

Coaching Difficult Clients

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Monthly Meditation
 Whatever you do, don't shut off your pain; accept your pain and remain vulnerable.
 However desperate you become, accept your pain as it is, because it is in fact trying to hand you a priceless gift: the chance of discovering, through spiritual practice, what lies behind sorrow.
 Sogyal Rinpoche
www.deeshan.com

Definition of Coaching
 Coaching is "a process that enables learning and development to occur and thus performance to improve."
 To be a successful a Coach requires a knowledge and understanding of process as well as the variety of styles, skills and techniques that are appropriate to the context in which the coaching takes place"
 Eric Parsloe

Inspirational Quotations
 The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew and act anew.
 -- Abraham Lincoln
 It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting for in movement there is life, and in change there is power.
 -- Alan Cohen

Positive Daily Actions
 Let go of your ego.
 See another's point of view
 Learn something new
 Plan
 Take some action
 Believe
 Call a friend
 Stand still
 Turn off the TV
 Listen to your inner voice
REALLY listen to your inner voice
 Michael Duffy

What the media is saying
 Coaching - What the media is saying a recent article by Lisa Kramer from you may find interesting.
Ice Breakers
 Scenarios and role play
 Role playing can be a lot of fun and can be used to explore personal social tensions and for learning about one's self and others.
 It can be used to meet people by pretending to be in different circumstances e.g., at a cocktail party.
 Demonstrate walking up to someone, introducing oneself, having a bit of chit-chat and moving on to meet someone else.
 Put drama and enthusiasm in it. It doesn't be a long encounter, but do get to know the essence of the person.
 Demo how to start each encounter by sharing names since learning is often one of the goals of the exercise.
 After the novelty of the cocktail party scenario peaks, announce new scenarios e.g. :
 • on the beach on a hot summer day
 • in a nightclub
 • at a funeral for a mutually loved friend
 • as Olympic athletes before a 100m sprint final, etc.
 • on a blind date
 • as prisoners arriving at a jail (e.g., what did you do?)

Offers & Useful Information
FreeLUX is the home for everything. Free on the Net
www.freeLUX.co.uk
 A useful site, that has information, and links, to free offers and samples etc.

Great Coaching Questions
 When a client is having difficulty answering a question that they know requires a change in their mindset a good question can be:
How will you change your approach to this...[issue]?
 Anon

Acronym
CLIENT
 • Clarifying
 • Life
 • Enthusiasm
 • Interesting
 • Nuncative
 • Talks
Thought of the month
 It's not the dazzling voice that makes a singer, nor clever stories that make a writer. And it's not piles of money that make a tycoon.
 It's having a dream and wanting to live it so greatly, that one would rather move with it, and "fall," than succeed in another realm.
 You so have what it takes.
 Anon

Word of the month
ab ovo
 ab-oh-oh-voh, adverb.
 From the beginning.
 I will begin ab ovo -- at the very beginning.
War and Peace, by Leo Tolstoy

Humour
Q: What happens when you cross a librarian and a lawyer?
A: You got all the information you want, but you can't understand it.
Features in forthcoming newsletters
December
 Clear Communication
January
 New Year's Resolutions and Goal Setting
Missed a copy?
 If you've missed an issue of our newsletter, don't worry, you can catch up by accessing our [Newsletter Archive](#)
Please don't forget to promote the ECI to like-minded friends and clients by forwarding them a copy.

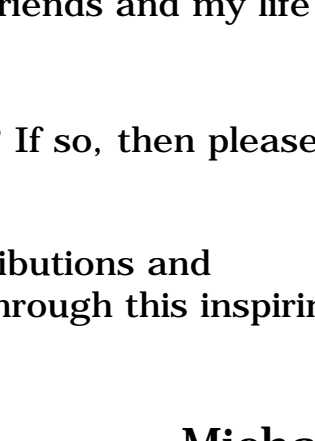
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Editor's Letter

Hello,
 Perhaps we should have called this month's focus "Surviving Difficult Clients". While sourcing material for this month's newsletter, our researchers found that the world is awash with difficult clients, but, thankfully, there are also, lots of coaches sharing their experiences of how to deal with them. We trust that this month's articles help to throw some light on the subject, as well as prepare you for the eventuality that surely must befall every coach, at sometime in their career.



