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Creating Awareness Skills 2

August 4, 2020

Joanna: Hello, everybody, welcome. I hope you guys are doing well today, I have been looking forward to connecting with all of you. We are in our second call and our three call creating awareness module. I've got a lot to share today. Before I do a couple of housekeeping pieces. Number one, I hope that at this point all of you that requested coaching partners have connected with your partner, and hopefully you've already had a call, at least one call, if not two, with your coaching partners, I've heard from some of you so far that it's going really well, but just want to remind you if you haven't connected yet, please do. If any questions at all come up around the coaching partner, let me know.

As we move forward, you may at some point want to experiment with a different coaching partner, that oftentimes happens. It's good to kind of ... I like having the same partner pretty much throughout the program, but you guys will see, as you move forward, you may just want to put it out there in the Facebook group, to do one practice call with someone else or two, sometimes it's nice to get some extra practice in there with different types of energy and personality and all of that.

The other piece I wanted to mention is we have our call today, and then we've got a call next week and next week, sorry, I messed up last week you guys when I was sharing the schedule with you. So I just want to be clear today. Next week we are officially moving to our 1:00 PM Eastern time on Tuesdays. I think pretty much for the rest of the program we'll be at 1:00 PM Eastern, and then I always take a couple of weeks vacation in August. I definitely need it this year. And so after next week for the rest of August, you'll first of all have time for catch up, if you need to



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catch up with anything. And also we'll be sending some supplemental recordings that if you have a chance to, I highly recommend listening to.

It's not going to be any new material, it's going to be some old listening practicums, that kind of thing. I think you guys have already been given access in your member center to the conversation with [Nekita Pennycook] on diversity, equity and inclusion. So create time if you haven't listened to that yet in August to listen to that. So, you'll have some time and space and then we'll come back together the very first of September. Next week we're going to wrap up our creating awareness module with a practicum. And then when we're back in September, we'll start our [inaudible] questioning module. The last piece I wanted to mention today, I didn't get a chance to mention it last week, is that there is an opportunity for a couple of you, if you desire, if you've been moving through Sacred Depths and are kind of wanting some more Q&A time with me.

So time to ask questions on any client case studies that come up, anything that's going on with clients, time to ask questions on your group programs, on curriculum development, on, I know not too many people are doing too many in-person retreats these days, but retreats or online retreats, anything like that. If you've been wanting more access to coaching with me on inner pieces that are coming up for you or things around your business, your marketing, your messaging, your programming, things like that. Then there's an opportunity to do that. It's not something that I usually open up to Sacred Depths, but I happen to have just a couple of spots available and it can be a great supplement for somebody who just really wants extra, some kind of like extra support and time. Basically we meet monthly, it's a group. I don't want to call it a group program.

It's kind of just like ongoing group support. We meet monthly three times a month, two out of the three times a month are open 90 minute Q&A calls, and the calls go really deep. Again, anything from your client work to your group work to your own inner work around your client work or your business, whatever it is,



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and any types of business questions that you have. I stay on the line until every question is answered. When I do deeper coaching with individuals, oftentimes we'll also afterwards break down the coaching that I did and the coaching skills that I used. So it's an opportunity to go deeper. All the questions that get asked are really rich. Everybody always learns from everybody else's questions, but you can, if you don't have the 90 minutes, they're on Wednesdays at 1:00 PM Eastern, if you don't have the 90 minutes, you can also use it as almost like office hours to drop in and ask your question and then go.

So two calls out of three each month are those open Q&A calls. And then the third call each month is a coaching skills practicum. So we rotate each month. One month it'll be a listening skills practicum, the next month a creating awareness skills practicum, questioning skills, strategizing skills, and it's an opportunity for you similar to the practice that we do here in Sacred Depths. It's an opportunity to get more practice. Usually I reserve admission just for graduates of Sacred Depths, but as I said, I can open it up for a few people. This round of Sacred Depths, if this is something that you feel called to, we're not meeting in August, we'll start again in September, and it would last the duration of this program. So if you're in the full certification level through March, and because if you want to step in, because you'd be taking it in tandem with Sacred Depths, I'm happy to offer it at a very reduced rate of \$175 a month.

So it is not something that is necessarily, I'm not making a hard sell on this. I just wanted to let you guys know that it was available for a couple of you if you wanted more access to me and more Q&A time and more practice time. You can read more about it and also register at joannalindenbaum.com/cmc. And if you have any questions on it, feel free to ask me, you can just reach out and ask. Okay, so all that being said, let's dive into our work for today. We're going to move into a subset of creating awareness, acknowledging skills. We're going to look at acknowledging skills, even if you've learned acknowledging skills before we're going to look at it in a completely different way than you have in the past, or I



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should say deeper way. But before we do, there are a couple of pieces that I just wanted to come back round to from last week, as we were looking at reflecting hard truth and also consulting. Just some followup pieces to that.

So one of the pieces that can come up particularly, and this relates to consulting a little bit, is when a client asks you to tell them what you think about a situation. So it might be, now like I said, last week you have, sometimes we are in a consulting mode within our coaching. So that happens to me oftentimes when I'm supporting a client with marketing or messaging or looking at business model, where I have a certain expertise and I know that they've hired me for that expertise, they actually want my opinion. But there are other times every now and again that a client, where it's not appropriate, it's not a consulting moment, where a client maybe has a big decision to make, or they're trying to understand a situation that has happened and analyze it, or a choice that they have to make. And they ask you, "Well, what do you think? Or what would you do?"

And so, a lot of times the questions comes up like, is that coaching? Can I tell my client, if my client asks me, "What should I do in this situation?" You know, what's the right answer there? So first of all, it's your personal choice as a coach if you want to when a client asks, "What do you think, or what would you do?" I sometimes do answer. And if I do, it's only if I do it in a particular way, because sometimes what a client needs from you is to tell them what you think, right? There's nothing wrong with that.

