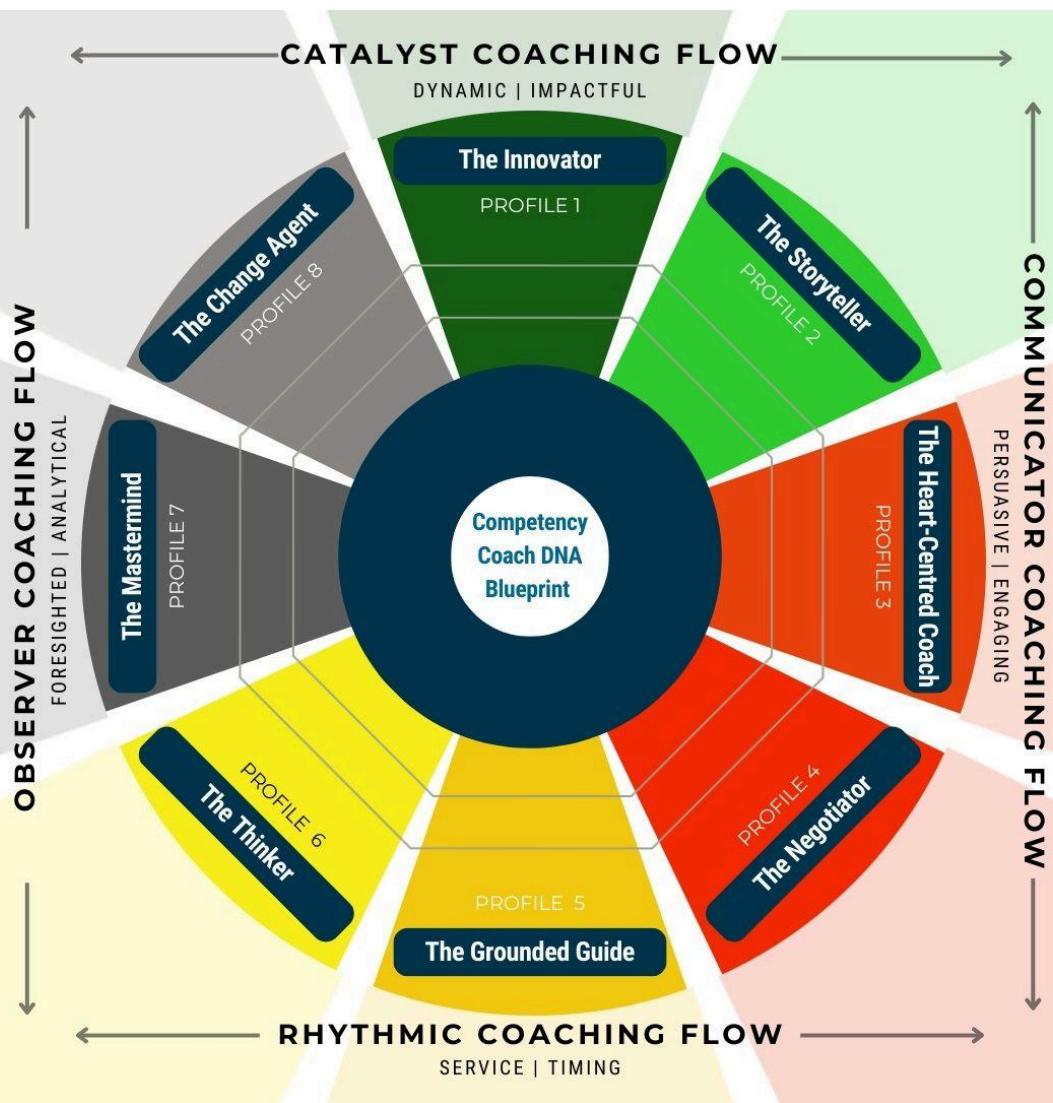


Competency Coach DNA Blueprint

"Master Your Coaching Flow, Elevate Your Impact"