What experiences do you have to share that we could learn from? We'd like to hear how you dealt with difficult Coach / Client relationships. It is a fascinating side of what we as coaches do.
 Sadly, this November issue is my last as Editor. However, I am delighted to be staying with the ECI newsletter team in a research capacity. My sincere thanks to all at the ECI, for the unwavering support, over the last eighteen months. I have made many friends and my life is truly richer for the experience.

Perhaps you may be interested in the position, or know someone who is? If so, then please contact the deputy-ceo@the-eci.org.
 May I also thank you, the readers and contributors. Your feedback, contributions and encouragement was always positive and it was a pleasure to serve you through this inspiring medium.

Michael
 Michael Duffy, Assoc Newsletter Editor
editor-newsletters@the-eci.org

1. Would you like to write and be published in your industry newsletter?
 Whether you're a published writer or not, share your contributions with us (articles, cases, case studies, tips, acronyms, book recommendations and industry news, offers etc.) @ articles-newsletters@the-eci.org

2. Got a Question?
 Post your question, queries or concerns to Milly Shand on articles-newsletters@the-eci.org

3. Feedback
 Send us your feedback to articles-newsletters@the-eci.org

4. How about working with our team?
 If you enjoy reading, browsing the net, then we want you to join our growing newsletter team by finding us more great articles for our future newsletters. Just contact @ articles-newsletters@the-eci.org

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ECI - Benefits for our members

"The Positive Parenting Made Easy" Workshop
 Positive Parents run a series of one day workshop events throughout the calendar year which aim to give parents the opportunity to come along to a relaxed venue, share their experiences with other parents and explore new skills.

Hosted by Sue Atkins, the workshops take place in the pleasant surroundings of the Stanhill Court Hotel, in the Surrey countryside and aim to provide a fun and enjoyable experience for any parent looking to unlock their parenting potential.

- Discover the secrets of parenting success
- Develop your own inner confidence
- Learn strategies for developing a positive mindset
- Explore your discipline and boundary setting
- Learn new ways to communicate effectively with your kids
- Feel more energised, focused and excited about your family's future

Email info@positive-parents.com for additional information.
 PLEASE LET POSITIVE PARENTS KNOW THAT YOU LEARNED ABOUT THE WORKSHOP OR CONTACTED THEM THROUGH THE ECI.

Get Known Now

21 leading coaches all agree - one of the absolute 'must have' keys to building a profitable and full coaching practice is getting known. Here's the proof. Recently, 21 leading coaches with the uncanny ability to get known (names I am sure you will recognise ...) were interviewed and all agree on one thing ...

Getting known is the best long-term strategy and fastest way for any coach to attract new clients fast, raise their rates, and start living their own dreams.

Curious to know the 21 coaches are?
 Want to benefit from some of their FREE Get Known Fast tips?
 Go to the specific [ECI website page](#) for details.

Professional Indemnity Insurance

Working with Westminster Indemnity the ECI can offer an extremely attractive professional indemnity insurance scheme. The Professional Indemnity Insurance Policy is an all encompassing indemnity and liability insurance scheme for Coaches and includes cover for:

- Public Liability
- Product Liability
- Professional Indemnity (malpractice and errors and omission)
- Libel or Slander

As well as coaching, this policy covers a variety of therapies which include but are not exclusive to NLP, Aromatherapy, Counselling, Homeopathy, Training, Personal Development, Reflexology, Reiki, and many more.

Your selected cover is based upon your selected cover, annual turnover, yourself or yourself and your associates/employees, and annual turnover.