It can sometimes be helpful if a client is having trouble seeing their blind spots or their obstacles or their weaknesses or their strengths, what you want to be careful of as we spoke about last week is to not guru them if the situation comes up. So when a client asks me what I think, I do it very much in the style of creating awareness and reflecting the truth. I make sure to ask as many relevant and



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breakthrough questions as I can first, because the client might come, might be able to come to what they need for themselves.

So again, I approach it with not being the guru, with being willing to be wrong, with reflecting blind spots and higher perspectives that I see. And sometimes, particularly if it's a client that I feel might be relying too much on what I think, before I reflect truth or create awareness or anything like that, I might also ask something like this first, "How will my opinion help you?" Or, "I'm happy to share my opinion. It's going to be my truth, but it might not be yours. How will you use and take in my opinion?"

So sometimes asking questions first, asking questions like that first, will support a client to take whatever it is that you reflect back to them, share with them whatever your opinion is, but use it in a way where they're really activating their inner wisdom and their agency, right? And as practitioners, that's a principle that we always want to follow. Whatever we do, however we share anything with a client, however we create awareness. We want to do it in a way that's going to really support the client to activate their inner wisdom and their agency.

The other piece I wanted to share is that last week we looked at techniques for reflecting harder truth. Now that we kind of got the harder truth reflecting out of the way, there is another way to reflect where you can easily create awarenesses, and most situations, honestly, when you're going to be reflecting back to clients, most situations aren't going to be hard truth, it's going to be true. So I find that it's really valuable and really effective to, as you're working with a client, as you're in a client session to be consistently thinking about where and when can I reflect back to a client. And particularly after a client shares something that's significant, or something with a lot of details you want to take a moment to reflect. And here's how I do it.



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I'll, let's say a client has just shared something significant or something with a lot of detail. I'll say, "Let's pause here for a moment. And this is what I'm hearing. And I want to make sure that I'm getting it right." So very similar in some ways to reflecting the hard truth, but not you don't need as many of the steps. I'll say, "This is what I'm hearing and I want to make sure I'm getting it right." And then I'll reflect back to the client what they have just shared. And as I reflect back, I'll emphasize the most important part that are wanting emphasis. Oftentimes I will be cognizant of using the client's own language while I'm reflecting back. And then other times I'll be cognizant to insert new words or new phrases that the client hasn't yet shared, because that reflection back will help them take whatever the truth is even more deeply.

This can be such a beautiful, powerful, and an elegantly simple and effective way to help clients feel seen, heard, and loved, as well as to create awareness. Because sometimes clients speak the truth, you'll hear the truth come out of their mouth, but just because they've spoken it, doesn't mean that they have fully taken it in for themselves. So the reflecting is a mirroring technique that gives your client the space and the opportunity to take their truth in. Gives them the space and the opportunity to take their truth in. Again, this has oftentimes, even if we speak something or even if we in an intellectual way kind of know it, we maybe haven't fully taken it in. Mirroring, reflecting in this way for me is a way of mirroring. And mirroring is an incredibly powerful tool.

So even for young infants, we're all born with something called mirror neurons, and what those neurons do is, they help us to feel good. And give us a sense of ourselves when we experience another individual mirroring what we've done. And we see this particularly in infants and in babies. So some of you might know that it's very nurturing to an infant to mirror the sounds that the infant makes or the faces that an infant makes. Even at a very, very, very, very young age, when a baby sees, like if they stick their tongue out and you're looking at them and you



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stick your tongue out, you mirror that back at them. That is, it creates a sense of self and a sense of validation.

We can see this in a young ... And that's been scientifically proven. We can see this also in young children. So for example with my children, one of the ways that I reflect, and this is a great segue into what we're going to be looking at next. But if one of my kids is frustrated, I will mirror back to them. I'll say, "I see you're frustrated right now." What that does is it gives a sense of self and a sense of validation. There have been studies done that mirroring is a highly effective tool in sales conversation. So for example, they've done studies with salespeople that are in person, but the same works if you're over the phone or on Zoom. There have been studies that have been done that the sales people that mirror what their prospects, the body language that their prospects have.

So for example, if the prospect leans back in the chair and then the salesperson leans back in the chair, and then if the prospect folds their hands and the sales person folds their hands, as well as using the language that the prospect uses. So they have done those sales are always, the sales processes are always more effective. So mirroring is magical, I think it's like a magical tool that we as practitioners have to support our clients to be able to really see themselves. To feel seen and heard by us, but also to be able to really see and hear and understand and know themselves and their experience. And so, as I said, this is a great segue actually into what we're going to be looking at today, which is a subset of creating awareness called acknowledging. Now, there are two types of acknowledging skills that we're going to be looking at today.

We're going to be looking at honoring what is as acknowledging and celebrating acknowledging. And as I said earlier, we're going to be looking at them in unique ways. So let's first talk about honoring what is, and what this even mean. What honoring what is means, or what it is, is stating the obvious or not so obvious. As the practitioner stating the obvious, or maybe not so obvious as a way of helping



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your client to feel confirmed and validated in what they're feeling or experiencing. Know that they have a right to feel the way that they're feeling. To help them know that they're not abnormal or strange for struggling or feeling the way that they do. Honoring what is, is a way of stating the obvious or not so obvious, is a way of helping your client to become aware of, or connect more deeply with what they are really feeling and experiencing.

It's a way of supporting a client to accept their situation or themselves. It's a way of helping a client to trust themselves and to feel nourished. So let me give you first some examples of honoring what is. For example, let's say you're having a conversation with a client and they're telling you about something that happened to them that was really surprising to them. And particularly as they're telling the story, but they're feeling weird that they were surprised by it, or maybe not as much of an expert because they were surprised by it. Or maybe they're making up a story about themselves because they were surprised by it. Honoring what is. One example might be to say, "That would have surprised me as well. That would have really surprised me." Or if a client is sharing something that really upset them, and they're talking about this, that, and the other thing, and you hear that they're really frustrated, whether or not they've used the word frustrated or not, honoring what is ...