Your Coaching Profile:
The Negotiator

Contents Of This Report

Welcome, you're in the right place!	3
Introducing Coaching Flows and Coaching Profiles	4
The Four Coaching Flows	4
The Eight Coaching Profiles	5
Your Coaching Profile: The Negotiator	7
Introduction to Coaching Competency	7
Understanding The Communicator-Rhythmic Coaching Flow	7
Discovering Your Coaching Profile	8
Mastering Competency in Coaching	10
Strengths, Challenges & Growth Plan	10
Real-World Coaching Success Stories	11
The Terri Vincent Approach: Competency Coaching in Action	12
Next Steps & Implementation Plan	13
Final Thoughts: Unlocking Your Full Coaching Potential	13
Notes	13
Exploring The Competency Coach Landscape	14
The Four Coaching Flows	14
The Eight Coaching Profiles	16
Things To Consider	20
Notes	20



Welcome, you're in the right place!

Dear Coach,

Welcome to the Competency Coach DNA Blueprint, your roadmap to unlocking your full potential and maximizing your impact as a coach. Coaching is not just a profession; it's a calling. To truly elevate your influence, you must first understand your coaching DNA - your strengths, challenges, and the most effective ways to create transformation. This blueprint is designed to provide clarity, strategy, and actionable steps to help you master your coaching practice.

What You Can Expect:

- A deep dive into your unique coaching profile and strengths.
- Growth areas and strategies for overcoming challenges.
- The best environments and clients for your coaching style.
- A clear roadmap for competency development and mastery.
- Real - world examples of high - performing coaches like you.

The Power of Self - Awareness

When you recognize how you naturally create impact, you gain confidence, clarity, and the ability to scale your success. This blueprint is about embracing who you are and using that awareness to drive meaningful change.

I believe great coaches are not born, they are developed. No matter where you are in your journey, you have the ability to refine your craft, elevate your influence, and build a practice that is deeply fulfilling and highly effective.

Let's step into this journey together!

With gratitude,



Terri Vincent

Founder, Competency Coach DNA Blueprint



The Competency Coach DNA Blueprint

Find more resources, join coaching communities and accelerators at <https://tcb.rocks>

Page 3 of 20

Introducing Coaching Flows and Coaching Profiles

The Competency Coach DNA Blueprint is a powerful system designed to help you uncover your natural coaching identity, elevate your strengths, and create measurable transformation for your clients. At the heart of this system are two core concepts: your Coaching Flow and your Coaching Profile.

These are not just personality types, they are insights into how you think, lead, communicate, and create impact as a coach. Your Coaching Flow represents your instinctive energy, while your Coaching Profile gives structure to how that energy plays out in real - world coaching.

Understanding both will help you:

- Gain clarity on what makes you effective.
- Recognise where you get stuck or out of alignment.
- Know which clients and environments are best suited to your strengths.
- Develop a plan for long - term mastery in your coaching practice.

The Four Coaching Flows

What's Your Coaching Flow?



Observer Coaching Flow



Catalyst Coaching Flow



Rhythmic Coaching Flow



Communicator Coaching Flow

Your Coaching Flow reflects your core coaching energy, how you naturally show up and create change. Each Flow is associated with one of the four classic elements, and each has its own rhythm, strength, and way of interacting with others.

Catalyst Coaching Flow (Air Element)

Dynamic, high - energy, and action - driven. Catalysts lead through momentum, disruption, and transformation. They are

quick to initiate change and are most effective in environments that require rapid results.

Communicator Coaching Flow (Fire Element)

Engaging, expressive, and connection - focused. Communicators influence through storytelling, dialogue, and emotional resonance. They thrive when coaching through conversation and personal connection.

