Hey!

Glad you're here!

If you're here, I can safely assume you're interested in leveling up your life. I'd imagine you've tried all sorts of different things and they worked for a period of time, but for some reason, the results and changes faded and old habits returned.

That changes now.

Now, This page has ALOT. There are a few reasons. 1, notice your reaction and feeling. If overwhelm is predominately there, simply notice. If you feel cool, calm, collected, simply notice.

The second, is because NLP can be a bit foreign and this meant to appeal to the general thinker and detailed thinker, too.

3. It's a gift! The document and the content has tons of golden nuggets and insights.

Check out the outline, dive deeper if you need to, then schedule the call.

You got this!

This is the experience of clients so far
NLP Client Posts 2022
Betsy Portfolio
Past Client Testimonials

Check this stuff out, especially the posts.
It's hard to really describe what's possible once one dives into this coaching because well, anything and everything is possible.

Let me know any questions, thoughts, or feedback you have!

Talk soon,

E
Email is eric@schwefelstrength.com

Here is the link to set up the call https://calendly.com/schwefelstrength?month=2020-09

CHECK IT OUT

1) How does NLP work? Pg3
2) How is NLP Different? Pg4
3) The Coaching Cycle. Pg6
4) Subject for Each Call. Pg8
5) Coaching Session Agreement. Pg10

Ps. Got time for a podcast and want to hear and experience the results?

1.Maria's Journey
Part 1
https://podcasts.apple.com/us/podcast/unlocking-excellence/id1493815862?i=1000565532068
Part 2
https://podcasts.apple.com/us/podcast/unlocking-excellence/id1493815862?i=1000566126667

2. Paul's Journey
https://podcasts.apple.com/us/podcast/unlocking-excellence/id1493815862?i=1000567485751

3. Rhonda's journey
https://podcasts.apple.com/us/podcast/unlocking-excellence/id1493815862?i=1000577429062

4. Esther's journey
https://podcasts.apple.com/us/podcast/unlocking-excellence/id1493815862?i=1000581023689

5. Speedy's Journey
https://podcasts.apple.com/us/podcast/unlocking-excellence/id1493815862?i=1000582524806

6. Ella's Journey
https://podcasts.apple.com/us/podcast/unlocking-excellence/id1493815862?i=1000583157513

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NLP COACHING WORKS WITH CONSCIOUS MIND AND UNCONSCIOUS MIND FOR INTEGRATION

According to a team led by Professor Gerard Hodgkinson of the Centre for Organizational Strategy, Learning and Change at Leeds University Business School, intuition is the result of the way our brains store, process and retrieve information on a subconscious level and so is a real psychological phenomenon which needs further study to help us harness its potential (source Science Daily of March. 6, 2008).

Through analysis of a wide range of research papers examining the phenomenon, the researchers conclude that intuition is the brain drawing on past experiences and external cues to make a decision -but one that happens so fast the reaction is at a nonconscious level. All we're aware of a general feeling that something is right or wrong.

"The driver couldn't explain why he felt he should stop, but the urge was much stronger than his desire to win the race," explains Professor Hodgkinson. "The driver underwent forensic analysis by psychologists afterwards, where he was shown a video to mentally relive the event. In hindsight he realized that the crowd, which would have normally been cheering him on, wasn't looking at him coming up to the bend but was looking the other way in a static, frozen way. That was the cue. He didn't consciously process this, but he knew something was wrong and stopped in time."

Prof Hodgkinson believes that all intuitive experiences are based on the instantaneous evaluation of such internal and external cues - but does not speculate on whether intuitive decisions are necessarily the right ones.

"Humans clearly need both conscious and non-conscious thought processes, but it's likely that Neither is intrinsically 'better' than the other," he says.

As a Chartered occupational psychologist, Prof. Hodgkinson is particularly interested in the impact of intuition within business, where many executives and managers claim to use intuition over deliberate analysis when a swift decision is required. "We'd like to identify when business people choose to switch from one mode to the other and why- and also analyze when their decision is the correct one. By understanding this phenomenon, we could then help organizations to harness and hone intuitive skills in their executives and managers."

The research is published in the current issue of the British Journal of Psychology. The article comprises a critical review of previously published theory and research within psychology and the wider behavioral sciences.

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HOW IS NLP DIFFERENT?

TRADITIONAL CONSULTING

"TRADITIONAL CONSULTANTS are recognized experts in their fields, who either sell their expert advice or perform their expert actions (or both) to complete a task on behalf of their clients.

Consultants are hired to solve problems. With consulting, you have considerable control over the process and virtually no control over the results. Consultants normally seek and take credit or acclaim for work done or achievements. Consultants must maintain their superior (expert) position and rarely form a close relationship with their clients. Consultants rarely affect the personal improvement of their clients."

NLP COACHING
In NLP Coaching the coach is going to work the Client to discover and utilize his most productive strategies, values, and other modalities already at his disposal but which he is not utilizing to the most for his benefit. The focus is on the Client in achieving his coaching goals and Objectives.