PART 1 OF 4 ENDS [00:24:04]

Joanna: Honoring what is, could look like saying that must have been really frustrating, or that was really tough, or I know that you worked hard on that and it's so normal to be disappointed right now. Sometimes honoring what is sounds something like this, a client is sharing about a romantic relationship that they're in. They're really sad because they know that the relationship just isn't working out and they want to bring it to a close. Honoring what is may sound like, I know it's really hard and it's also clear that you've moved beyond that relationship.



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Here just a couple of other examples of honoring what is. Let's say a client is sharing that they tried to do something and it just didn't work out. It sounds like that was really hard, even though you gave it your best shot, right?

I'll just give one other example for now. I don't remember all of the details, but a couple of years ago at one of my facilitator trainings that I was leading, we always do a big piece on working with the mother and the archetype of the mother and relationship of the mother. We're doing some really deep work around it. One of the women in the room, she worked through a lot of anger that had to do with her mother and all of that. But she got to this place where she was a little bit stuck and she was talking and she was talking about the anger. Had processed through the anger, but it was clear that there was something else going on there as she was sharing. I can't remember all the details of what she was sharing, but what I do remember is that I paused at a certain moment and I looked straight at her.

She'd been talking a lot about different things her mother had done to her that weren't quite right. All that. But I remember at some point I paused and I looked straight at her and I said... This all I said. I said, "You love your mother so much." That's it. You love your mother so much. And just that honoring of what was, right? That there was even despite all of the pain, that there was so much love there. That was what brought a client to just a place of tears. And you could see so much more freedom because from there she was able to honor that she could have her anger and her love at the same time.

So there is a lot of spiritual bypassing that happens, unfortunately, in the coaching industry, in the transformational industry, and the spiritual communities. There is a lot of love and lighting. I love loving lighting when it's the right moment for it. I love positivity when it's the right moment for it, right? And rara and all of that. But unfortunately what has happened is that love and lighting and positivity have become a standard, particularly in the coaching and transformational industries. There are moments where it is not appropriate to do



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that. There are moments when we rarely, or look at the positive side of things or tell a client it's not so bad, or all the things, right? That it actually is a way of bypassing them and their deeper feelings. There are moments, and you probably know this either from working with a coach or just being a human being with other human beings, right? Communicating and relating with other human beings.

There are moments where we do not need the love and lighting where we don't need the... Right? What we actually need is for another human being to hold space to honor how we're really feeling. That a situation just is not so great, right? Now that doesn't mean when we honor what is, it doesn't mean that we're joining our client, for example, in their misery, right? Or in their victim hood, if they happen to have gone there or whatever it is. It's not at all. We can honor what is and use it as an empowerment tool. The way that we can do that is to honor what is from a grounded place, right? Number one, checking all of our filters around it, remembering the energy follows energy, right? We can honor what is, and also have an empowering energy, or a hopeful energy. We can follow up the honoring what is, by asking questions that will support the client to see what their opportunities are, what their choices are, et cetera, et cetera. When we're able to just hold space and honor, what is instead of bypass.

Again, we support our clients to feel seen and heard and loved. We create a deeper connection with the client. The client feels more connected to us, which then leads to more vulnerability and more willingness to have a breakthrough when appropriate around the thing that they're sharing. When we honor what is, we create space for our client to see what needs to be honored, to process it, to deal with it. And to take actions around it, if need be. When we acknowledge as a way of honoring, right? We honor what is, our clients are then able to acknowledge and honor their own experiences and feelings. And often, and you may have had this experience literally, or metaphorically take a deep sigh of relief



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because they don't have to pretend anymore, right? About how maybe they feel. There's full honesty. It brings their deepest feelings out of hiding.

Because the truth is... Again, so often, even for ourselves, right? We have to commit. So often we don't even acknowledge for ourselves, right? I'm so angry for example, right? Or I'm sad, or this really hard. Instead of acknowledging, this is really hard. Oftentimes what we do is we go to what's wrong with me that I can't get this done, right? So honoring what is, really supports clients to be able to see even more clearly what's happening for them.

One little sentence that I read once has stuck with me for almost two decades. I want to share it with you because I think it's really powerful and it relates to what we're talking about around honoring what it is, which is, this is the sentence. Coaching is love in action in a professional setting. Coaching is love in action in a professional setting. And for me, you wish we show our clients that we love them in many different ways. But honoring what is, is one of the big ways. And again, because so many of us have had experiences in our lives. Maybe well-meaning parents, or well-meaning teachers. Oh, it's not so bad, but you could just do this differently, right? Instead the very first thing is let's honor, what's here, right? Let's honor. What is,

So how do you acknowledge by honoring what is? Well, everybody is going to... Always coach the what, based on the who. Each situation is going to call for a different type of energy. But for me, especially if it's something that's really hard, sad, that kind of thing. I'll give it some space. I really consider the tone of voice that it needs. I like to pause and just... After, I share what it is, right? You really love your mother. I won't say anything right after that, right? Or that must be so frustrating. I will pause and give space. Because a big part of creating awareness is not just what you say to your client, but then getting the space for your client to take it in.



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All right. Let's pause here. I've been talking about a lot of things so far. I'd love to hear what's coming up for you around honoring what is, and also if you had any questions on what I was sharing earlier around reflecting and mirroring. So what are you seeing? What's important? What questions do you have so far? We've also got a post going in the Facebook group, if you want to post there. I'd love to hear from at least one or two of you. What are you seeing? What's coming up for you? Is this Christine?

Christine: Yeah, this is Christine.

Joanna: Hi.

Christine: Hi. How are you?

Joanna: Good.

Christine: I have my baby. I'm hoping he'll somewhat-

Joanna: That's great. No worries at all.

Christine: So I love the acknowledgement. One thing I noticed when I acknowledged is all of a sudden it'd be in my territory. I haven't lost the weight I wanted. And then [crosstalk 00:12:53]-

Joanna: Wait, say that again, Christine. You need to talk just a little louder.