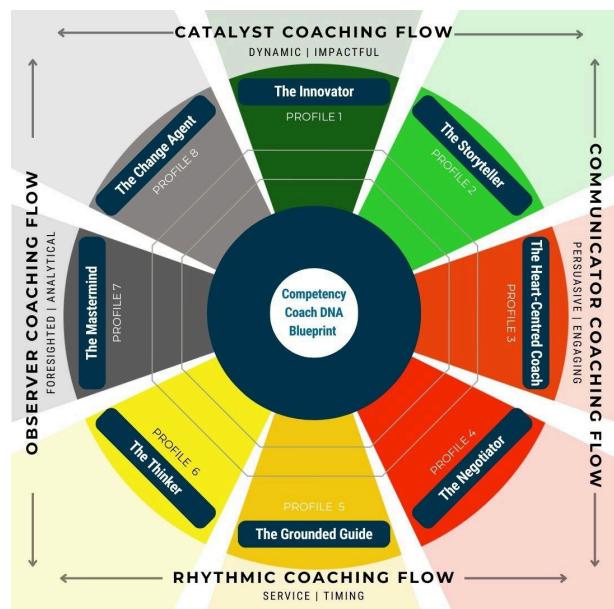
Rhythmic Coaching Flow (Earth Element)

Stable, structured, and detail - oriented. They coach through clarity, systems, and consistency. They help clients stay grounded and on track with practical, reliable guidance.

Observer Coaching Flow (Water Element)

Observant, precise, and insight - led. Strategists take a long - term view, guiding clients with deep analysis, pattern recognition, and systems thinking. They shine when building scalable strategies and leading through structure.

The Eight Coaching Profiles



Each profile represents a unique coaching style, a specific way of applying your Coaching Flow in real - world settings. These profiles are dynamic, practical, and rooted in proven methodologies.

The Innovator (Profile 1 - Catalyst Coaching Flow) – They disrupt the status quo and help clients unlock fast, bold transformation.

The Storyteller (Profile 2)

Catalyst-Communicator Coaching Flow – They lead with language, narrative, and inspiration to shift beliefs and spark action.

The Heart-Centred Coach (Profile 3 - Communicator Coaching Flow) – They lead with empathy, building deep emotional trust and facilitating growth from the inside out.

The Negotiator (Profile 4 - Communicator-Rhythmic Coaching Flow) – They find common ground, manage complexity, and help people move forward with harmony and insight.

The Grounded Guide (Profile 5 - Rhythmic Coaching Flow) – They create safety, consistency, and progress through step-by-step systems and practical coaching.

The Thinker (Profile 6 - Rhythmic-Observer Coaching Flow) – They solve problems through logic, research, and structured thinking, offering clarity in complexity.

The Mastermind (Profile 7 - Observer Coaching Flow) – They see the big picture, build sustainable strategies, and architect long-term success.

The Change Agent (Profile 8 - Observer-Catalyst Coaching Flow) – They refine, perfect, and optimize coaching tools and processes for maximum efficiency and impact.

Together, your Coaching Flow and Coaching Profile give you a powerful mirror, a way to understand not just who you are, but how to grow into the most effective, confident, and competent version of yourself as a coach.

As you move into the next section, you'll receive a full debrief of your Coaching Profile, including your strengths, blind spots, success strategies, ideal client matches, and more.



Your Coaching Profile: The Negotiator

(Air Element, Communicator-Rhythmic Coaching Flow)

Introduction to Coaching Competency

Why Coaching Competency Matters



The Negotiator is a strategic connector and relationship builder who excels at bridging perspectives, facilitating agreements, and managing diverse needs. These coaches have a keen sense of timing and a natural ability to build trust and find common ground, making them highly effective in conflict resolution, business development, and leadership coaching.

A key challenge for the Negotiator is balancing emotional intelligence with structured coaching outcomes. While they thrive on building relationships and leveraging connections, they must also ensure their coaching approach includes clear strategies, accountability frameworks, and long - term client development plans. Mastering coaching competency for the Negotiator requires a blend of emotional intelligence, structured influence, and measurable coaching impact.

Understanding The Communicator-Rhythmic Coaching Flow

Defining The Communicator-Rhythmic Coaching Flow

The Communicator-Rhythmic Coaching Flow, aligned with the Fire Element, focuses on people, connection, and influence. These coaches thrive in environments that require negotiation, mediation, and interpersonal communication to resolve challenges and create mutually beneficial outcomes.

Key Characteristics of The Communicator-Rhythmic Coaching Flow

- Highly people - focused, excels at building networks and fostering collaboration.
- Natural deal - maker and problem solver, skilled at conflict resolution.
- Can navigate complex relationships, balancing diverse interests.
- Thrives in fast - paced, high - energy coaching situations that require adaptability.