NLP COACHING VS. TRADITIONAL FORMS OF TRAINING

THE TRAINING PROCESS focuses on teaching the students how to perform something. Trainers are experts in their fields and teach people various processes, methods, and or skills, to do something in a predetermined manner. Trainers do not focus on you improving as a person.

Generally speaking trainers only focus on teaching you a particular skill. Trainers and their clients generally form a loose teacher-student relationship that is not close and is not held confidential. With training, the students are instructed what to do and how to do it. They have little control over the process or outcome."

NLP COACHING
NLP Coaching training is designed to teach people how to become NLP coaches. Rather than teaching the students only how to perform something, the emphasis in these trainings is how to discover and get in charge of the mental processes occurring naturally inside every individual. By learning how people think I.E. SMD's strategies, etc, the student/Coach improves as a person. There is no better improvement than to have control over one's internal processes. So,in fact the student has maximum control over process and outcome. In NLP Coaching training,of course, everything is held confidential.

Schedule the call, here. https://calendly.com/schwefelstrength?month=2020-09

NLP COACHING vs. CAREER COUNSELING

"Career counselors help their clients to get a job. Career counselors might repackage clients to appear more hirable for their job interviews. Career counselors do not help clients to become business owners or independent contractors. Career counselors are mostly loyal to whoever pays them, and rarely forms a strong bond with their clients".

NLP COACHING
NLP Coaching assists the Client to determine his values, Meta programs, strategies, positive and supportive decisions and belief structures, and future goals and outcomes. In this way the Coach helps the Client to move into the position, job or career best suited for his present and future. If the Client's goal is to become an entrepreneur, business owner or independent contractor, NLP Coaching supports him in this development. If the Client's goal is to simply achieve new objectives in his present career, NLP Coaching supports uncritically this outcome.

NLP COACHING vs. EDUCATORS

“Educators focus on you learning certain information or concepts. They involve themselves in your learning process to be sure you grasp the information or concept being conveyed. Generally, educators are experts in their fields, but not always. Educators will focus on improving your knowledge, your understanding of concepts and your ability to learn."

NLP COACHING
Most education is concerned about teaching conscious concepts to conscious minds. As we learned in the CYF segment of our coaching training, the most behavioral change occurs with the involvement and cooperation of the Unconscious Mind. Therefore the NLP Coach knows that he has to teach the Conscious Mind and the Unconscious Mind and appeal to both for the process of change to occur. According to a team led by Professor Gerard Hodgkinson of the Centre for Organizational Strategy, Learning and Change at Leeds University Business School, "[...] Humans clearly need both conscious and non-conscious thought processes, but it's likely that neither is intrinsically 'better' than the other" [...]

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THE COACHING CYCLE

12-16, 60-90 minute sessions over 16 weeks or less. (process dependent)
All over zoom, unless specified otherwise by client

Early in the coaching relationship we may be doing more of getting rid of negative emotions, limiting decisions, and limiting beliefs.

As we progress in the coaching relationship it may be more about goal setting and tasking.
The NLP Coaching Cycle has 2 parts — a starting and an on-going phase:

Phase I & 2: Early in the relationship
A. Meeting with the client: This phase will probably require several hours, and so it may go over several weeks. This is like a Personal Breakthrough Session. Once you have finished this section move onto Phase II.

1. Establish goals and outcomes for coaching
2. Discover what has prevented you from achieving those goals and outcomes
3. Do Creating Your Future®, negative emotions #1 to eliminate negative emotions
4. Do Creating Your Future® limiting decisions to eliminate limiting decisions and limiting beliefs
5. Do Creating Your Future® process, so that goals are in the future
6. Elicit values and hierarchy, Meta programs, Determine VL thinking, strategies, negative anchors, and anything else related to what prevents the client from achieving his outcomes.
7. As you do this, begin to develop a long-range plan, say up to several months in your mind. Once you have begun to develop the plan you can begin to hint at it and test out several parts of it while you do steps 1-6.
8. Coach designs tasks relating to the work at hand.
9. Client and coach restate goals and agreed tasks. Both client and coach agree to do the tasks in the ensuing week.
10. Client and coach set date for next meeting
    a. During the week client and coach both do assigned tasks. Client communicates to coach if tasking may be late or if there are challenges in accomplishing the tasks.
    b. During the week, the coach prepares for the next meeting and establishes his outcomes for that meeting, and for the client. (it is vital that during this preparation time the coach holds in his mind a vision beyond the next meeting so that he can constantly be future pacing the client to his monthly and yearly successes).