All administration of your insurance policy is sleek and streamlined and is done by Westminster Indemnity. Your insurance application is conducted entirely on the web and your policy will be put into force once you have completed your application (applied for it, paid for it, and Westminster Indemnity have received it.
 Go to the specific [ECI website page](#) for details.

Coaching Hours Log

Your coaching hours log is an important record of your coaching practice. As part of each accreditation application you will be requested to submit your Coaching Hours Log.

To download your Coaching Hours Log, Members can :-
 Log in to the Member's only area of the [ECI's website](#), select 'Business Building' from the side menu, then 'Coaching Hours Log', then 'Click to download .doc file'. Save the document to your own computer.

Continuing Professional Development

Your CPD log is an important record of your coach training, learning, research, studying, and reading, and should be kept in a safe place. This CPD log allows you to update all aspects of your coaching development - training, reading, teleconferences, workshop, conferences, events, mentor coaching, articles written, etc.

To download your CPD log, Members can :-
 Log in to the Member's only area of the [ECI's website](#), select 'Business Building' from the side menu, then 'Continuing Professional Development - C.P.D. log', then 'Click to download .doc file'. Save the document to your own computer.
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Lessons Learned from 'Difficult' Clients
 By Lisa Kramer

The book story from a recent issue of Choice: The Magazine for Professional Coaching is about working with difficult clients. The article challenges coaches to consider the following: what the coach perceives as difficult about the client is an opportunity for the coach to stretch and to ultimately learn something invaluable about him/herself.

Not long after I read the article, one of my mentor-coaching clients came to a coaching call with a difficult client situation. Actually she was experiencing many of her clients as difficult. My client, who I'll refer to as Diane, was at the last leg of her journey to become a certified coach. Her Gremlin was telling her that she wasn't cut out to be a coach after all.

"How effective am I if I experience the majority of my clients as difficult?" Diane wondered that day on our call. An enlightening coaching conversation ensued.

In processing out loud the relationships with these clients, three critical themes emerged for Diane:

1. She was not setting clear boundaries with her clients. For example, one client repeatedly called in a few minutes late for coaching. Diane did not mention the lateness, and she sometimes extended the coaching conversation if it didn't feel quite complete. Another client consistently paid late, and Diane did not raise her concern about the late payment with her client.
2. She was not 'calling her clients forth'. A couple of these clients had a tendency to fall into 'victim mode' when discussing their life circumstances. Diane found herself colluding with them instead of coaching them to consider other, more empowering perspectives.
3. She was attached to holding on to her clients. With only a couple of months remaining to complete certification, Diane was worried that one or more of her clients would end the coaching, and she would not have the hours required to successfully complete the program. She recognised that the more she held on, the less present and authentic she was being with her clients.

There was a huge shift that occurred for Diane as she realised what was occurring for her in these relationships. We met two weeks later for another coaching call and her energy was completely different. She reported feeling more confident in her coaching and no longer saw her clients as quite so difficult. "What's different now?" I asked with great curiosity. "I let go," she responded. For Diane, letting go meant being unafraid to lose a client.

She trusted that as one client ended, a new one would show up for coaching. Letting go also meant 'speaking her truth' when she observed her clients in victim-mode and not taking responsibility for their lives. She felt much freer to offer her perspective from a loving place, knowing that she had her clients' best interest at heart. And perhaps most importantly, letting go meant trusting that she had everything she needed to be a great coach!