Negotiators are naturally inclined toward executive coaching, leadership consulting, high - stakes mediation, and coaching clients in dynamic industries. To maximize their coaching effectiveness, they must refine their ability to create structured coaching models that align with their natural ability to connect and influence.

Discovering Your Coaching Profile

Core Traits & Natural Strengths

- Exceptional Communicator and influencer, skilled at persuasion and negotiation.
- Thrives in fast - moving environments that require adaptability.
- Highly intuitive in reading people, understanding emotions, and navigating relationships.
- Strong at spotting opportunities and connecting the right people.
- Works best in high - stakes coaching settings, such as leadership, business strategy, and organizational development.

Key Challenges & Development Areas

- Can be too focused on relationships and not enough on structure.
- Needs to establish clear coaching frameworks and measurable outcomes.



- Can struggle with maintaining long - term commitment to processes and systems.
- Must balance instinctive decision - making with data - driven strategies.

Ideal Coaching Environments

The Negotiator thrives in dynamic, high - energy coaching environments where influence and relationship management are key.

Best suited for:

- Executive coaching, leadership consulting, and high - stakes negotiations.
- Conflict resolution coaching, business development, and networking strategies.
- Corporate team coaching, deal - making advisory, and strategic coaching partnerships.

Ideal Clients

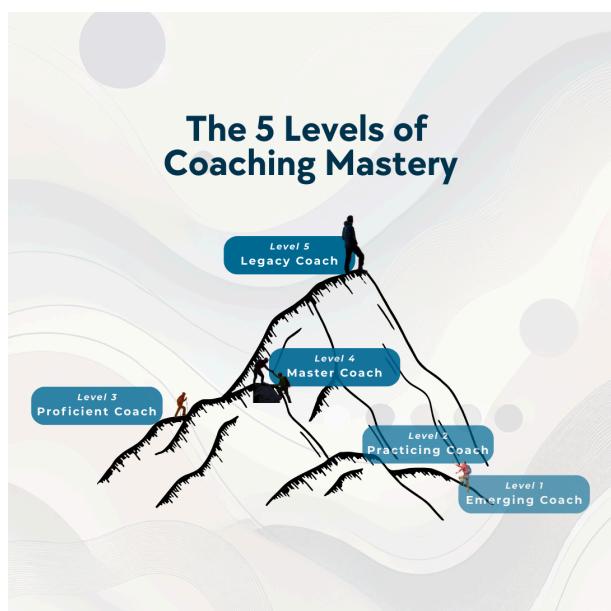
The Negotiator works best with individuals who rely on connections, influence, and strategic partnerships to achieve their goals. These include:

- CEOs, executives, and business owners looking to refine leadership and negotiation skills.
- Entrepreneurs and deal - makers navigating business growth and partnerships.
- Teams that require stronger communication, collaboration, and alignment.



Mastering Competency in Coaching

The Five Levels of Coaching Mastery



Level 1 - Emerging Coach –

Developing foundational skills, testing strategies, and refining the coaching approach.

Level 2 - Practicing Coach –

Actively coaching but working on structuring execution skills.

Level 3 - Proficient Coach –

Coaching full - time, developing signature frameworks, and scaling their impact.

Level 4 - Master Coach – Known for delivering consistent transformation and leading a coaching community.

Level 5 - Legacy Coach – Creating coaching methodologies, training future coaches, and leaving a lasting impact.

The path for the Negotiator involves transitioning from inspiration to execution mastery. A successful Negotiator must learn to balance creativity with structure, ensuring they can deliver sustainable transformation.

Strengths, Challenges & Growth Plan

Strengths to Leverage

- Building relationships and trust - based influence with clients.
- Negotiating complex situations and achieving win - win solutions.
- Developing strategic partnerships and growing coaching networks.
- Highly adaptive coaching style that resonates with diverse audiences.

Challenges & Areas for Improvement

- Needs to develop clear coaching models that go beyond networking and influence.
- Must balance charisma and intuition with structured coaching methodologies.
- Should focus on creating repeatable systems to measure coaching impact.
- Needs to avoid distractions and overcommitment in multiple ventures.

