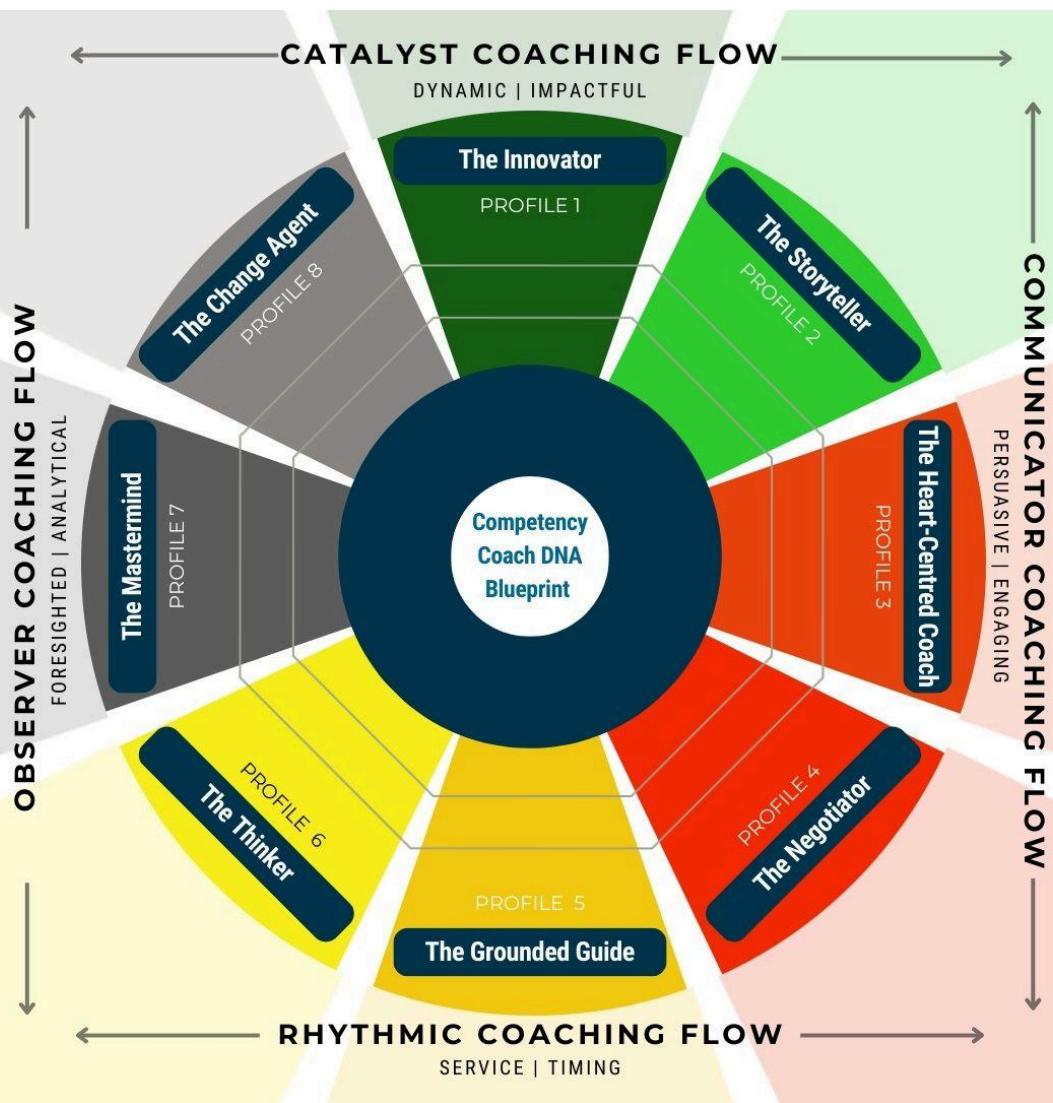


Competency Coach DNA Blueprint

"Master Your Coaching Flow, Elevate Your Impact"



**Your Coaching Profile:
The Thinker**

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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>

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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.

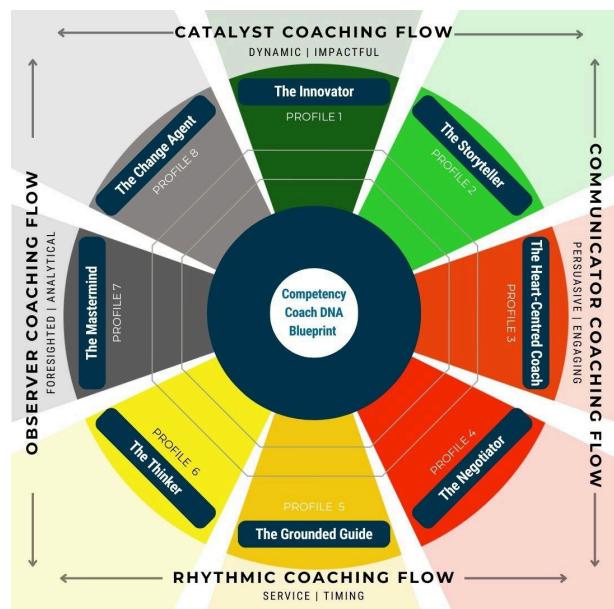
Rhythmic Coaching Flow (Earth Element)

