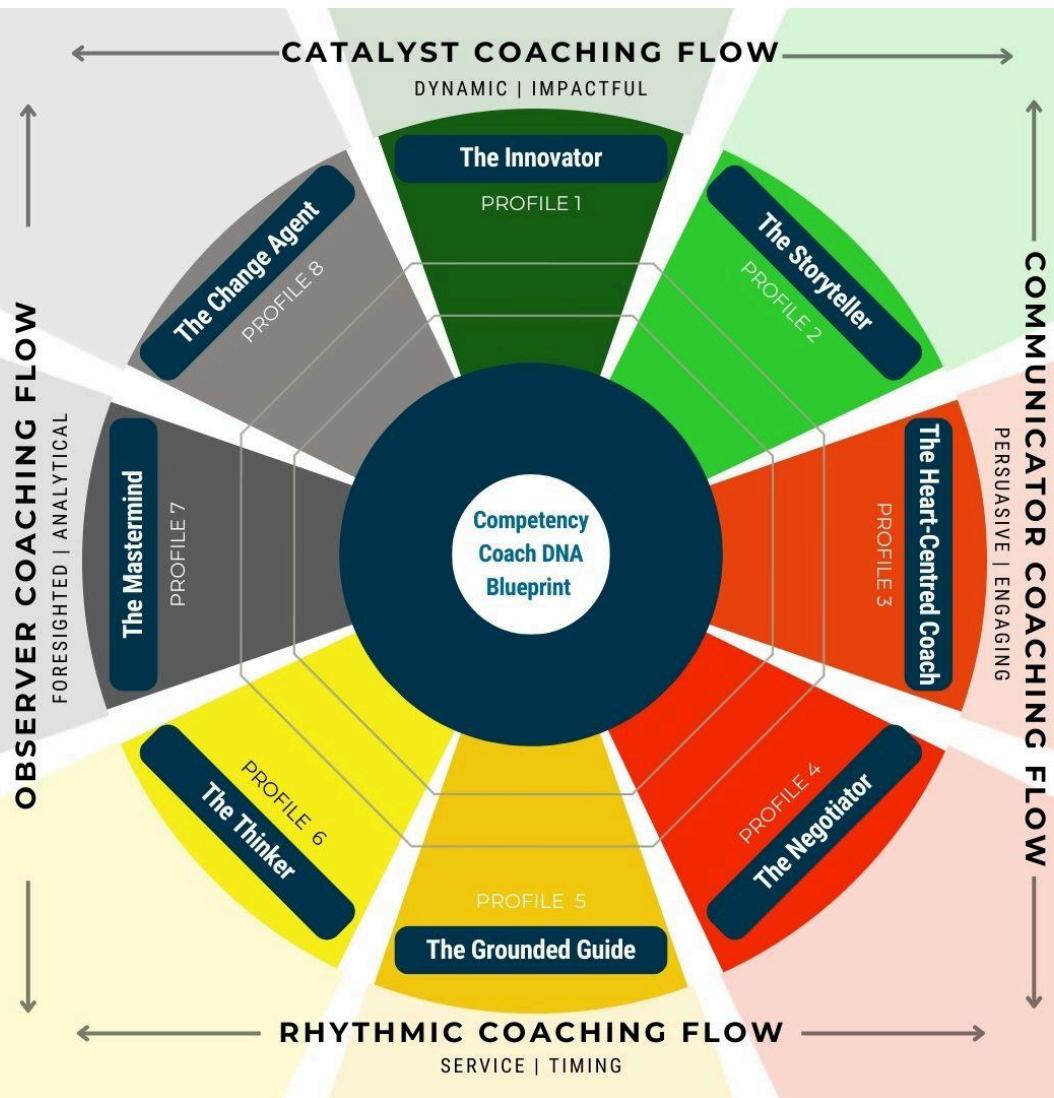


Competency Coach DNA Blueprint

"Master Your Coaching Flow, Elevate Your Impact"



**Your Coaching Profile:
The Change Agent**

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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



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.

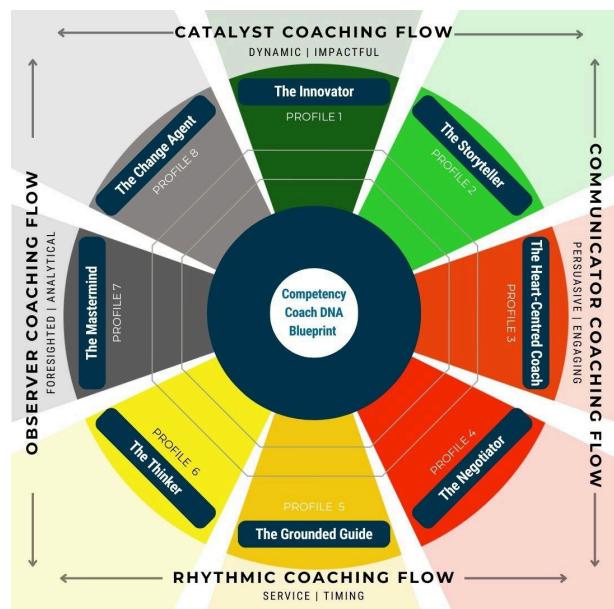
Rhythmic Coaching Flow (Earth Element)