Coaching Competency Growth Plan

- **Action:** Develop scalable coaching frameworks and structured negotiation strategies.
- **Accountability:** Implement goal - setting and measurable client success tracking.
- **Execution:** Focus on repeatable coaching methodologies that deliver long - term results.
- **Sustainability:** Learn to balance opportunity - driven coaching with structured growth planning.

Real-World Coaching Success Stories

Notable Coaches Who Embody This Profile

- **William Ury** – Co - author of *Getting to Yes*, Ury is a global expert in negotiation and mediation, coaching leaders and organizations on how to build trust, navigate conflicts, and create win - win situations.
- **Chris Voss** – Former FBI hostage negotiator and author of *Never Split the Difference*, Voss teaches negotiation tactics based on empathy, tactical persuasion, and active listening - hallmarks of a great Negotiator.



- **Marshall Goldsmith** – One of the most sought - after executive coaches, Goldsmith specializes in coaching leaders to navigate complex interpersonal dynamics, executive presence, and behavioral change.
- **Indra Nooyi** – The former PepsiCo CEO led with diplomacy, balancing diverse perspectives, and fostering alignment between corporate and societal goals - an example of high - level negotiation in leadership.

Successful Negotiators combine influence with structured execution to maximize their coaching impact.

The Terri Vincent Approach: Competency Coaching in Action

What Makes This Approach Unique?

- Focuses on leveraging influence while ensuring structured coaching models.
- Encourages Negotiators to balance deal-making with sustainable coaching practices.
- Provides repeatable coaching frameworks that integrate influence and measurable results.

Applying This Approach to Your Coaching Practice

1. Develop negotiation coaching frameworks that ensure structure.
2. Create measurable client success metrics to track progress.
3. Leverage partnerships and business strategies for long - term growth.
4. Build scalable coaching models that blend influence with execution.



Next Steps & Implementation Plan

This section provides a clear 90 - day action plan to enhance coaching effectiveness:

- Develop structured coaching models that go beyond intuition and influence.
- Expand strategic coaching partnerships to scale business impact.
- Enhance leadership coaching techniques with measurable progress tracking.
- Refine personal coaching philosophy to sustain long - term influence and credibility.

Final Thoughts: Unlocking Your Full Coaching Potential

The Negotiator is a powerful force in influence - based coaching. By combining relationship-building, structured coaching, and strategic execution, they create a lasting coaching legacy. To achieve true coaching mastery, Negotiators must develop scalable systems, frameworks, and coaching methodologies while maintaining their natural ability to build trust and foster connections.

Notes

Exploring The Competency Coach Landscape

The Competency Coach DNA Blueprint is built upon two key frameworks: the Four Coaching Flows and the Eight Coaching Profiles. These elements define the way coaches naturally operate, engage with clients, and create impact. By understanding these dynamics, you can align your coaching approach with your innate strengths, refine your development areas, and elevate your overall effectiveness.

The Four Coaching Flows

What's Your Coaching Flow?



Each coach operates within a dominant Coaching Flow, shaping their thinking, leadership style, and engagement with clients. These flows align with the natural elements, Fire, Air, Earth, and Water, each representing a core coaching approach.

Catalyst Coaching Flow (Air Element)

Catalysts are bold, action-driven, and transformation-oriented coaches. They excel in high-energy environments and specialize in helping clients make rapid breakthroughs. Their coaching style is dynamic, direct, and focused on pushing individuals beyond their comfort zones.

- **Key Strengths:** High-energy, visionary, fearless in disruption.
- **Challenges:** Can move too fast, overlooking long-term stability.
- **Best Coaching Style:** Transformational coaching, business acceleration, performance coaching.

The Communicator Coaching Flow (Fire Element)

Communicators thrive on connection, storytelling, and influence. These coaches build trust through dialogue, engagement, and inspiration, making them effective in leadership, public speaking, and brand-building. They help clients reframe challenges and unlock new perspectives through conversation.