Christine: Yeah, let me put him... Sorry. I'll acknowledge the problem. So I work with weight loss. So I'll acknowledge, people would be like, "I had weight loss surgery. I'm so disappointed with my results. I really want to lose another 10 pounds." Sometimes physiologically, I don't really feel if it was possible for them to lose those 10 pounds. So I acknowledge, I want to acknowledge, do the recognizing. But then I feel I also going back to in the beginning, how you need to fix it and fix them and fix everything. So sometimes I feel it's putting off of me on the hot seat,



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like, "Okay, what are you going to do about it? If you're going to acknowledge it?" So I'm not really sure how to navigate that.

Joanna: Yeah. It's such a great question. It's a great example, right? So first let's look at the honoring part and then we'll look at the fixing part. You're making such a great point because oftentimes when people share something with us that makes us maybe feel uncomfortable, or makes us feel we should take responsibility, we want to fix it, right? Which is actually the exact opposite of honoring what is, right. I'm glad you're bringing it up because it's a great way for us to check ourselves. If we go into fix it mode, there may be something that we're bypassing, right?

So sometimes someone goes through the weight loss surgery, they don't get the results that they wanted. One of the first, most important things, as you're saying, I just want to emphasize, this is to honor what is, right? Like, "It must be so hard to have gone through that surgery." Whatever it is, prepared for the surgery, gone through the recovery, you have built up and not been getting the results that you want. I really get that. So that's number one, right? To honor what is, to not say like, "Oh, it's okay." Or whatever the case is. Then from there, again, always coach the one on the who, there's lots of different places to go from there. But sometimes just by honoring what is, pausing and then giving the client a chance to be seen and heard and then speak some more that in and of itself may unburden them a little bit, right?

To see and they may lead where you go next. But if not, depending on the situation you're going to... Instead of rushing to fix it again, right? You're going to want to ask a question that is going to support them to create more awareness, to get to deeper acceptance, or to move them to the next place. Again, it's going to depend so much on context and who that person is and all the different things. But as an example, one question you could ask is, if it turns out that you're not able to lose those next, however many pounds, what's going to be most important



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for you, or what is your priority going to be? So that it's not about, okay, let's rush to fix this, but it's allowing the client to start to think about, okay, if this doesn't happen, then what can happen here, right? Or what are the opportunities? That's just one example again, depending on context, but is that helpful?

Christine: Yeah. It definitely opens the door on addressing it. Yeah. Yeah, just going through that. Because I want them to have a level of acceptance of their weight as well. So a lot of times I'll ask the question, "Well, what would be different, if you were 140, as opposed to 150, what in your life would change?" A lot of times they'll say, "Well, it's my self confidence." And then I start getting or tripping over myself because I'm like, "Okay. Well, how do we get yourself confidence now?" Which is one of the reasons I'm taking this class of course, is to learn those questions and get them to be more self reflective.

Joanna: Yeah. So first of all, that's a great question. We'll look, as we get to probably rewiring negative thought patterns, [crosstalk 00:00:41:41]. You need good there or befriending your fear. Again, depending on context, but I think that's another great question to ask, right? It might be about going into their own beliefs about themselves, right? It might be about starting to... Based on what you said, starting to unhook self-confidence from a number. The first thing there is to just start to create awareness around the fact that there they are hooking self-confidence to a number. And then what the impact of that has been in their life and the types of choices that they've made.

Christine: Thank you.

Joanna: Because they continuously hook confidence into a number, right? So they can start to unwind even in that way. Make sense?

Christine: Okay. Yeah. Thank you so much to Joanna



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Joanna: You're welcome. Anyone else want to share or ask a question. What are you seeing around honoring what is? Who is this?

Brooke: It's Brooke Joanna?

Joanna: Who? I didn't hear.

Brooke: It's Brooke.

Joanna: Hi Brooke.

Brooke: Oh, wow. There's a heron flying. That just flew right in front of me as I got on the call with you.

Joanna: I love it.

Brooke: That's so cool. I love it. Okay. So I was not going to raise my hand because I really have this... I have two thoughts. The first thought is I'm actually really feeling in myself this sense of surprise. I'm noticing maybe a little bit of judgment that we're doing this topic after hard truth. Because I'm feeling how much... To me, this one feels so much more significant and it perceived the hard truth. So I was just noticing as I was listening. I'm like, "Yes, I love this. I'm so on board with all this. This is way more important than the hard truth thing, or this is [crosstalk] before it." So that's the first kind of piece. So I've just shared. And then the second one as I was listening to your conversation with Christine, is just, there's nothing to fix. I wrote that in the Facebook group too, but that was what was coming up for me. So raise my hand, said it, parents would buy here we are.

Joanna: I love it. It's real. Thank you for emphasizing. There's nothing to fix. I think it's great for you to be aware that you're feeling like this is more important than reflecting hard truth. It could be that for your type of ideal client, this is more important, right? That doesn't mean that you're never going to reflect the hard truth, but we all have certain skills that we use more than others, depending



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on our preference as practitioners, as well as what are our ideal client needs. So that in and of itself... It might be that you have a block to the hard truth. My sense is that's not true. My sense is that this a powerful skill that probably has had meaning for you in your personal life and probably is very important for your clients. How does that fan?

Brooke: Oh my gosh. That's awesome. It's so true because I find the hard truth historically, super, super easy and natural and I do agree. That's so beautiful because I agree. The people I work with live in the world of hard truth. They do that to themselves really easily. And they don't as easily use the scale we're talking about today and I don't as easily personally use it on myself either. So thank you. I feel like a major light bulb moment. Thank you.

Joanna: Yeah, I got so busy with things. That's great information and I'll just add great information, not just for your client work, but possibly for your marketing as well, right? How can that be applied to your marketing? So something to think about there.

Brooke: Beautiful. Thank you so much.

Joanna: Yeah. Thank you. And Alana.

Alana: Hi.

Joanna: Hi.

Alana: So a lot just got, sort of said, and I want to just parse it out a little clarity if that's okay. Just to make sure I'm understanding. So I'm hearing that there's sort of the difference between mirroring and reflection. I mean, I can give you my understanding, but maybe you could parse that out. To me, mirroring is sort of... Is there a difference between mirroring and reflection, I guess is the question I'm asking? [crosstalk 00:46:14]-



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Joanna: No. No, no. I was using reflecting and mirroring as interchangeable.

