

Case Study – Life Coaching Making a Difference

ID-GIVING20080414

Overview

The client presented with the following purpose and giving to other goals:

- o To identify some cause or charity which could benefit from the client's assistance and feel "right" to the client
- o To identify, if possible, a sense of purpose and belonging
- o To feel comfortable that the client could only help some with available resources and not everyone, and to know that would be OK

The client has a significant amount of financial resources but would be more interested in donating time, energy, passion and personal involvement than just money. That said, the client is also known for donating large amounts and is frequently "hit up" for money.

Methodology

One of the first approaches we used was doing a Wheel of Life (Giving to Others) assessment where the client was able to rate their performance in the following categories:

- o Family
- o Friends
- o Colleagues
- o Strangers and Random Acts of Kindness
- o The Local Community
- o The Global Community
- o The Environment
- o Nature / Animals
- o Permissions and Boundaries
- o Gratitude

The client found this exercise fascinating because it really drew out for them all the various ways they are giving now, which have nothing to do with money (and some that do as well).

We also explored how the client felt about their financial abundance and how often they are “hit up” for money. The client felt that at times they were simply a target for the money and not really appreciated for their patronage.

The client shared that they’re not in it for the reputation, but instead that they wanted to be acknowledged as something more than just a source of money. They wanted to be seen as someone who really cares and personally gets involved; get’s their hands dirty and is driven to make a difference through activity, not just donation.

We therefore explored what reputation the client wanted and what behaviours and specific actions needed to take place for that reputation to become a commonly shared view of others.

This developed into a number of specific goals and action plans, much of which included the client specifically telling people his vision. Some of this was through public speaking, while other opportunities were realised by going to grass roots organisations and volunteering.

In some situations, people listened to his message if he learned how to shock them out of their typical patterns. So, we worked on a series of coaching techniques called Pattern Interrupts.

Much of this exploration to find “the cause” for the client, meant getting into a number of organisations and assessing what they really needed and who they needed it from. So, at the beginning the client was spread a little thin, but stated that they loved it, because their awareness had increased by one hundred fold.

This also enabled the client to choose two organisations (which will not be mentioned here) to support actively through personal involvement on the board and/or in the field, to travel, to raise awareness through the general public and other means. The client even hired a PR company to assist in order to get more media exposure.

We worked together for just over a year with mostly weekly coaching sessions and a huge amount of email and phone coaching support in between scheduled appointments. The client chose a retainer method of payment in order to provide for this unlimited coach access.

Outcomes

The client stated that they achieved many great things as a result of the coaching. When asked for permission to write up this case study, the client indicated that the message they most wanted to come across was the following:

"I knew I needed to make a significant change in my life, and I didn't feel there was a single person in any corner of my world that I could count on to be completely unbiased and focused entirely on my life and needs. What I found in coaching was a 100% pure solution, dedicated without exception to me and the vision I wanted to develop and implement. There is no way these achievements could have come to pass if it wasn't for the incredible team between myself and my coach."

This client has specifically requested that their identity never be released and that no information is shared which might in some way lead someone to identify them. Great care has been taken to assure this request for privacy.

Contacts

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