- **Key Strengths:** Charismatic, emotionally engaging, highly intuitive in communication.
- **Challenges:** Can rely too much on connection, needing to balance with structure.
- **Best Coaching Style:** Leadership coaching, brand storytelling, executive coaching.

Rhythmic Coaching Flow (Earth Element)

They are stable, methodical, and process-driven coaches who bring structure, clarity, and accountability to their clients. They ensure consistent progress, provide step-by-step guidance, and help clients implement long-term success frameworks.

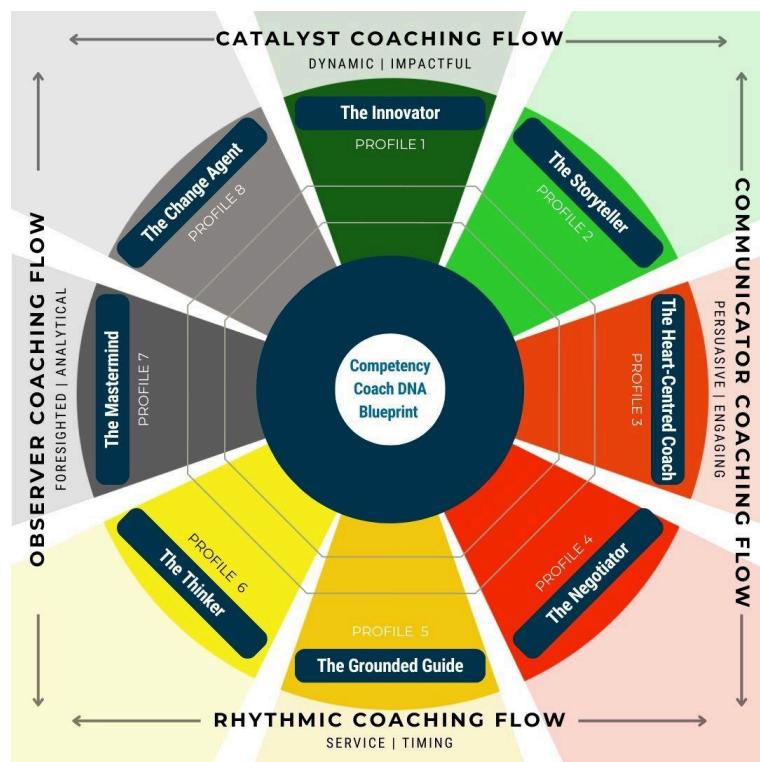
- **Key Strengths:** Reliable, process-driven, detail-oriented.
- **Challenges:** Can struggle with adaptability in chaotic situations.
- **Best Coaching Style:** Systems coaching, operational leadership, personal productivity coaching.

Observer Coaching Flow (Water Element)

They are observant planners, long-term thinkers, and highly analytical. They help clients map out sustainable strategies, optimize systems, and create structured success roadmaps. Their coaching style is based on clarity, precision, and data-driven decision-making.

- **Key Strengths:** Future-focused, structured, deeply strategic.
- **Challenges:** Can overanalyze and hesitate to take immediate action.
- **Best Coaching Style:** Business strategy coaching, career planning, leadership coaching.

The Eight Coaching Profiles



Profile 1 - The Innovator

(Fire Element, Catalyst Coaching Flow)

The Innovator thrives on bold action, transformation, and disruption. These coaches excel in high-intensity environments, pushing clients toward



breakthroughs. They are best suited for clients who need fast-paced change, rapid decision-making, and a push beyond their comfort zone.

 **Strengths:** Fearless, high-energy, breakthrough-driven, challenges norms.

 **Challenges:** May struggle with patience, structure, or long-term planning.

 **Ideal Coaching Style:** Transformational coaching, business acceleration, performance coaching.

Profile 2 - The Storyteller

(Fire Element, Catalyst-Communicator Coaching Flow)

The Storyteller is a master communicator, engaging and inspiring clients through the power of narrative. They excel at helping clients shift perspectives, build confidence, and find their voice. Their natural charisma makes them ideal for public speaking, coaching through influence, and leadership development.