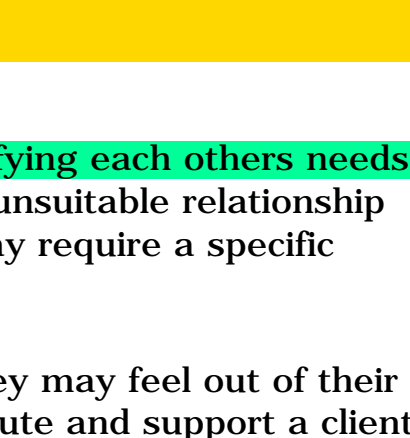
Consider the clients you think of as difficult. What are the lessons these clients can teach you?
 Lisa Kramer
www.livingwithintention.com

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Accredited Training Courses and Workshops

CTECI - Full Coach Training Programme

- Diploma in Life & Business Coaching
 Mindstream
info@mindstream.ie
- Diploma in Personal and Executive Coaching
 Executive Coaching
info@executivecoaching.ie

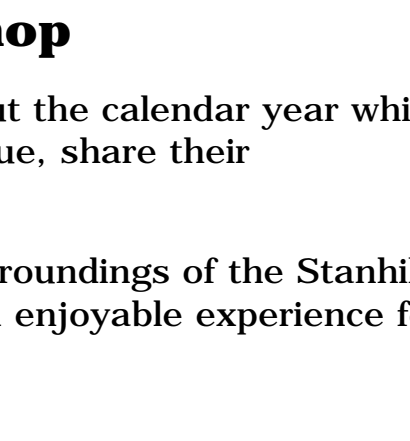


- The LCH Diploma in Life Coaching
 Achievement Specialists
enquiries@achievementspecialists.co.uk
- Life & Executive Practitioner Coach Diploma (DipNMC)
 Noble Manhattan Coaching
info@noble-manhattan.com
- Life & Executive Master Coach (MNMC)
 Noble Manhattan Coaching
info@noble-manhattan.com
- Life & Executive Senior Coach Diploma (SNMC)
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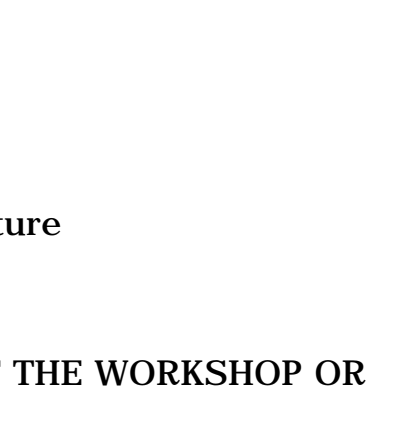
SCECI - Short Courses

- Coaching Skills for Managers
 Reed Learning plc
tim.runacre@reed.co.uk
- Quantum Goal Achievement
 Noble Manhattan Coaching
info@noble-manhattan.com



WSECI - Workshops

- Results Coaching
 Noble Manhattan Coaching
info@noble-manhattan.com



Further details can be found at www.europeancoachinginstitute.org/coach_training/

To apply to have your course accredited [click here](#).

Coaching Top Tip

Before entering in a new client / coach relationship, it is worth **clarifying each others needs and expectations**. This **will prove useful** and avoid entering into an unsuitable relationship (for both concerned). E.g. a client with particular business goals may require a specific expertise or background on the part of the Coach.

If the Coach in question doesn't have that particular knowledge, they may feel out of their depth. However, a great Coach will still be able to positively contribute and support a client by coaching them towards a coaching source, such as the [International Coaching Register](#), thus protecting their own reputation while facilitating a successful outcome for all concerned.

Dawn Campbell
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ECI Workshop Sponsorship

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- Learn strategies for developing a positive mindset
- Explore your discipline and boundary setting
- Learn new ways to communicate effectively with your kids
- Feel more energised, focused and excited about your family's future

Email info@positive-parents.com for additional information.
 PLEASE LET POSITIVE PARENTS KNOW THAT YOU LEARNED ABOUT THE WORKSHOP OR CONTACTED THEM THROUGH THE ECI.

How would you like The ECI to sponsor and support your workshop?

The ECI is providing the opportunity for each workshop and/or course run by it's members, to be sponsored and supported.

What this means is that The ECI will promote your workshops and/or courses, provide a logo for your promotional material, and allow reviews to be printed following your workshop.

