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# What is Coaching

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Coaching is the mobilizing of a client's resources to an agreed outcome that unleashes the talents, passions, and potentials of that client so that he or she can experience more, be more, know and feel more, do more, contribute more, and have more. Coaching is a very focused conversation that primarily uses questions and meta-questions to get to the heart of things and facilitate change and transformation. Coaching is about the transformation of performance, beliefs and values, meanings and directions and so is about performance change, evolutionary change, and revolutionary change. [Click here to learn more about Coaching.](#) (take browser to page on Coaching).

## What is Meta-Coaching?

Coaching is by its very nature a field or discipline that works at a higher or meta position to the client and the client's experience. As a sports coach does not have to be an expert in the sport himself, he or she does have to know how to get the best out of the player. A meta-coach is an expert in structure and process rather than in content. The client is his or her own best expert in content. The Meta-Coach knows how people function and operate and is guided by the six models of communication, change, reflexivity, implementation, systems, and self-actualization. With that meta-knowledge and meta-skill, the meta-coach is skilled in getting the best out of the client.

## What is Neuro Linguistic Programming (NLP)?

NLP is a communication model that describes how language (linguistics) affects our body and physiology (neurology). Words and symbols work indirectly, not directly. Words and symbols work in our mind like a map about a territory ("The map is not the territory") just as our inner mental movies of sights, sounds, sensations, smells, etc. is not the external experience. But, and this is the magic of symbols, the movies we play in the theater of our mind do send messages (and even commands) to our nervous systems about what to feel and how to respond and so create our internal reality.

As a model of human functioning, NLP describes the processes and patterns (programming) that is currently governing our mind-body system and the processes and patterns that could enable us to "run our own brain" in new and much more resourceful ways. NLP is about how to change the communication (mapping, movie-making) so that we can experience more resourceful states of mind-and-body.

## What is Neuro-Semantics (NS)?

Neuro-Semantics is about meaning and meaningfulness (semantics) and how the meanings we create not only at the level of representation as we make movies in our minds, but at all of the higher levels of frames about those movies. The movies and meanings that we set not only create our frames of mind, but the emotions, skills, states, and abilities in our bodies (neurology).

Because we never just think or feel, but we think and feel about our thoughts and emotions and do so layer upon layer upon layer, thinking about our feelings, feeling about our feelings, etc., each layer creates another frame, another "logical level," and so creates our matrix of frames of meaning. This is the construct of our inner world that comprises all of the Rules of the Games that we play in our actions, behaviours, and skills.

Neuro-Semantics works with the reflexivity of our states (Meta-States) that create our Matrix of Frames (the Matrix model, Frame Game model) and that leads to how we can actually close the knowing-doing gap. Neuro-Semantics focuses on the integration or synergy that results when we can translate the great ideas in our heads so that they are in our body (the Mind-to-Muscle pattern, for example),

As a model with many sub-models for explicating the structure of experience, the heart of Neuro-Semantics is modelling experiences of excellence and mastery. This modelling process enables us then to create many models and patterns for replicating those highly desired experiences.

## What is Performance Coaching?

Performance Coaching is the form of Coaching most people think of when describing Coaching. At this first level of Coaching, a Coach's focus will be on incremental change and modification of a Client's skills and behaviours; what the Client can perform or do in action. Performance Coaching is highly effective in Workplace Coaching, Sales Coaching, Sports Coaching, and task orientated Coaching such as writing a book, winning a competition, public speaking, finding a new job etc.

#### What is Developmental Coaching?

Developmental Coaching is measured by performance in skills and behaviours, yet focuses on evolutionary change, helping a Client to develop their beliefs, values, self-identity and other meanings for a change in their performance, in any area of their life. Developmental Coaching is highly effective for Leadership and Executive Coaching, Relationship Coaching, Health Coaching, Wealth Coaching, and for releasing interferences to untapped talents and potentials.

#### What is Transformational Coaching?

Transformational Coaching focuses on revolutionary change; change to an individual or organisation's purpose and direction. Transformational Coaching helps a Client to make changes that end up changing the very direction, meaning and purpose of their life, relationship or business. Transformational Coaching is highly effective for organisations to align the performance of employees with the highest intentions of Boards, Directors and for systemic career change, self-actualisation, and realising innate gifts and potential.

#### What is the Meta-States® Model?

Meta-States is a reflexivity model, developed by L. Michael Hall for accessing and refining the thoughts in the back of our mind--- the thoughts-and-feelings that we have about our thoughts-and-feelings. We call these thoughts-and-feelings a meta-state. As a function of our ability to reflect upon ourselves and our experiences, we apply one state to another, and so layer state upon state. This model gives a Coach the ability to precision question to find these meta-state structures and to invite a client to become aware of these structures for quality controlling and evaluating. For more information on the Meta-States Model, see *Secrets of Personal Mastery*, by L. Michael Hall or *The Meta-States Model*, by L. Michael Hall.

#### What is the Axes of Change Model™?

The Axes of Change Model co-developed by L. Michael Hall was the first change specific model in the field of Coaching for supporting healthy self actualising individuals and groups facilitate the four stages of change, using nine different change specific Coaching skills. For more information on the Axes of Change Model.

#### What is the Matrix Model™?

The Matrix Model developed by L. Michael Hall is a systemic framework that combines cognitive-behavioural psychology and developmental psychology to provide a dynamic way to think about how all of our meanings frames, such as beliefs, values, understandings etc are embedded within frames work as a unified system. The Matrix model is used in Neuro-Semantics to detect the meaning frames that governs a person's life and experiences, and to transform limiting and even toxic meaning frames to more empowering and enhancing frames. This model gives a Coach a holistic model for working with both individuals and organisations for profiling and tracing a change through the entire system. For more information on the Matrix Model see the book by the same name by L. Michael Hall.

#### What is the NS Benchmarking Model™?

The NS benchmarking model co-developed by L. Michael Hall provides a model for measuring the implementation of change and way to begin to measure an intangible idea or skill. It begins by operationalizing a term by finding behavioural equivalents of the term and scaling them from 0 to 5 to specify the degree and extent of a skill from

unconscious competence to high level conscious and unconscious competence. Benchmarking provides a way to measure and mark degrees of competence and to more easily replicate high quality skills of expertise.

What is the NS Self Actualisation Model™?

There are three NS self-actualization models developed by I. Michael Hall. the NS Self-Actualization model specifies the theoretical frameworks of the concept of self-actualizing (making actual one's potentials by mobilizing resources), the Matrix of Self-Actualization, and the Self-Actualization Quadrants. These models detail the definition, meaning, components, and processes of actualizing one's best possibilities. In the context of coaching, these models actualize the best visions in the human potential movement by Maslow, Rogers, Carl, and others by giving practical processes.