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 Thinker

(Earth Element, Rhythmic-Observer Coaching Flow)

Introduction to Coaching Competency

Why Coaching Competency Matters



The Thinker is a detail-oriented, analytical, and highly strategic coach who thrives on precision, logical reasoning, and structured problem-solving. These coaches are meticulous planners, ensuring that their coaching clients develop clear, actionable, and measurable success strategies. Their ability to identify risks, assess outcomes, and create scalable solutions makes them essential for clients who need long-term success frameworks and data-driven

decision-making.

However, a key challenge for the Thinker is balancing analysis with action. While they excel at deep research and structured planning, they may hesitate to take risks or act without complete certainty. Mastering coaching competency for the Thinker requires a blend of structured thinking, practical execution, and adaptability to change.

Understanding The Rhythmic-Observer Coaching Flow

Defining The Rhythmic-Observer Coaching Flow

The Rhythmic-Observer Coaching Flow, aligned with the Earth Element, focuses on stability, data-driven analysis, and structured execution. These coaches thrive in environments that require careful planning, strategic decision-making, and well-organized coaching frameworks.

Key Characteristics of The Rhythmic-Observer Coaching Flow

- Highly structured and detail-oriented, thrives on logical planning.
- Exceptional at identifying risks and minimizing uncertainties.
- Strong ability to build long-term coaching frameworks.
- Provides measured guidance, ensuring clients stay aligned with their goals.

Thinkers are naturally inclined toward executive coaching, strategic consulting, financial advisory, and systems-based coaching approaches. To maximize their coaching effectiveness, they must refine their ability to balance detailed planning with dynamic adaptability.

Discovering Your Coaching Profile

Core Traits & Natural Strengths

- Analytical and data-driven, excellent at research and structured problem-solving.
- Highly disciplined and methodical, ensures precision in coaching strategies.
- Reliable and trustworthy, clients depend on their rational, fact-based approach.
- Works best in structured environments where logic and planning are prioritized.
- Excellent at financial, operational, and strategic coaching.

Key Challenges & Development Areas

- Can be overly cautious, hesitant to take risks without extensive data.
- Needs to balance detailed planning with execution and adaptability.
- Can struggle with spontaneity and fast-paced decision-making.



- Must develop stronger interpersonal and emotional intelligence skills to build deeper client connections.

Ideal Coaching Environments

The Thinker thrives in environments that require structured coaching, data-driven decision-making, and careful risk assessment.

Best suited for:

- Strategic leadership coaching and business consulting.
- Financial coaching, investment advisory, and risk management.
- Operational and systems-based coaching for organizations and teams.

Ideal Clients

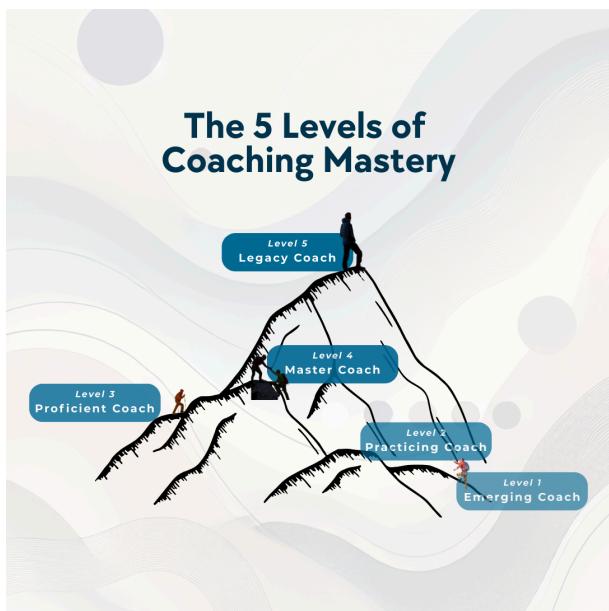
The Thinker works best with individuals who require structure, data-driven insights, and methodical coaching approaches. These include:

- CEOs, executives, and business owners looking for clear strategic frameworks.
- Financial professionals and analysts needing data-backed decision-making support.
- Teams that require structured problem-solving and systems thinking.



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 Thinker involves transitioning from inspiration to execution mastery. A successful Thinker must learn to balance creativity with structure, ensuring they can deliver sustainable transformation.

Strengths, Challenges & Growth Plan

Strengths to Leverage

- Providing logical, well-structured coaching plans.
- Helping clients minimize risks and maximize efficiency.
- Ensuring coaching decisions are backed by data and research.
- Creating long-term strategic roadmaps that drive sustainable success.



