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***Life Coaching***

FOR

**DUMMIES®**

2ND EDITION



***Life Coaching***  
FOR  
**DUMMIES®**  
2ND EDITION

**by Jeni Purdie**



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# *About the Author*

**Jeni Purdie** is a coach and facilitator who applies whole life coaching techniques to her work with people and within businesses. Before her own life-changing decision to become a coach, Jeni benefited from a 16-year career with the Hays group, spanning recruitment, sales operations, project management, and people development, where she was lucky enough to embark on a new challenging job role every 18 months or so. It was this experience of discovering that the grass is green wherever you are – if you take proper care of the lawn – that gave Jeni the conviction and motivation to build her purpose around inspiring people to attract and enjoy their own dream life, work and vision of happiness.

In her business Jeni uses best practice coaching techniques together with NLP, and is a licensed facilitator of TetraMap (a holistic model of behaviour; [www.tetramap.co.uk](http://www.tetramap.co.uk)) and Goal Mapping (a brain friendly technique for identifying and maximising progress towards goals; [www.liftinternational.com](http://www.liftinternational.com)). She is addicted to learning and this helps her add value to her work with clients. But in her moments of brutal self-honesty Jeni will admit that quite a lot of the credit is down to the succession of cats who have owned her, from whom she has picked up a great deal about how to handle the ups and downs of life.\*

One of the things Jeni likes best about being a coach is that she feels she always gets as much if not more out of the experience than her clients and she can't thank them enough for the honour of seeing them move themselves from frustration to power. Honestly, it's enough to make you want to write a book about it...

You can find out more about Jeni and her business at: [www.reachforstarfish.com](http://www.reachforstarfish.com).

\* This philosophy can be summed up as: play, ponder, and when in doubt, take a long nap in the sun or on a comfy bed.





# *Dedication*

To two people who are in my life now in very different ways:

Brian, for your continued encouragement and belief in me.

Ali, for all that you gave and all that you still inspire in me.

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## **Publisher's Acknowledgements**

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# Introduction

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A few years ago I left my well-paid and prestigious job with a global corporation to venture into the scary world of self-employment as a life coach. Many of my colleagues who I'd come to know and love over the years wished me well and asked exactly what I'd be *doing*. 'Well,' said I, 'I suppose what I'm really interested in is inspiring people to find the right balance, enjoyment, and meaning in their lives.'

'Oh,' they replied, and a faraway look came into their eyes, 'I could really do with some of that.' Then their gaze focused back on their overflowing desk and the ringing phone. 'But I don't see how I can possibly give up my job.' And they smiled, reached for the phone, and did what they knew they did best. I found their response very interesting because it summed up the precise feelings I'd wrestled with for three long years before finally taking my personal plunge. I began working closely with people from widely different backgrounds, with widely different reasons for coming to personal coaching. And I discovered that when you take the time to question and challenge your own assumptions, to focus on working out what your own life is really about, rather than what you or others think it *should* be, things start to make a lot of sense. You begin to get more balance, enjoy yourself more, and work out the meaning of life for you (for fans of *The Hitchhiker's Guide to the Galaxy*, the meaning of life does not appear to be 42, by the way, however comforting that thought may be to those of you in search of certainty).

Coaching is like using a really efficient search engine to help you work out what you really want. Coaching gives you the keywords to finding meaning in your life, like nothing else I've ever discovered. That's why I wrote this book – so that you can have that power too.

## About This Book

This book is about coaching yourself to greater balance, enjoyment, and meaning. You can also use this book as background inspiration if you're already working with a life coach. And professional life coaches can suggest this book to your clients to act as a virtual coach between sessions. You can also find information here about helping others through using your coaching skills.

## Conventions Used in This Book

Breathe a huge sigh of relief – this book is a jargon-free zone. Some books about life coaching can spin your head, but this book sets out the information in a practical way so that you can quickly and easily start to make a difference in your life. When I do introduce a new term, I *italicise* and define it.

The only other conventions in this book are that web addresses are in `monofont`, and the action part of numbered steps and the key concept in a list are in **bold**. I alternate between using female and male pronouns in even and odd chapters to be fair to both!

## Foolish Assumptions

I assume, perhaps wrongly, that some of the following applies to you:

- ✔ You've heard the term *life coaching* and think that behind the rather airy-fairy, fluffy name something useful and practical may be in it for you.
- ✔ You gravitate towards the personal development/peak performance/self-help sections of train station newsagents and sneakily take pop-personality and lifestyle quizzes on a regular basis.
- ✔ You're fed up with gurus in the media telling you they've found the holy grail to personal fulfilment. You reckon you probably know more about it than they do (you do, actually).
- ✔ You're committed to being your best self but get a bit frustrated at times that it seems so hard.
- ✔ You're hungry for inspiration and practical guidance on how to fit all the pieces of your life jigsaw together, but you don't have time to attend motivational seminars.

This book is for anyone who *has* a life and wants to really *live* that life.



## *How This Book Is Organised*

This book is divided into six parts, each covering a broad subject area.

### *Part I: The Basics of Life Coaching*

This part explains what life coaching is and what it isn't. You discover why and how life coaching works. This part helps you decide what you want to get out of coaching and how to set yourself up for success.

