

# WHAT ARE THE FRAZER HOLMES COACHING DISTINCTIVES?

## 1. What Frazer Holmes Coaches Produce

Simple, elegant solutions to complex people problems by focussing on personal development

## 2. The Way They Produce It

*By understanding the fundamental concepts.* Hope is produced by choice, power by taking responsibility and humour by taking ownership.

*By operating consistently from the coaching frame.* The coach does not need the client, nor success. They have massive leverage for change. They refuse to engage in behaviour management and instead focus on underlying beliefs. They believe people work perfectly.

### 2.1 In the first instance (Foundations + Programs)

*By adhering to fundamental coaching methodology.* Building rapid rapport, ensuring client safety and control, maintaining equality, staying judgement free (not bringing their own map, not deciding right and wrong), not needing an outcome, making sure the client does the most work, facilitating a co-created journey, maintains an outcomes focus and has well formed outcomes (SMARTER).

*By adhering to the basic model.* Form the agreement frame -> correct focus -> real problem -> chunk down to underlying belief -> chunk up to highest intention then coach the gap.

*By using the best basic tools and ideas.* Meaning and belief, 6 core needs, pleasure/pain, cause and effect, momentum, values elicitation, strategy elicitation, be-do-have, state is king, self esteem.

### 2.2 In the second instance (Master Coaching onwards)

*By applying more advanced models.* Problem-Remedy-Outcome, Outcome-Intention-Consequence, Clean Language, Clean Space, Metaphor, Content Free, 1<sup>st</sup>-2<sup>nd</sup>-3<sup>rd</sup> person perspectives, trauma coaching, timelines.

*By using more advanced tools and ideas.* Snooping the environment, watching body language, understanding facial expression of emotion and limbic system response, the body brain, 3 brains and the croc brain response, the way motivation works, rapport with self, listening to self-talk, matrix therapy, pattern interrupt, changing modality and anchoring, subconscious signalling, state management, Neuro Associative Conditioning, the emotions wheel, building a high performance circle and accessing creativity.

## 3. The Way They Are

*By being congruent with the coaching message.* They smoke what they sell and apply coaching and personal development to themselves.

*By their conduct.* They are authentic in their word and deed. The way they speak and dress and conduct business reflects a coaching lifestyle.

*By their nature.* They have given themselves permission to flourish. They know what they want and are actively going after it. They live an attractive and compelling life. They are flexible and resilient in their thinking, deeply curious about human behaviour, able to manage their state, emotionally intelligent, great and rapport, and are not personally needy.

*By their professional credentials.* They have received the best training available to coaches. Their practises are backed by research and are evidence based. They exhibit the balance of art and science. They are up to date with the latest neuroscience. They carry an ICF credential.