Alana: Okay. Because I felt they're almost as... Reflecting feels slightly more, I don't know, not advanced, but second step, maybe this is how I was understanding it. So maybe not. [crosstalk 00:46:32]-

Joanna: Yeah. I mean, I guess if we kind of get into the nuances that mirroring, in its purest form, is really using the same exact language, right? Or the same exact gesture, whereas reflecting could be using the client's language. But as I said earlier, also bringing some other language to help them synthesize and take in.

Alana: And then it seems in the example you were doing with Christine, there was a third step, which is not fixing it, but those questions felt another step or level deeper. [crosstalk 00:23:09]. The movement from... Yeah.

Joanna: Yeah. So that's more like... So when you honor what is, right? Something that really sucks or that the client would otherwise bypass you, where they need to feel validated in something that isn't so great, or whatever it is. Sometimes you'll just reflect by honoring what is and create the space. But oftentimes you'll first honor what is, you'll make the reflection and then you'll want to follow it up with some questions that will either support empowerment, or support seeing choices. Or whatever it is that the client needs in that moment based on the contacts. So usually, you're going to follow up in any event. However, you create awareness, whether it's reflecting a hard truth or mirroring, reflecting, honoring...

PART 2 OF 4 ENDS [00:48:04]

Joanna: It's reflecting a hard truth, or mirroring, reflecting, honoring what is, or as we'll see celebrating. You're probably almost always going to follow it up with some kind of question. Not always, but almost always.

The background image for the title card is a dark, moody photograph of a person in a dynamic, possibly dance-like pose, wearing a long, flowing garment. A small, intricate geometric logo is centered at the top. The title text is overlaid in a large, elegant serif font.

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Speaker 1: Okay. Thank you.

Joanna: Yeah, you're welcome. Okay, so let's keep on going and let's talk about celebrating, because celebrating is another way of acknowledging. Celebrating, it's like one of those things that, of course, in the coaching industry, in the transformational industry, we know we have to celebrate, but it's something that can actually go very, very deep. I think it's one of the most important skills that you can have as a practitioner.

So, it's one of the most effective and powerful ways to support clients to reach their goal. That's because success and successful actions stem from focusing on what's working and what's going well, not from what's not going well. When you can help a client to focus on what's working, what's going well, where their strengths are, what is ... just what's going on that's really great, it can support a client to have more confidence. To cultivate self-love, to cultivate self-compassion, to cultivate hope, to cultivate satisfaction, and all of these things. Confidence, self love, self compassion, hope, satisfaction, they all lead to motivation.

They all lead to being connected to inner wisdom and they all lead to being connected to positive energy. Again, this is different than what I was sharing earlier. We don't want to spiritually bypass with positivity. But this is for moments where it's appropriate and we'll get into what that means in a little bit. Leveraging assets and celebrating strengths. I'll say leveraging assets and strength is way more effective than fixing deficiencies. I'm going to say that again, leveraging assets and strengths are way more effective than fixing deficiencies. So, often times, and I know I fall into this myself, too, I have to coach myself in this.

Often times, we try to achieve goals by fixing the things that we're not so good, and that we probably will never be great at, as opposed to leveraging and putting



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more focus and attention and weight on the things that we are really good at, or have natural ability in, or have resource to. So, for example, and this has happened more than once or twice or three times. I've had a client who has come to me wanting, and they just can't ... they really want to send out a regular newsletter, and they can't understand why they can't send their news. They just can't get themselves to send their newsletter out consistently, regularly.

When we take a look at it, what we see is that they're wanting to write newsletter articles for their newsletter, but a much bigger strength of theirs is talking, and sharing, and presenting. Writing is a deficiency of theirs. Writing is not one of their strengths. It's like, they're hitting their head against the wall trying to get better at writing, or feel more comfortable with writing, or write more quickly, or more effectively instead of building on the strengths. Which is to make it a video instead of, or a Facebook live, or whatever it is, instead of an article. Somehow society has trained us to think that the way to reach our goals is to fix the deficiency.

Now, sometimes, there are deficiencies that need some solving, for sure. But part of our job as practitioners is to support clients to leverage their assets. We'll get into more on that envisioning and strategizing, but I bring it up here even as we look at this idea of celebrating, because it has to start with celebrating our clients for their strengths and their resources and what they've accomplished. I really see that our job as practitioners is not only to celebrate a particular thing that has happened. The client has reached a milestone, or they've been able to do yoga every day for a week, or whatever it is.

Yes, our job is to celebrate that, but I really see our job as also is to teach our clients how to internalize the skill and be able to acknowledge and celebrate themselves. We'll see this throughout this program, really like a sacred depth practitioner. If you're doing the work masterfully, what you're doing is supporting the client in the moment with whatever the situation that they have in. But you're



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doing double duty, because the work that you're doing is also supporting the client to build an internal muscle that then they can call upon over and over and over again. That's certainly true in the case of celebrating.

So, again, in case you're not familiar with celebrating. When I say celebrating, I mean celebrating a client for an achievement. Celebrating a client for a strength. Celebrating when something happens to go really well for a client, all of those things. So, all of this might sound easy enough, but human beings in general have a lot of trouble celebrating. This is precisely why celebrating is such an important transformational skill, because people really have trouble doing it on their own. Even if they have a practice. A lot of people these days have a celebration practice, where they celebrate things about themselves every day.

So, this can be challenging for the practitioner because you want to understand the human behavior behind celebrating, as well as your own behavior and beliefs around celebrating, in order to be able to really navigate celebrations and use the skill really effectively with your clients. If you don't understand the human behavior on this one, and you don't know how to navigate it, then the celebration of your client, when you go to celebrate your client, it can end up shutting the client down, or pissing the client off, or having the client lose trust in you, or having them agree to you. But not actually really take the celebration in deeply or seriously.

