

## READING #12: EVOKING TRANSFORMATION

It takes strength and muscle to be the most effective Co-Active® Coach you can be, and one important step is **OWNING** your own authenticity and range as a coach.

Where are you now in your identity as a Co-Active® Coach? What is between you and seeing yourself fully in this new role? How will you acknowledge who you have been as you have grown and developed as a coach and a human being over these past several months? What does this have to do with how you are with your clients?

We call forth the magnificence of our client with acknowledgment and championing. These things are not about the client feeling good. They are about the client being known and grown. Using these skills effectively creates posture for your client, standing tall, and a bigger space for them to expand into. Where are you expanding into?

Just as we co-create with our clients through Co-Active® Coaching, each of us co-creates our world with our thoughts, our actions, our dreams and visions. As we focus our energy and conscious thought to what we want to create, rather than what we don't want, or what we want to move away from, our vision expands and more becomes possible. Where is your conscious attention? Which part of you is guiding your thoughts and actions? Your Captain or your Saboteur? Here is an old story, the Tale of Two Wolves. One version goes like this:

*One evening an old Cherokee told his grandson about a battle that goes on inside people. He said, "My son, the battle is between 2 "wolves" inside us all.*

*One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego.*

*The other is Good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith."*

*The grandson thought about it for a minute and then asked his grandfather: "Which wolf wins?"*

*The old Cherokee simply replied, "The one you feed."*


*Which wolf do you feed regularly? What are some practices you might take on to continue to feed the "Good" wolf?*

At this point in your Certification Program, you are probably quite aware of both of those wolves, and the impact that they have in evoking your own transformation. Living the Co-Active® Way calls us forward to include our whole selves, and also to be at choice about who gets to run our lives, so that we can continue to become our most magnificent selves. Coaching is ultimately about being of service, and when we bring our best selves to this role, we have the most range available to serve our clients, ourselves and the world.

IN THE SERVICE OF LIFE by Rachel Naomi Remen. M.D., adapted from a talk given at a conference of the Institute for Noetic Sciences in July, 1995, and reprinted in the Noetic Sciences Review, Spring 1996:

*In recent years the question HOW CAN I HELP? has become meaningful to many people. But perhaps there is a deeper question we might consider. Perhaps the real question is not how can I help? but HOW CAN I SERVE?*

*Serving is different from helping. Helping is based on inequality: it is not a relationship between equals. When you help you use your own strength to help those of lesser strength. If*



*I'm attentive to what's going on inside of me when I'm helping, I find that I'm always helping someone who's not as strong as I am, who is needier than I am. People feel this inequality. When we help we may inadvertently take away from people more than we could ever give them: we may diminish their self-esteem, their sense of worth, integrity and wholeness. When I help I am very aware of my own strength. But we don't serve with our strength, we serve with ourselves. We draw from all of our experiences. Our limitations serve, our wounds serve, even our darkness can serve. The wholeness in us serves the wholeness in others and the wholeness in life. The wholeness in you is the same as the wholeness in me. Service is a relationship between equals.*

As you enter this next chapter of your story as a coach, a chapter that you are dreaming even as you read this, what are the possibilities that you are committed to? What dreams will you bring into being as a Certified Professional Co-Active® Coach? What is the impact you will make in your own life, in the lives of those you love, in your community? What is the unique contribution that you will make?