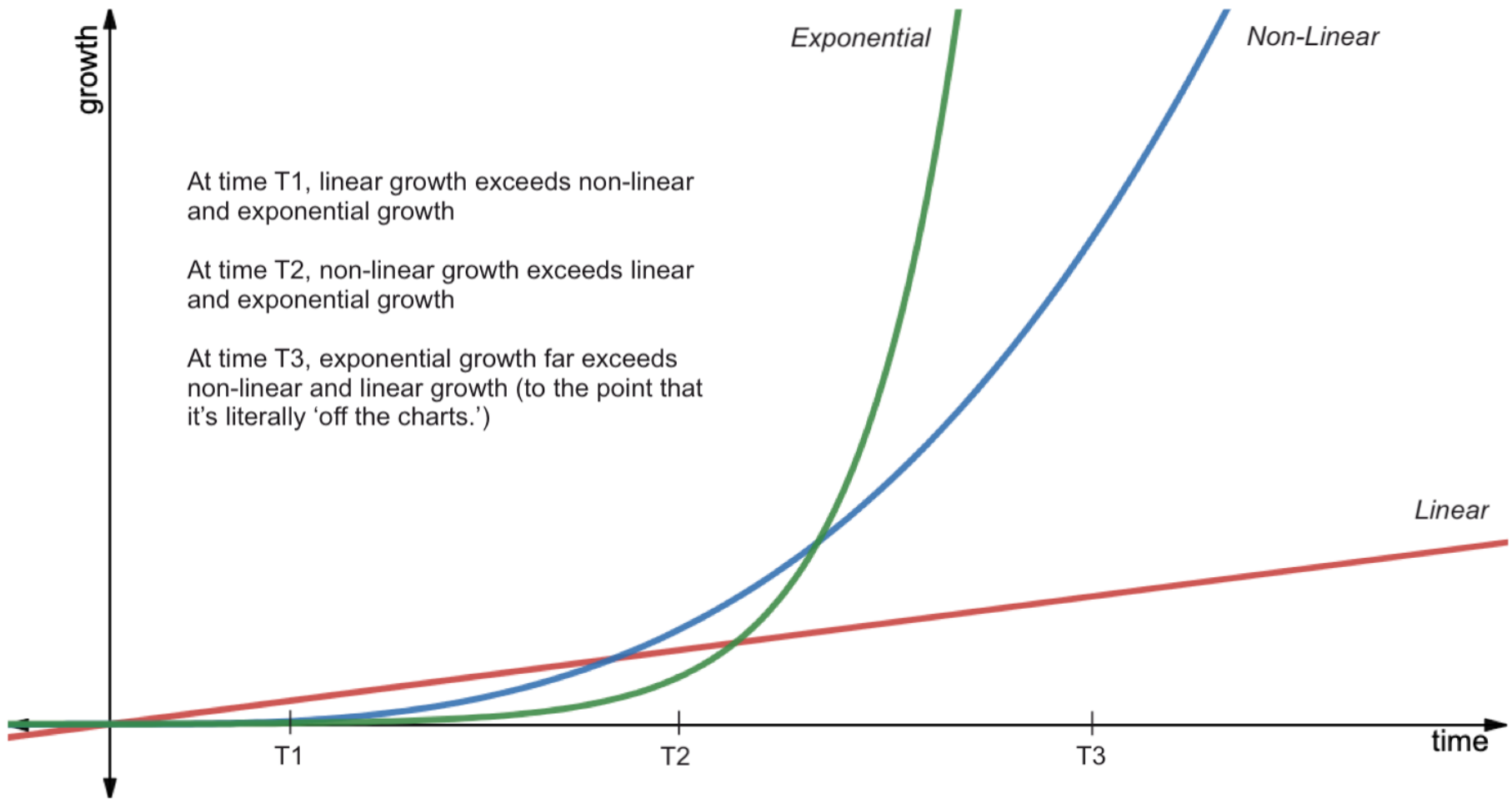
Pond is half full on Day 30







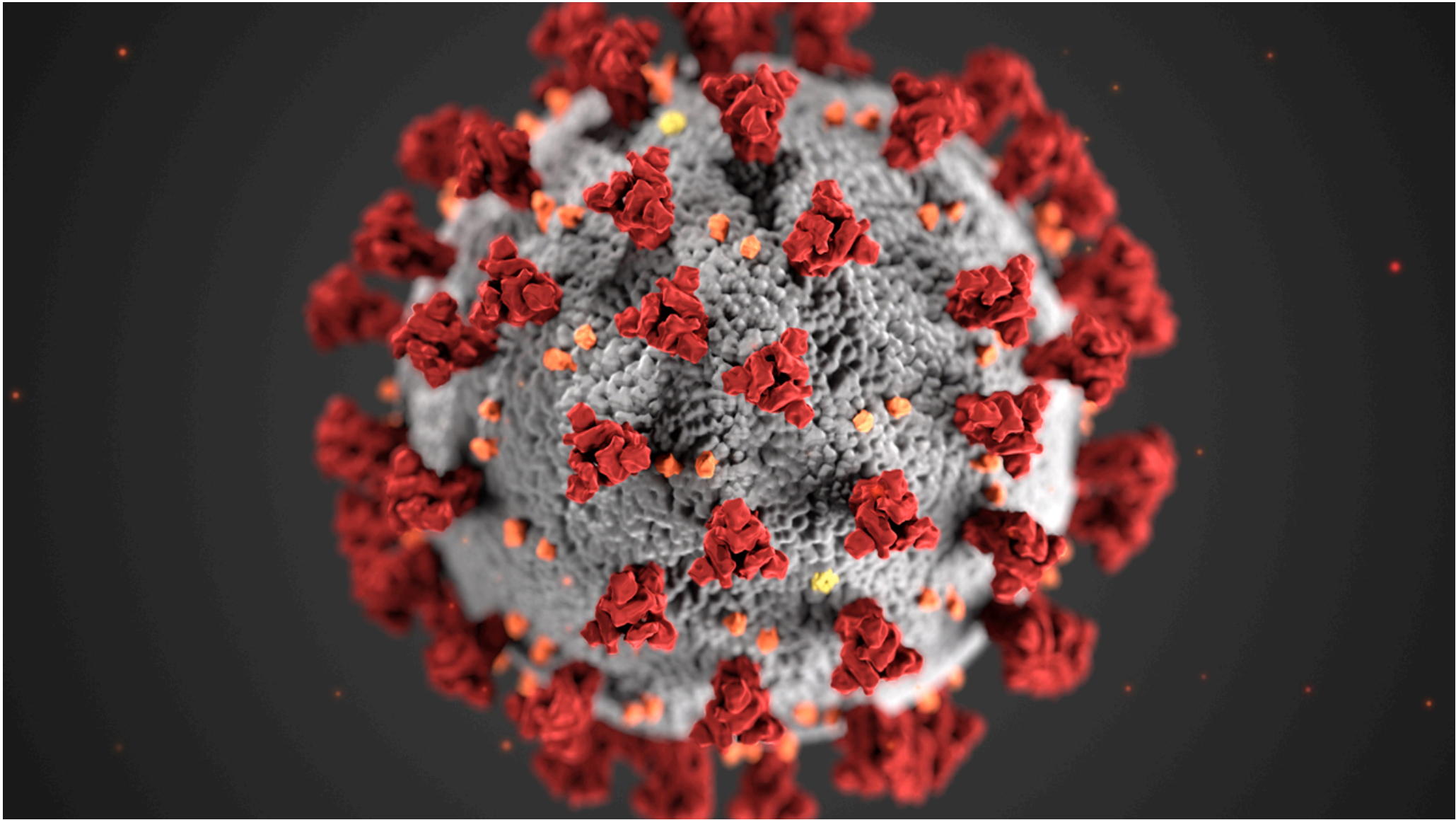




[illegible]

Not just compounding, but
compounding faster because
as principal increases
interest rates rise







Not just spreading, but
spreading faster because the
longer the virus is active the
more variants emerge

BREAKOUT:
Your Examples of
Exponential Growth?