So, why is it that people have trouble celebrating? If this thing that's on the service seems so easy, why can it be tough for people? Well, number one, because human beings, our clients, all of us tend to focus on the negative and on what isn't working. Number two, for some people, they get an icky feeling when they're being celebrated or acknowledged for something positive. It's like they get this feeling of don't see me, or it's not true. What you're saying isn't true. Or, if you



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and I believe this now, that I'm great at presentations, whatever it is, then it's not going to happen again. Then, I'll look like a fraud.

We don't want to set, for some of us, we have trouble celebrating because we don't want to set ourselves up to be hopeful and then to fail. Some people have trouble celebrating because they're taught that it's obnoxious to really think highly of themselves and their accomplishments. Some people have trouble celebrating. It could be a cultural thing. Like the evil eye. We have this in Judaism, you never want to say out loud something good that's happening because the evil eye might come and get you and take it away. Jews don't even traditionally have baby showers before a baby is born because of the evil eye.

You can't celebrate too much. Some people have trouble celebrating because they don't really believe that whatever it is that you, as the practitioner, is going to celebrate, is that good or that great. Sometimes, we see a strength in a client and we share it and the client is like, "Oh, why is she even bothering? That's not that great." For some people, they have trouble celebrating because they don't know how to receive. In order to be okay with a coach or a practitioner celebrating, in order for it to be effective for the client, the client needs on some level to be able to know how to receive the compliment, the celebration, the acknowledgement.

We'll go deeper into, I call it the feminine art of receiving later in sacred depths, but it's just good to know right now. Then, the other reason why some people have trouble celebrating, and this goes back a little bit to we're taught that it's obnoxious, but this one is a little bit different. As a culture, if we have celebrations like birthday celebrations, anniversaries, but it's not ingrained in us to be thankful for what we have, to really hold what we have with appreciation. So, let's look at this a little bit more deeply with some inner work for you first.

Because to be able to truly celebrate your client, to celebrate another person and have it be an effective celebration, you need to be able to feel comfortable both



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celebrating others as well as celebrating yourself. So, let me ask you a couple of questions. How and how often were you honored and celebrated by your family of origin? How and how often were you honored and celebrated by your family of origin? Take a moment with that one. All right. Next question. When you weren't celebrated, what was the motivation? Was it to be truly supportive of you? Was it to pretend that everything was okay when it really wasn't?

I call this blowing sunshine up your ass, right? Which is going back to honoring what is. That's why sometimes practitioners don't honor what is. Were you celebrated to put pressure on you to continue to perform well? Were you celebrated to compare, your parents compared you to your siblings or others in your family? Was it something else? What were the motivations when you were celebrated, acknowledged? Next question. What were the spoken or unspoken messages behind the ways that you were celebrated or not celebrated? What were the spoken or unspoken messages behind the ways that you were celebrated or not celebrated?

Next question. How did your parents or other role model celebrate or not celebrate themselves for their accomplishments? How did your parents or other role models celebrate or not celebrate themselves for their accomplishments? Got a couple more questions to think about. How do role models or authority figures respond to you if you celebrated yourself, if you celebrated yourself, right? So, if you celebrated yourself, how did role models or authority figures respond to you? Were they happy if you celebrated yourself? Did they somehow communicate to you that you were getting too big for your britches?

Were they scared that you might jinx yourself or something else? All these questions, it's important for us to know for ourselves, but also to consider all the different places, and stories, and narratives that our clients are coming from, too. So, how did role models or authority figures respond to you if you celebrated yourself? A few more questions, next one, do you tend to focus more on the



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negative or on the positive, on assets or on deficiencies? Just be honest with yourself. I can share with you. It is a practice for me to focus on the positive. That's my default, is to focus on the negative, the deficiencies.

Then, last question for now, how do you receive compliments or how well do you receive compliments? What happens for you when someone shares a compliment or a celebration? Again, I ask these questions and any time we do inner work questions, there's a couple of reasons why we do them. One, just for your inner work, right? The more you know yourself, just the better. You can't lead your clients to where you haven't gone yourself. That will help you be aware of your own triggers and all of that.

But the other reason why I ask these questions, again, is the more that we can be, as practitioners, be aware of the various different narratives that a client might come to us with, the various different experiences, beliefs, that kind of thing, then the more equipped we're going to be to use all of the skills that we learn here in ways that are effective, right? We'll know how better to respond and what to do with our clients. So, I'd love to hear some shares on these questions. What are you seeing? What's coming up for you? Nicole is saying in Facebook, in immigrant families, children were usually not celebrated for achievements because excelling was just what was expected.

I had some of that, too. I have immigrant parents as well. I can relate to that. So, why celebrate it? So, it's good to know that for yourself, and also, that comes up for your clients, right? So, we want to be, this is such a great example, we want to be aware of that before we go to celebrate a client. Number one, if we know that this is true for a client, we want to really celebrate them, because we know that they may not be catching their own strengths, their own resources, their own celebrations. But knowing this about the client may determine how we language the celebration when we share it with them.



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Star two, what else? What are you seeing? What's important here? What's coming up around celebrating? [Penny].

Speaker 2: Hi, I just had this insight, I was thinking about some of the ways in which my mother would particularly would celebrate me, but sometimes it would feel like a hollow thing. It would be like a compliment that was way over the top from what was like a piece of art or something that really wasn't that good, and she would be all like, "Oh, you're so good." Which made me not trust the compliments and celebrations. So, I have to have my own inner sense of what's real there and true. But then, I was thinking about the fact that if in a situation I will naturally go more for the deficiencies, and I've trained myself more for the positive.

But it's almost like I want to say, what the deficiencies are, get them out of the way, and then I can point to the positive and you'll know I'm just not making it up because I see the whole picture. It's like, wow, okay.