 **Strengths:** Charismatic, emotionally engaging, excellent at shifting perspectives.

 **Challenges:** May focus too much on inspiration without clear action steps.

 **Ideal Coaching Style:** Leadership coaching, brand storytelling, communication coaching.

Profile 3 - The Heart-Centred Coach

(Air Element, Communicator Coaching Flow)

The Heart-Centred Coach leads with empathy, emotional intelligence, and deep connection. Their coaching is intuitive and highly personal, creating profound inner transformation for clients. They work best with those who need alignment, purpose, or emotional growth.

 **Strengths:** Compassionate, deeply connected, emotionally intelligent.

 **Challenges:** May take on too much emotional weight, struggles with detachment.

 **Ideal Coaching Style:** Life coaching, purpose-driven coaching, emotional intelligence coaching.



Profile 4 - The Negotiator

(Air Element, Communicator-Rhythmic Coaching Flow)

The Negotiator is a diplomatic and fair-minded coach, skilled at balancing perspectives, navigating conflict, and fostering collaboration. They help clients find clarity, resolve challenges, and create win-win solutions. This profile excels in executive coaching, team coaching, and leadership mediation.

 **Strengths:** Diplomatic, balanced, skilled at navigating complexity.

 **Challenges:** May hesitate when making tough decisions or struggle with assertiveness.

 **Ideal Coaching Style:** Executive coaching, team coaching, conflict resolution coaching.

Profile 5 - The Grounded Guide

(Earth Element, Rhythmic Coaching Flow)

The Grounded Guide ensures stability, structure, and long-term consistency in coaching. They provide practical, results-oriented coaching that keeps clients focused, accountable, and organised. Ideal for those who need routine, systems, and structured guidance.

 **Strengths:** Reliable, process-driven, keeps clients accountable.

 **Challenges:** May resist change, struggle with flexibility in unpredictable situations.

 **Ideal Coaching Style:** Systems coaching, operational leadership, habit formation coaching.

Profile 6 - The Thinker

(Earth Element, Rhythmic-Observer Coaching Flow)

The Thinker is a strategic problem-solver, relying on logic, analysis, and data-driven decision-making. They excel at helping clients gain clarity, make rational choices, and develop precise action plans. Best for those who thrive on structure, analysis, and evidence-based solutions.



 **Strengths:** Analytical, detail-focused, excellent problem-solving skills.

 **Challenges:** May struggle with emotional coaching aspects or overanalyze decisions.

 **Ideal Coaching Style:** Business strategy, performance analytics, decision-making coaching.

Profile 7 - The Mastermind

(Water Element, Observer Coaching Flow)

The Mastermind is a visionary strategist, excelling in long-term thinking and big-picture planning. They help clients build sustainable success, design future-proof strategies, and create impactful leadership roadmaps. This profile is best for high-level professionals, entrepreneurs, and leaders.

 **Strengths:** Future-focused, highly structured, deeply strategic.

 **Challenges:** May over-plan without immediate execution or resist adaptability.

 **Ideal Coaching Style:** Business coaching, leadership development, high-level mentoring.

Profile 8 - The Change Agent

(Water Element, Observer-Catalyst Coaching Flow)

The Change Agent is obsessed with mastery, refinement, and optimisation. They are constantly improving coaching methodologies, testing new approaches, and perfecting processes. Their coaching is highly structured, research-backed, and performance-driven.

 **Strengths:** Precision-focused, always improving methods, deeply committed to excellence.

 **Challenges:** May struggle with flexibility, be overly critical of imperfections.

 **Ideal Coaching Style:** Skill-based coaching, business process optimisation, performance coaching.

Things To Consider

The Four Coaching Flows and Eight Coaching Profiles create a dynamic model that allows coaches to align with their natural strengths, refine their strategies, and optimize their impact. By understanding where you fit within this framework, you gain the ability to:

- Leverage your strengths** to maximize your coaching success.
- Identify potential blind spots** and refine your approach.
- Align with the right clients** and create greater transformation.
- Develop a long-term coaching roadmap** tailored to your unique flow.

This is your opportunity to step into your highest coaching potential, using a methodology designed to enhance both your personal success and the success of those you coach. Let's dive in and explore your Coaching Flow and Profile!

Notes