Examples of Exponential Coaching

1. Neuroscience
2. Positive Psychology
3. Psychoanalysis



Neuroscience

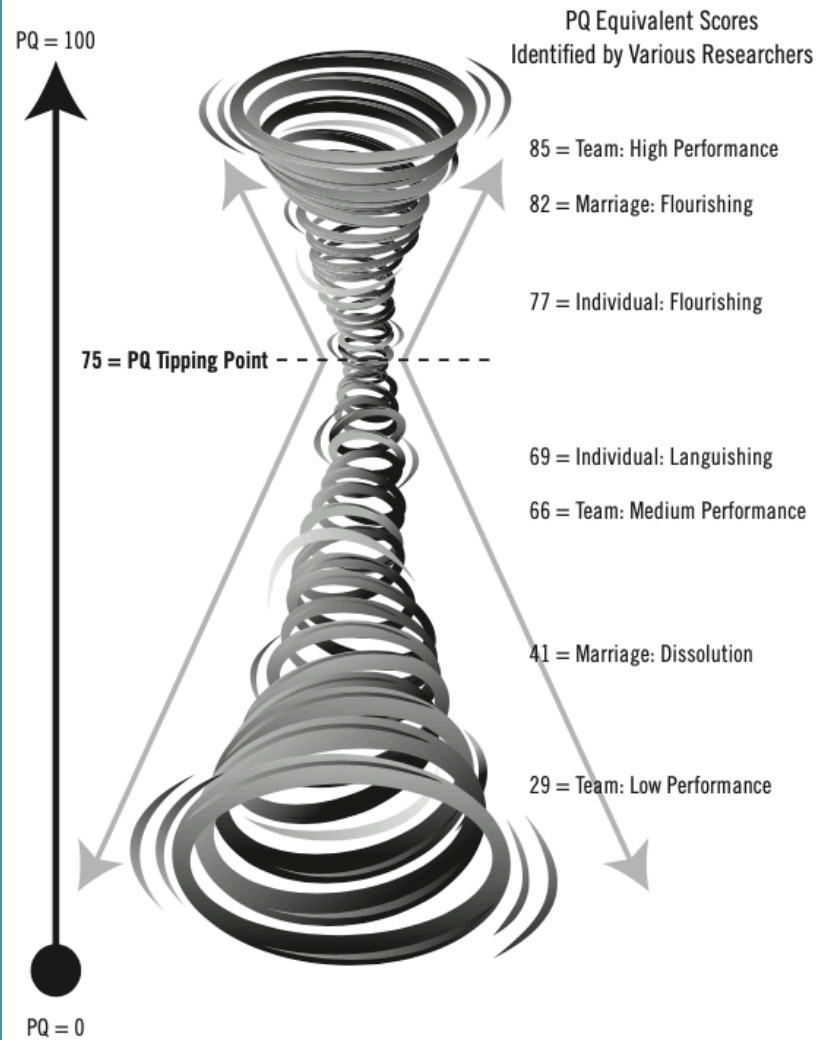
“These results suggest that coaching to the PEA, which is also called coaching with compassion (Boyatzis, Smith, & Beveridge, 2013) or coaching to one’s personal vision and dreams, is more likely to activate neural mechanisms that encourage the individual to be motivated, willing to tackle difficulties, and open to new ideas and the coach. Coaching to the NEA is called coaching for compliance because, while this frequently adopted approach to coaching is well-intentioned, it is a problem-centered approach that emphasizes external forces, agendas, and constraints that have been imposed on the participant. In contrast to PEA coaching, which evokes a sense of possibility and self-empowerment, NEA coaching tends to encourage stressful self-conscious thoughts of being judged and having obligations placed upon one. Hence, NEA coaching puts participants in a defensive posture that decreases motivation and makes it harder for them to approach and embrace change—no matter how much they may desire change in the abstract.” – Boyatzis and Jack, *The Neuroscience of Coaching* (2018).

Neuroscience

Not just cultivating a vision, but activating the resourcefulness to fulfill that vision.

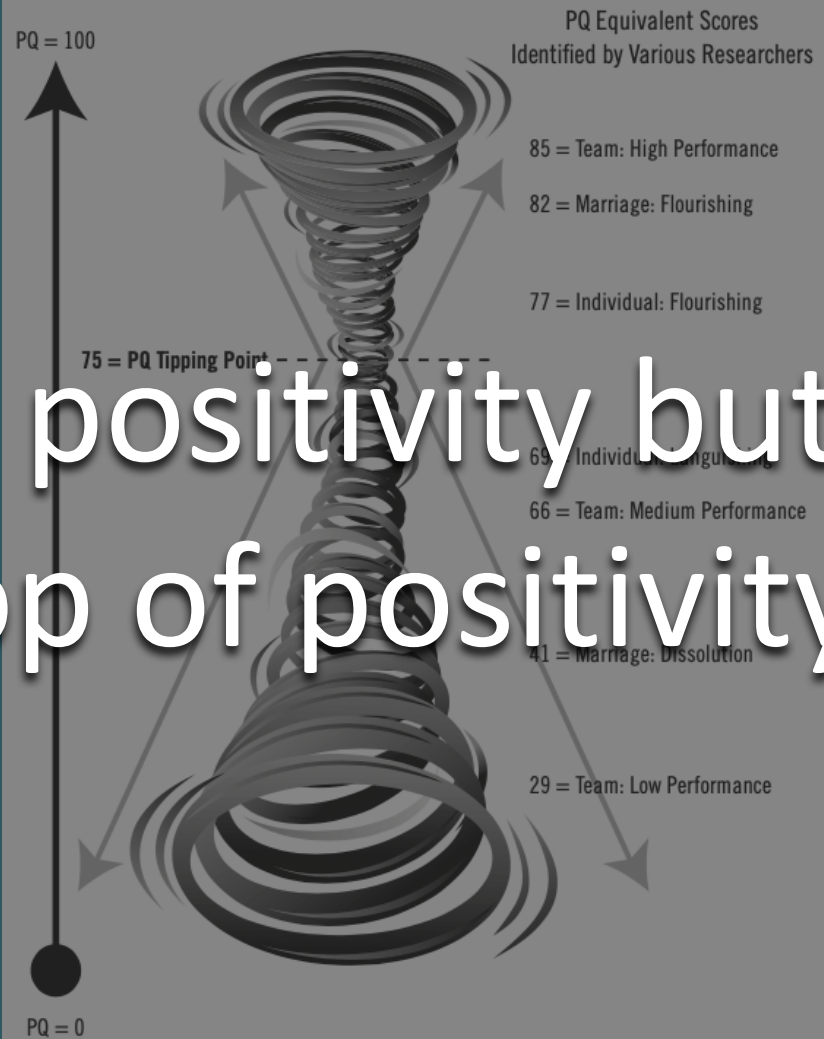
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Positive Psychology