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)

Oversight, 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 Change Agent

(Water Element, Observer-Catalyst Coaching Flow)

Introduction to Coaching Competency

Why Coaching Competency Matters



The Change Agent is a highly analytical, system-focused, and efficiency-driven coach who thrives on improving existing systems, refining processes, and designing smarter ways to achieve success. These coaches are perfectionists who aim to optimize every detail, ensuring that clients maximize efficiency, reduce waste, and operate at peak performance. Their ability to engineer solutions, automate processes, and enhance workflow

makes them invaluable to clients looking for precision coaching, operational excellence, and strategic process improvement.

A key challenge for the Change Agent is balancing efficiency with adaptability. While they excel at creating and refining systems, they must ensure that their coaching approach is not overly rigid or impersonal. Mastering coaching competency for the Change Agent requires a blend of structured thinking, continuous improvement, and the ability to engage with the human side of coaching.

Understanding The Strategist-Catalyst Coaching Flow

Defining The Observer-Catalyst Coaching Flow

The Observer-Catalyst Coaching Flow, aligned with the Water Element, focuses on precision, process optimization, and engineering high-performance strategies. These coaches thrive in environments that require structured innovation, meticulous planning, and operational efficiency.

Key Characteristics of The Observer-Catalyst Coaching Flow

- Highly systematic and detail-oriented, thrives on improving processes.
- Exceptional at identifying inefficiencies and engineering solutions.
- Strong ability to refine, automate, and optimize coaching frameworks.
- Provides measured and precise guidance, ensuring clients stay aligned with performance goals.

Change Agents are naturally inclined toward business systems coaching, operational strategy, technology consulting, and performance-based coaching. To maximize their coaching effectiveness, they must refine their ability to balance perfectionism with flexibility and interpersonal engagement.

Discovering Your Coaching Profile

Core Traits & Natural Strengths

- Analytical and problem-solving oriented, exceptional at fine-tuning strategies.
- High attention to detail, ensuring precise and effective solutions.
- Process-driven and structured, prefers structured approaches over ambiguity.
- Thinks long-term, ensuring sustainability and efficiency in coaching models.



- Works best in environments that require structure, precision, and systematic improvement.

Key Challenges & Development Areas

- Can be too rigid and focused on perfection, making adaptability a challenge.
- Needs to balance technical expertise with emotional intelligence in coaching relationships.
- Can struggle with delegating tasks and trusting others to implement solutions.
- Must develop stronger interpersonal skills and communication techniques to build rapport.

Ideal Coaching Environments

The Change Agent thrives in environments that require structured coaching, process optimization, and data-driven decision-making.

Best suited for:

- Operational strategy coaching, technology consulting, and performance optimization.
- Business efficiency coaching, workflow design, and structured leadership coaching.
- Corporate advisory, executive training, and process-driven coaching programs.

Ideal Clients

The Change Agent works best with individuals who value efficiency, precision, and data-driven coaching models. These include:

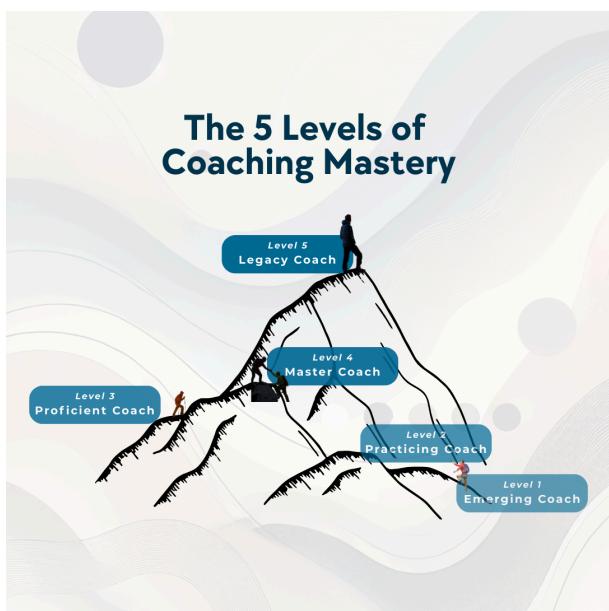
- CEOs, executives, and business owners looking to refine processes and improve efficiency.



- Technology professionals and systems strategists seeking structured coaching solutions.
- Teams that require workflow optimization and performance-based strategies.

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

Strengths, Challenges & Growth Plan

Strengths to Leverage

- Providing structured, efficiency-driven coaching models.
- Helping clients streamline operations and maximize performance.
- Ensuring coaching decisions are backed by logic, research, and measurable results.
- Creating long-term strategic roadmaps for sustained client success.

