



Glenn Livingston, Ph.D.

Glenn's companies have sold consulting and/or coaching services to dozens of Fortune 500 clients. He's worked with coaching clients all over the world, and directly supervised many coaches and psychotherapists.

Dr. Livingston's companies' previous work and theories have also appeared in dozens of major media like The New York Times, Crain's NY Business, and many more

CHEAT SHEET

Three Ways to Help Clients Get Unstuck

A Key Point Summary from the Interview with Dr. Glenn Livingston and Dr. Janice Seward.



Janice Seward, Psy. D.

Dr. Seward is clinical psychologist, and currently Clinical Professor of Psychology and Medicine at the College of Naturopathic Medicine at the University of Bridgeport, Connecticut. *Jan has also served on the faculty and executive team of the New York College for Allied Health on Long Island, NY.* Jan's the former co-producer and co-host of the award-winning "Radio2Women" on WBCR 97.7 FM in Great Barrington, MA, where she and her co-host (*Serene Mastrianni*) interviewed hundreds of guests on topics about health care, politics, education, and the arts.

A QUICK NOTE BEFORE WE BEGIN:

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KEY POINT SUMMARY:

THREE WAYS TO HELP CLIENTS GET UNSTUCK

In a recent interview with Dr. Janice Seward, a long-time “coaches coach” and New York therapist, we discussed the secret to keeping clients. Jan and I agreed one of the main reasons that clients leave is because they feel stuck. They aren't feeling like they are progressing because they aren't overcoming obstacles. On the other end of the spectrum, others feel like they are being pushed too hard to overcome an obstacle.

Here are four techniques to help clients move forward without pushing them too hard to overcome their obstacles:

1. **Encourage them to take small steps.** Janice used an example of a common fear of many clients – public speaking. Although they won't feel comfortable making a presentation in front of a hundred people, they may be able to go to a networking event and introduce themselves to people they don't know, or share an idea with a small group. The point is to keep them moving toward the goal of overcoming their fear.

2. **Normalize their feelings.** This psychological technique helps clients understand that their feelings aren't uncommon or irrational. Most people feel embarrassed about their feelings or think something is wrong with them.

Janice uses the example of having a fear of flying. She says she would tell this client that it is normal and understandable that they would be apprehensive flying because it is instinctive for people not feel exposed. Many people feel exposed in a closed-in environment like a plane. Helping the client understand her anger or fear is justified, she can start to deal with her feelings and move forward.

3. **Instill confidence.** One of your best tools as a coach is your experience. Share your success stories of helping clients with similar issues. Relate to your client something that you overcame in life and the steps you took to get there. Janice says one of the things that differentiates coaching from counseling is these stories of inspiration that you can share with your coaching clients.

If you keep your clients moving forward, they won't feel stuck. They'll feel like the time and money they are spending in the coaching process is enriching their lives. Helping move upwards toward the next level keeps them engaged in the process.



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