### *Part II: Your Life Coaching Journey*

Part II takes you on a whistle-stop tour of your *natural behaviour preferences*, the beliefs you have that can either propel you forward or hold you back, and the things that really get you going in a positive direction. You find out how to build your own stock of powerful coaching questions to help you on your journey. The chapters in this part encourage you to set your goals and create a robust strategy for seeing your plan through.

### *Part III: Focusing on the Elements of Your Life*

Part III homes in on the different areas of your life that may need the most attention:

- ✓ Career and work
- ✓ Money and wealth
- ✓ People and relationships
- ✓ Health and wellbeing
- ✓ Personal growth

The chapters in this part cover your options in the daily challenges you have in these different areas.

## ***Part IV: Working with the Themes of Coaching***

In Part IV you discover how to really appreciate the present moment and attract good things into your life. You find out about the happiness formula (yes, it really exists), and the factors that are proven to contribute towards individual happiness . . . you may be surprised by the results.

In this part you also explore your definition of success; what success really means to you. Finally, I offer some tips for tackling common blocks to living your best life, such as procrastination or a lack of confidence.

## ***Part V: Creating a Harmonious Whole Life***

Fixing on one bit of anything can sometimes throw the whole system out of balance. In this part you examine what balance means to you and how you can work out the best way to find equilibrium in your life.

You can also ponder on how to make a really big life-changing decision safely, if you feel that change is on the horizon.

This part also explores the wider role that coaching may play in your world in the future.

## ***Part VI: The Part of Tens***

Here you find the ten core beliefs about you that can sustain your progress, the ten most powerful questions you can ask yourself to help you develop, ten things to do each day to stay in balance, and ten inspirational resources to keep at your fingertips.

## ***Icons Used in This Book***

All *For Dummies* books feature icons to draw your attention to special paragraphs. In this book you find these icons:



The placard highlights activities – some fun, some more serious – to help you on your coaching journey. Jump to these if you love filling out those personality questionnaires in magazines!



I've witnessed some amazing transformations as a result of coaching. The inspiration icon shares what real people have done and how they have done it. Their experiences can give you clues to your own way forward.



This icon draws your attention to an important point to bear in mind, often one that's been discussed in another chapter when I want to make sure you've got the connection in case you're wandering randomly through the pages. (If you are, no turning down of page corners, now. Oh, all right, you can if you want to. It's your book.)



Coaching yourself is all about finding your own answers. The springboard icon signposts you to a great website, resource, or longer activity that can take you to another level in your knowledge or thinking.



This icon highlights practical tips to help you on your life coaching journey.

## *Where to Go from Here*

'We're all individuals,' as the crowd shouted in unison in the Monty Python comedy *The Life of Brian*. And you don't have to live your life or read this book in a conventional way. You can take detours, zigzag back and forth, and get pleasantly lost in admiring the terrain along your way. You can choose to start at Chapter 1 and follow the chapters in order. Or you can dip in and out of the book as you like.

You may want to go straight to the Part of Tens and get a flavour of the life coaching beliefs, or just dip in and see what you find. After you've devoured this book you can check out my website for additional resources, information, and goodies ([www.reachforstarfish.com](http://www.reachforstarfish.com)).

It's your book, your choice, your life. Make the most of it.

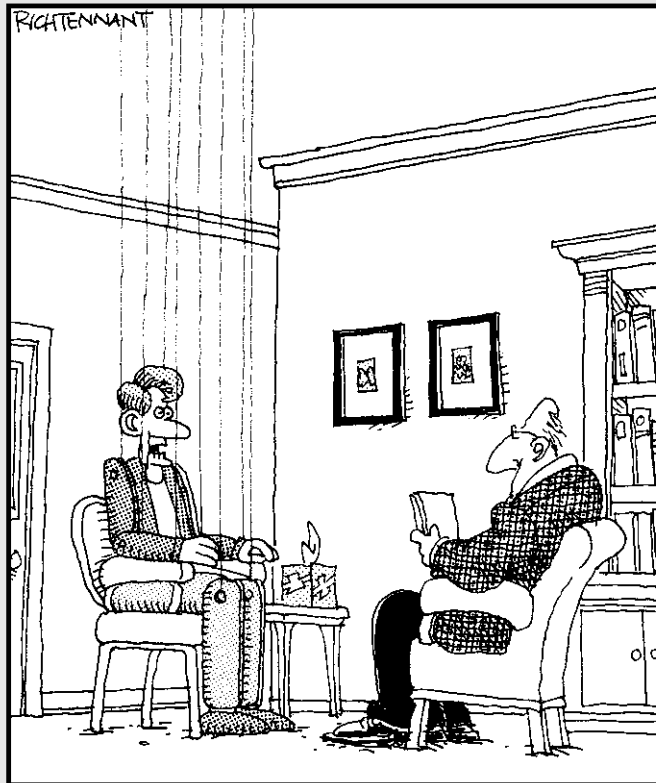


# Part I

# The Basics of Life Coaching

The 5<sup>th</sup> Wave

By Rich Tennant



"I'm tired of everyone pulling my strings."

## *In this part . . .*

**F**rom finding out what life coaching actually is, through deciding how it's going to work for you, to laying the foundations for your own success, the chapters in this part focus your mind on how to get the best out of the journey ahead.