Joanna: Yeah, absolutely. So, I love this awareness, and you could use it to your advantage, too. You could honor what is, partially honoring deficiencies. Like, that's not working so well. Yeah, because we do, as practitioners, especially if you're working with a client, well, I shouldn't even say, especially on a project or a-

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Joanna: ... If you're working with a client... Well, I shouldn't even say especially on a project, or a business, or this or that. I mean, really with anything and this goes back to why I share about honoring "what if". We do want to honor the "what if." And then from there you can move on to the celebrating. I think that there can be a strategy in that. What I think is important in what you're sharing Penny, is that you realize that because of these experiences with your mother, that sometimes



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you ... And I might not be hearing this exactly right, so correct me. But sometimes you might be holding back a little bit in celebrating with a client, getting really excited for a client's achievements, or a strength because of those experiences that you'd had. And that's a great filter for you to check for yourself when you're with clients.

Penny: It's always helpful for me, and sometimes to just realize, oh that's where that pattern comes from too, because then I can be more conscious about how I'm using it.

Joanna: 100%. Great. Thank you. Kristen.

Christine: This was a really interesting insight, because I realized that my parents were really good at celebrating more like work or school related stuff. And so that sort of stuff, I have no problem celebrating or talking about if I have accomplishments in my business, or when I was in school. But what's interesting to me, is I realized I don't really celebrate family or emotional events. So for instance, I never did a wedding, I never did a baby shower, I never did a bridal shower, I don't do birthdays.

So I just think it's interesting. I don't know really know what that means. They were divorced, so we had those issues in our family, but it's interesting to me what I do choose to celebrate.

Joanna: Do you see an application there in your client work?

Christine: Gosh, that's a good question. I probably have to think about it a little bit more. I know when penny was talking, I definitely feel like I am probably over celebratory towards things. But then when people do give me a compliment, I tend to so they're like, "Oh, they're not really serious." I definitely feel like they're not telling the truth and that's probably because I'm not always telling the truth.



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So I think I have more relation there with my clients, but I'm not sure I'll have to think about the other insight I had.

Joanna: I think it would be worthwhile seeing what's there. Good. Awesome. Thank you. That's San Francisco, 2747.

Deb: That's me. That's Deb.

Joanna: Hey.

Deb: Hi. I'm on my cell phone today versus on the web. You know what's interesting and exploring this and I really let myself go deep with it, was most of my parental or parents figure feedback as a compliment, came as a form of having compared to my brother. Look how you should be. [crosstalk 00:03:39]. I never got direct compliments. I would be hearing them say it to my brother. "You should be like your sister. She's good in school or she's organized or she's responsible." So it was like compliments weren't said to me as positive reinforcement, they were said as a point of comparison to motivate my brother.

Joanna: Yes.

Deb: And I still wasn't even involved in the conversation.

Joanna: Yes. So what kind of beliefs did you form around celebrating because of that?

Deb: Part of it was that achievements and the regard the way that my parents looked at them, were never celebrated. They were used as motivators for somebody else to do better. So like parents just didn't celebrate the things that I achieved.

Joanna: They weren't for you [crosstalk] those achievements weren't really for you.



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Deb: And also hiding any joy around it, because it would be used as a painful reminder to somebody else that they were less.

Joanna: So that may or may not be creeping up in your client work and that would be a good thing to just track for a little bit, to see what some of your initial thoughts or feelings are when you go to celebrate a client or notice the celebration that wants to be acknowledged for a client.

Deb: What was nice was what came through is that I've really done a lot of work around that. And so I'm able to celebrate myself and my clients and my family and my loved ones, from grand achievements of milestones to little every day emotional experiences. Because I had toxic the opposite was. So I'm really present too. But it was interesting just to have that question come up because I was able to see where old behaviors rooted from.

Joanna: I'm so glad you can see that. And again, it's another great example for all of us of a narrative that a client might unknowingly have inside of them, that can be keeping them fully taking in a celebration. Again, just good awareness to have of different types of narratives.

Deb: Thank you so much.

Joanna: Thank you. I'm going to take one more share. I thought a little bit more that I want to share with all of you today, but these shares are so great. Here one more, 2528 are your last numbers.

Gloria: Hey, it's Gloria.

Joanna: Hi Gloria.

Gloria: Hi. This was such a great part of the conversation. I wanted to share the spoken or unspoken messages behind the ways I guess things weren't celebrated for me growing up. I think this question brought up the realization that



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celebration required time and money. And my parents didn't have either of those. And now as an adult, I believe obviously celebration can just take form in so many different ways, but that's probably infiltrated. Maybe why I don't celebrate externally or bring others into it, because of this maybe subconscious thought of like oh, it's going to need their time, it's going to need their money to do that. So that was really interesting.

Joanna: And I'm so glad you're bringing this up, because I meant to mention that earlier, when I was talking about blocks to celebrating. That's the other one. That's the one I didn't mention. That oftentimes, people have trouble celebrating because they feel like they don't have the time to celebrate. You're bringing in the time and money, but sometimes in a coaching conversation, it's like oh, there's not enough time for that. We have so many things that we have to strategize on or look at.

The client might feel that way too right? And it's like we can bypass this thing that doesn't actually have to take a lot of time, more energy, but it's so important and can be the foundation of the rest of the conversation. I'm so glad you're bringing that forward. Thank you.

Gloria: Can I ask a question as well? So I don't know if we'll get into it in terms of techniques, but I also, as we're having a conversation, I wonder about... And I don't know if you can speak to this, but about caring, like a neutral presence with the clients as a coach. And I think for me, I... And I might just be getting into my head or perhaps not trusting myself enough, but the worry of being relied on for that positive reinforcement or like the clients seeking the validation in the container. So I'm sure there is a way to distinguish between celebrating what they're bringing up, in a way that doesn't perpetuate a pattern or something within the client.



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Joanna: Yeah. It's such a great question. I've got as usual, I have a long answer but I'll try to make it short. So there's this belief out in the transformational industry, or the self help industry, that if you are an evolved human being, you shouldn't need outside validation. You should just be fully validated inside of yourself and never need another human being to remind you that you're good enough for awesome, whatever it is. And I actually, I do not think that is true at all just through my own process, as well as working with so many people.

