

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