Challenges & Areas for Improvement

- Needs to balance efficiency with adaptability and client-centered coaching.
- Must avoid overanalyzing and delaying decisions due to perfectionism.
- Should integrate stronger interpersonal coaching techniques to build rapport.
- Needs to develop strategies to connect with clients on an emotional level.

Coaching Competency Growth Plan

- **Action:** Develop coaching programs that combine structure with flexibility.
- **Accountability:** Implement goal-setting frameworks with clear performance tracking.
- **Execution:** Focus on streamlining coaching methodologies for optimized client success.
- **Sustainability:** Learn to balance structured systems with adaptable leadership coaching.



Real-World Coaching Success Stories

Notable Coaches Who Embody This Profile

- **Jeff Bezos** – A systems builder, Bezos created Amazon's efficiency-driven operations model, reflecting the Change Agent's focus on optimization and continuous improvement.
- **Mark Zuckerberg** – A master at engineering systems and iterating technology, Zuckerberg approaches leadership with a focus on refining and optimizing digital ecosystems.
- **Elon Musk** – As a hybrid of Creator and Change Agent, Musk is deeply involved in building, perfecting, and scaling highly complex systems.
- **Sam Walton** – Founder of Walmart, Walton pioneered systematized retail logistics, using data and process-driven thinking to optimize supply chains and business operations.

Successful Change Agents combine structured coaching with dynamic execution to drive long-term impact.

The Terri Vincent Approach: Competency Coaching in Action

What Makes This Approach Unique?

- Focuses on logical coaching strategies with a structured, system-based approach.
- Encourages Change Agents to blend problem-solving with leadership and adaptability.
- Provides repeatable coaching frameworks that integrate precision and measurable results.



Applying This Approach to Your Coaching Practice

1. Develop structured coaching programs that integrate process optimization.
2. Create performance tracking systems to measure coaching success.
3. Refine personal coaching philosophy to integrate efficiency with flexibility.
4. Build scalable coaching methodologies to enhance long-term client impact.

Next Steps & Implementation Plan

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

- Develop structured coaching models for improved efficiency and optimization.
- Expand leadership coaching techniques with measurable progress tracking.
- Enhance coaching efficiency through systemized strategies and operational improvements.
- Refine long-term coaching methodologies to ensure adaptability and growth.

Final Thoughts: Unlocking Your Full Coaching Potential

The Change Agent is a powerful force in structured, efficiency-driven coaching. By combining process optimization, strategic leadership, and system-based coaching methodologies, they create a coaching legacy. To achieve true coaching mastery, Change Agents must develop scalable coaching frameworks, structured methodologies, and long-term efficiency strategies while maintaining their ability to optimize and lead with precision.



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.

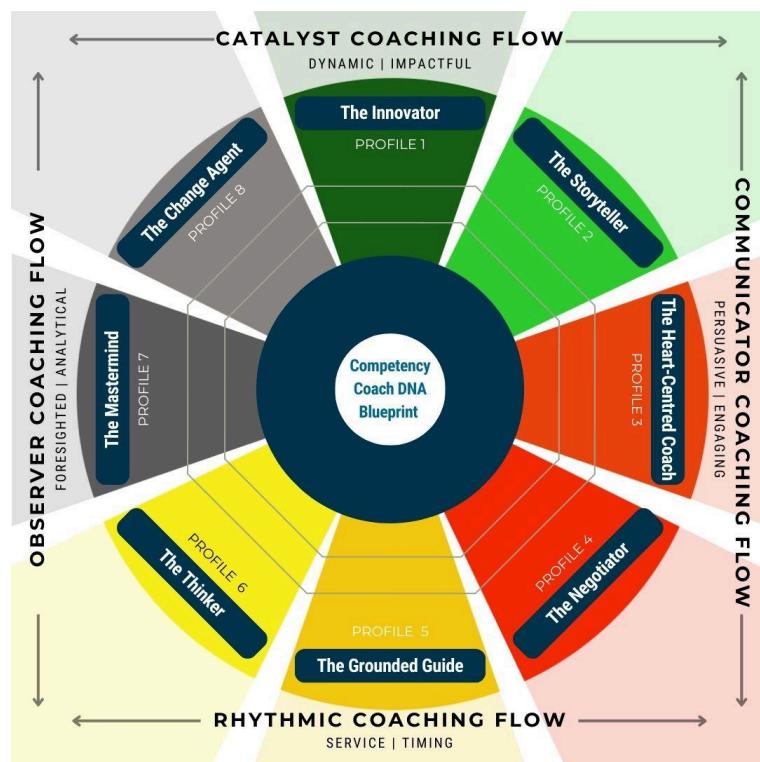
- **Key Strengths:** Reliable, process-driven, detail-oriented.
- **Challenges:** Can struggle with adaptability in chaotic situations.
- **Best Coaching Style:** Systems coaching, operational leadership, personal productivity coaching.

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