To benefit from the sponsorship and support of The ECI please email Tina Sibley using her email address - conferences@the-eci.org - the following details:

- a. Course and/or Workshop Title
- b. Organisation Name
- c. Outline description of the course and/or workshop
- d. Name of coach
- e. Membership status with The ECI
- f. Date or dates that the course and/or workshop and/or event is scheduled.

On receipt of this information, the application will be processed through our sponsored course and/or workshop process and Tina will provide you with the details of sponsorship you will be getting.
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5 Steps To Handling Stressful Client Interactions With Ease
 By Athena Williams

Working with difficult clients can be stressful and overwhelming. They often have an unending list of requests, demands and deadlines, and expect you to meet all of them.

I suggest five steps to handle stressful client interactions more easily. This will enable you to create a successful, profitable business that makes a real difference in the world.

1. Approach each Client Situation in a "Charge Neutral" Manner.
 In the process of dealing with a stressful interaction, quietly check in with yourself to see how it's making you feel. If you're anxious, defensive or 'revved up,' it's helpful to neutralise these feelings. Take a few deep breaths and focus your attention on your feet for a minute. This will shift your energy, disperse some of the adrenaline, and reduce stress so you become calmer and more productive during the interaction.
2. Honour Your Client's Perspective.
 You know the saying, "The Customer Is Always Right"? It's quite true. Even if you don't always agree with your client, it's important to respect their perspective and needs. Set aside your own opinions and requirements. Allow yourself to honour your client by listening intently to what they are saying. Then tell them that you've heard them and appreciate their concerns. By doing this, you begin to re-establish trust and truly honour the circumstances and problems they are experiencing.
3. Be Curious About Your Clients and Their Issues.
 One of the best ways to build long-term success with a client is to find out more about the issues they have and what is making them upset. When you step away from your own feelings / behaviours and get curious about your clients, you will be better placed to support them fulfill their needs. Closely monitor the pitch, pace and tone of voice and body language during your interaction. Stay open and inquisitive without fear or judgment. Learning to bring properly allows you to slow down enough to get curious.
4. Ask a Powerful, Clarifying Questions.
 During a stressful interaction with a client, it's a good idea to ask them some specific open-ended questions to help fully understand their concerns. This will help defuse the situation and allow you to explore potential solutions to the problem. E.g. "What one thing would you like from me?" or "What is missing that you're like to have included?" or "What questions do you have about this?" These questions will allow you to stay focused and resolve matters more quickly.
5. Create a Clear Agreement about the Particular Situation and Next Steps.
 Once you've fully understood the particular situation and your client's concerns, it's helpful to discuss options and solutions. Then create a clear agreement with specific, measurable and time-bound parameters. Also agree steps to implement the plan.

If you do have to step away from a difficult interaction, take the time to regain focus and remain calm, this will enable you to help resolved issues more effectively.

One of my clients did this when dealing with an angry customer in his eco-printing business. He momentarily changed his focus in the midst of a difficult conversation. He took a few breaths and consciously stayed calm. He soon noticed that his customer actually calmed down as well. They quickly reengaged and came up with a solution to the problem they were facing.

By approaching the situation in a charge-neutral manner and tapping into his mind-body connection, my client was able to get himself and his customer to create the perfect result. With ease in mind, he brought a new lightness to the situation, producing wonderful new possibilities.

I wish you well as you begin to look for ways to handle all your client interactions with ease. May you know joy, may you know peace and may you work with ease.
 Athena Williams
www.WorkWithEase.com

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Recommended Reading

Succeeding with Difficult Clients
 by Richard L. Wessler, Sheenah Hankin & Jonathan Stern.

A helpful book that tackles Coaching difficult clients "head on".
www.amazon.co.uk

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If you have any articles, success stories, or any input that you would like to contribute towards the members and/or subscribers newsletters, please email your contribution to Milly Shand articles-newsletters@the-eci.org