

because they know I'm not trying to push cookie-cutter stuff that I force on everyone. I also ask a lot of insightful questions that demonstrate my expertise, which reassures the client that they've got someone in the room who can help them. That relieves a lot of anxiety for them. I had that experience myself a few months ago. My knee had been bothering me so I went to a doctor. During the examination he asked me if it hurt a lot when I flexed my foot a certain way. As soon as he asked that question I knew I had the right doctor, because when my foot was in that position it hurt like hell. I want my clients to have that same 'aha' experience that I'm the expert who knows exactly how to solve their problem and that I have experience with what is ailing them. That feeling deepens the trust I've started to create, which is something of great value to both my clients and me."

2. Fosters alignment

"During the exploratory phase I'm trying to foster alignment, because to move the relationship forward in any meaningful way you have to be on the same page. I find it helpful to see if we can agree on two points. Point A is where the client is now. Point B is where the client wants to go. To establish Point A, I'll