What I have really come to see, is that most human beings, there is a healthy way of needing some outside validation. And celebrating absolutely can take the role of that. And I will celebrate a client more particularly when I feel that they do need some validation. That being said, we also while we're doing that, if it is a person who is not self-validating as well, we want to work with them on their on their belief patterns, on their fears, on their shadows, to unwind some of that to get to a healthy place.

I haven't seen a case where withholding validation helps that. I think it's actually a combination of creating a supportive container, where they can get the mirroring and the validation while also really speaking truth to what the patterns are and working through the pattern.

Gloria: I love that you said that. Thank you. That really resonates. Even in my experience as a client, I love those moments where we can acknowledge and we can celebrate too. So thanks for shedding light on that.

Joanna: You're welcome. It's a great question. All right. I'm going to lower hands for now, but we'll have time at the end. I'll hang on the line to answer any other questions. But I do want to just speak a little bit about when to be celebrating. This is a short list, but there's some times where it may not be as obvious. So I just want to speak to that a little bit. So obviously, as it comes up in a session, whether it's an obvious thing, right? Or something that you see a client isn't



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acknowledging themselves for, or like Gloria and I were just talking about, sometimes the client needs validation.

So as it comes up, for sure we're going to celebrate in those moments, but there other moments where I also bring celebrating and with my clients. So in the prep form that they fill out I always ask, "What are at least three things that you want to celebrate since our last session?" The reason why I ask it is number one, back to helping one of the roles here is to help a client learn that skill for themselves, right? So by them having that regular in the prep form, getting used to acknowledging and celebrating themselves, it helps build that muscle. But also I read the prep form before the session.

And oftentimes, I will start a session after asking, what is it that you want to receive? Sometimes I'll do it right before asking, "What is it that you want to receive?" I'll actually mention something from the prep form, like a celebration or something that the client might have emailed me since we last spoke. But I oftentimes, at some point towards the beginning of a session, do like to start with a celebration or acknowledgement. Again, because people we see our problems, but we don't see all the ways that things are going well. And we want to leverage that.

As I said earlier, we want to leverage assets and use those as the foundations for problem solving, for achieving goals, for strategizing all of that. Any time I'm working with a client and we're visioning, and we'll look at this again when we get to our visioning module, but I'll just mention it now. When we're starting a project, when I'm supporting a client to start to vision out and strategize a project, one of the many things that we'll look at is what are their assets? What are their resources? Going from strength to strength, right? So knowing what your strengths are at the beginning of a project, so that you can leverage them.



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I like to and this is a form of celebrating. It's a little bit different than traditionally, but I really like to let my clients know in different ways and through different types of celebrating, how much I respect my client, honor my client, admire my client and celebrate them. So I feel like one of my jobs as a practitioner, is to let my client know that I respect them, honor them, admire them, celebrate them in different ways right? I really believe that another one of our jobs as a practitioner, is to support our clients and knowing that they are a person of value.

And again, and back to Gloria's question. Oftentimes, we just weren't received that mirroring, that validation, right? And we don't do this so that they rely on it, but I like to think about using the coaching container as a corrective and healing container, for long standing patterns. So again, it's like there's the content that we're working on, the goals that the client wants to achieve, all of that. That's one level of what we're working on. But there's a deeper level that's just about the relationship between me and my client, and how that relationship as a course correction, a healing opportunity. The relationship itself is a healing opportunity in lots of different ways for the client.

As I said earlier, or maybe I didn't say this earlier, sometimes I'll use celebrating if a client needs encouragement and cheering on, right? Because similar to validation thing, everybody also needs a little bit of a cheering section right? Think about sports games. The cheerleaders are like they're there for whatever, patriarchal anti-woman, maybe sometimes things going on. But another reason why they're there, is they actually build morale for the team. We do need some cheering.

But similar to what Penny said earlier, when I'm into cheering and encouraging a client on, I always do it with honesty and without exaggeration because your clients are smart, right? They're smarty pants. They know that if you exaggerate, it's going to feel like, as I said earlier, you're just blowing sunshine up their ass



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right? We don't want to do that. Holding your client's vision for them. Sometimes when we're down in the dumps, a client is down in the dumps or something hasn't gone the way they wanted, it's very easy to let go of your vision, right? As a practitioner, you continuing to hold your client's vision for them, that is a way of cheering them on and celebrating them. Sometimes you have to say, "You've got this. I know that you can do this." Because that is a way of celebrating.

Okay. We're almost, or just about the end of our time. I'm going to give you homework. I realized there's one thing that I didn't share, when we're talking about honoring what if. And I just want to make sure that I say it because it's really important. Which is, we looked at lots of different pieces of honoring what if, but back to the piece about privilege that we looked at in our listening module, it is always important to honor "what if" for clients, when something is not going well, when they are having a difficulty, when they're having a frustration, when they're having an obstacle.

It is especially important for you. If you as the practitioner, have a privilege that your client does not have, whether it has to do with race, with gender, being physically body abled, whatever the privilege is. It is particularly important that if a client is having an obstacle, or a difficulty, or something not great happening, that you do not bypass it. Because you might be looking through your filter of whatever the privilege is. In those situations, it is even more important to honor "what if" so that we don't run the risk of having our client not be seen or heard.

Okay. In a moment, I'll open up for questions and takeaways. Take a moment and just jot down what's your takeaway from our call today. And then for homework, you'll have I think you've got a worksheet this week. If you're working with a coaching partner, I want you to see if you can work in at least one celebration and one honoring "what if" into the conversation. Next week we've got our practicum. So we'll practice all of this. And again, just where I was sharing in the beginning, for those of you that are interested in those extra support calls that I was talking



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about, the two Q and A calls a month and the extra practicum a month, it's JoannaLindenbaum.com/CMC.

And if you want to ask me any questions on that, I'm more than happy to answer. All right. I know that we're pastime. If you have to go, of course please go. But I'd love to hear one or two takeaways or any questions that you have before we wrap for today, if there are any. Does anybody want to share? Start to. Nope? Okay. Then I'll trust that we're complete for today. I'm thinking about all of you. Can't wait for our practicum next week. I'll talk to you soon. Bye.

Audio: The moderator has left the conference.

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