Positive Psychology

Not just more positivity but
a feedback loop of positivity



Psychoanalysis

Ben, a VP, recently hired a coach. At the coaching session he said, “I don’t often ask for help. Here’s my situation. I’m having problems with one of my direct reports (a director). He doesn’t seem to understand instructions, and I’m finding that I have to follow up far more than is appropriate. I feel like I’m wasting so much valuable time making sure he completes things and does them correctly. At this point, my frustration level is boiling over.”

Franklin, M. (2019). *The heart of laser-focused coaching: A revolutionary approach to masterful coaching*. Thomas Noble Books: Wilmington, USA, pp. 33-65.

Psychoanalysis

Not just conscious but
also unconscious goals
addressed

Franklin, M. (2019). *The heart of laser-focused coaching: A revolutionary approach to masterful coaching*. Thomas Noble Books: Wilmington, USA, pp. 33-65.

BREAKOUT:
Your Examples of
Exponential Coaching?



Takeaway (hopefully)

There are many opportunities for you to coach for exponential growth and those opportunities are worth taking





HOME

LEADERSHIP

PERSONAL

COURSES

SPEAKING

TESTIMONIALS

BLOG

BIO

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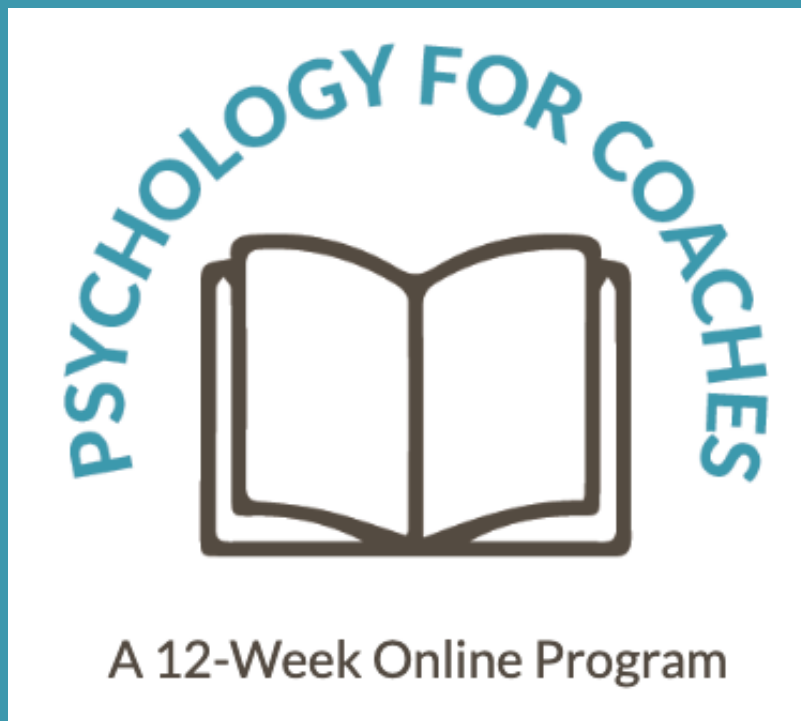
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