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Phase III: Relationship is established and ongoing (Post 3 Months)

A. Meeting with the client
    a. Review assigned tasks from last week
    b. Note which ones are done and which ones are not done
    c. Tasks not done should be reassigned for next week with new agreements to do them
    d. Coach and client discuss goals and objectives for next week and for the future
    e. Coach designs tasks relating to those goals and objectives
    f. Coach does necessary Creating Your Future™ processes to eliminate all the barriers to the client's success
    g. Coach eliminates doubts and brings client to certainty
    h. Client and coach restate goals and agreed tasks. Both client and coach agree to do the tasks in the ensuing week
    i. Client and coach set date for next meeting
        i. During the week client and coach both do assigned tasks.
        ii. Client communicates to the coach if tasking may be late or if there are challenges in accomplishing the tasks.
        iii. During the week the coach prepares for the next meeting and establishes his outcomes for that meeting, and for the client. (it is vital that during this preparation time the coach holds in his mind a vision beyond the next meeting so that he can constantly be future pacing the client to his monthly and yearly successes).

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THIS IS HOW YOU CAN EXPECT THE NEXT 14 CALLS TO GO

Calls do vary person to person, this is the general structure you can expect:

- Intro
    - Call 0
        - Establishing Rapport, Agreements, and The Coaching Cycle
        - Awareness Expansion = Watch Videos and Do Homework

- Part 1: Call 1-4
    - Figuring it out - Detailed Personal History
    - Call 1
        - DPH
        - Awareness Expansion
    - Call 2
        - DPH
        - Awareness Expansion
    - Call 3
        - DPH & Creating a Compelling Future
        - Awareness Expansion
    - Call 4
        - DPH & Creating a Compelling Future
        - Awareness Expansion

- Part 2: Clearing the Past, Approximately Call 5-8 (possibly 9) Clearing the Past
    - Call 5
        - Recap of Phase 1 & Anchoring
    - Call 6
        - Clearing the Big 5
    - Call 7
        - Clearing any remaining Negative Emotions/Events, Clearing Limiting Decisions/ Beliefs
        - Awareness Expansion
    - Call 8
        - Clear any remaining Negative Emotions/Events, Decisions, Beliefs, Like/Dislike/Parts Integration
        - Recap and Review of the Past
        - Awareness Expansion

- Part 3: What Now? Call 9-13 (Possibly 14+15+16+17)
    - Call 9 - Revisiting Keys to Achievable Outcome, Intro to SMART Goals
        - Awareness Expansion

- Call 10 - The Morning Routine and SMART Goals
    - Awareness Expansion Introduction

- Call 11 - SMART Goals and Morning Routine Review
    - Awareness Expansion

- Call 12 - Check-In, TimeLine Future Pacing, Tasking, Talk about Next Steps
    - Awareness Expansion

- Call 13 - Check-In, Review, Set up Podcast and Testimonials

- Call 14-17 - (Fill In)

Schedule the call, here. https://calendly.com/schwefelstrength?month=2020-09

COACHING SESSION AGREEMENT

This agreement is intended to only provide a **framework** for a coaching agreement.

This agreement, dated _____ sets out the conditions and understandings for a coaching relationship between

Eric Schwefel (Coach) And _____ (Client).

Coach and Client hereby agree:

1. Coach and Client will meet on a weekly basis for 1 hour minimum, in person or zoom.

2. Coach and Client will jointly develop a coaching plan based on the Client's outcomes for Coaching.

3. Coach agrees to facilitate and Client agrees to follow the coaching plan.

4. Coach agrees to spend appropriate amount of time in preparation for meetings with Client.

5. Client understands that the results of any coaching will depend on his ability to take action and to follow the coaching plan to the best of his abilities, communicate clearly with the Coach, and to take responsibility for the results achieved and the Coach can only facilitate. The responsibility for making the processes work is the Client's alone as no one else can do them for him.

6. Client agrees to share with Coach all issues on which Client needs assistance. Client agrees that issues not shared with Coach may not be resolved or may impede the successful achievement of his goals and objectives. Coach agrees to use best efforts to assist Client to resolve issues shared with Coach and also agree to full confidentiality.

7. Client agrees that Coach may assign tasks to be done in between coaching sessions, and that Client will give his best effort to fulfill these tasks. Client further agrees that if tasks are not done, the outcome of the coaching cannot be predicted.

Schedule the call, here. https://calendly.com/schwefelstrength?month=2020-09

8. Client understands that Coach is not providing psychological or medical advice and that Coaching should in no way replace sound treatment from a licensed health care provider. Your Coach is not a licensed Medical Doctor, Psychologist, Psychiatrist, Master's in Family Therapy (MFT), or a Master's in Social work (MSW). The services you will receive are not licensed in this state, nor are they regulated by a governmental body. We will always provide only those services in which we have been trained, and if we find that we cannot help you, we will refer you to a licensed person who can assist you.

9. The monthly fee under this agreement will be $ ___Determined During Call_____.

10. This agreement starts on the ___ of _____, 20____ and will continue until canceled with 30 days written notice.

- ➔ 2 testimonial post on Social Media per month:
  - ◆ Public Accountability and Expression of Results & Identity Created
- ➔ 1 Video Testimonial (Upon Completion)
- ➔ Podcast Interview (Upon completion)
- ➔ 3-5 testimonial interviews with those closest to you.

Agreed,

Coach: _____ Date: _____

Client: _____ Date: _____

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