Challenges & Areas for Improvement

- Needs to balance structure with flexibility in coaching sessions.
- Must avoid overanalyzing situations at the expense of timely action.
- Should integrate interpersonal coaching techniques to enhance client engagement.
- Needs to develop confidence in making decisions without complete certainty.

Coaching Competency Growth Plan

- Action: Develop decision-making models that incorporate both analysis and action.
- Accountability: Implement progress-tracking systems to measure coaching success.
- Execution: Focus on streamlining decision-making processes for clients.
- Sustainability: Learn to embrace uncertainty and encourage calculated risk-taking.

Real-World Coaching Success Stories

Notable Coaches Who Embody This Profile

- **Benjamin Graham** – Considered the father of value investing, Graham's methodical approach to analyzing data and mitigating risk is characteristic of the Thinker.
- **Elon Musk** – Though known for innovation, Musk is an analytical thinker at heart, approaching problem-solving with deep research, structured engineering, and relentless optimization.
- **Seth Godin** – A master strategist in marketing, Godin applies data-driven decision-making and logical frameworks to help businesses stand out in crowded industries.



- **Michael Gerber** – Author of *The E-Myth*, Gerber teaches small business owners how to implement systems, structures, and logical processes to create sustainable success.

Successful Thinkers combine structured coaching with practical execution to create lasting results.

The Terri Vincent Approach: Competency Coaching in Action

What Makes This Approach Unique?

- Focuses on logical coaching strategies with actionable insights.
- Encourages Thinkers to balance structured planning with real-time decision-making.
- Provides repeatable coaching frameworks that integrate data and measurable results.

Applying This Approach to Your Coaching Practice

1. Develop strategic coaching blueprints that incorporate analytical thinking.
2. Create performance-tracking systems to ensure measurable success.
3. Refine personal coaching philosophy to integrate structure and adaptability.
4. Build scalable coaching methodologies to enhance long-term impact.

Next Steps & Implementation Plan

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

- Develop structured coaching models for improved analytical decision-making.
- Expand leadership coaching techniques with measurable progress tracking.



- Enhance coaching efficiency through structured systems and processes.
 - Refine long-term coaching strategies to ensure adaptability and growth.

Final Thoughts: Unlocking Your Full Coaching Potential

The Thinker is a powerful force in strategic, data-driven coaching. By combining logical analysis, structured coaching, and problem-solving expertise, they create a coaching legacy. To achieve true coaching mastery, Thinkers must develop scalable systems, coaching frameworks, and methodologies while maintaining their ability to provide structured and methodical coaching solutions.

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.

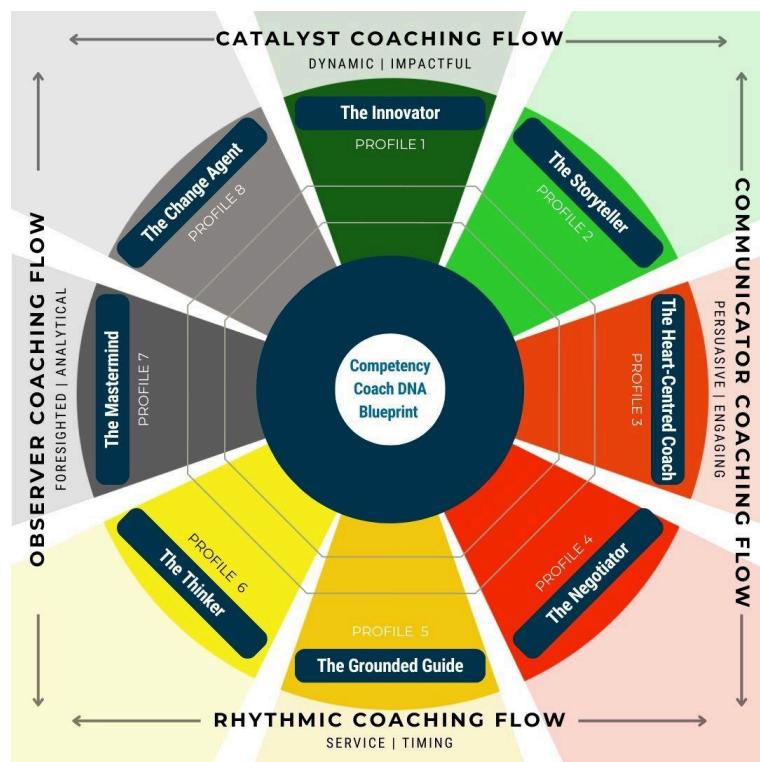
- **Key Strengths:** Reliable, process-driven, detail-oriented.
- **Challenges:** Can struggle with adaptability in chaotic situations.
- **Best Coaching Style:** Systems coaching, operational leadership, personal productivity coaching.

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 an observant 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

