



# FEARS AND PLEASURES CAN INSPIRE CHANGES

*"Levers help induce, drive, or empower change. Use your coachee's fears and pleasures as positive and negative leverage to create awesome change in their lives."*

When will people change? What stops people from changing? Polls conducted at various impact coaching sessions throughout Asia Pacific indicate that fear or the perception of fear or loss, is the number one reason why people avoid change.

## Action is the Antidote

The antidote to fear is action: by effectively employing appropriate quantities of pain or perceived pain, and pleasure or perceived pleasure, an awesome impact coach can effectively and eloquently steer the coachee towards the desired results.

As an awesome impact coach, one of the main objective in working with or empowering a coachee is to help identify the key levers that can induce, drive or empower change. By understanding the levers of the individual, the coach can act as an agent of change for the coachee.

## Pain & Pleasure

Most human beings would do almost anything to avoid pain or perceived pain. If a coach knows about coachee's fears, such as a fear of loss or a fear of failure, the coach can ask questions that leverage on these fears to create certainty, motivation and inspiration towards the desired behaviours. Alternatively, undesirable behaviours can be curtailed. In the same way, pleasure or perceived pleasure can also be utilised as a motivator or positive association for the coachee and can help the coachee to move towards the desired outcome.

## Quitting Smoking

For example, if an employee wishes to quit smoking, a coach may ask, "Is there anything in your life that you love more than smoking?" If the employee responds, "Yes, my children," the coach may then use the children as a change instrument to get the employee to change or alter his or her smoking behaviour. A possible change-inducing question could be: "Do you want to see your children grow up?" or "Does smoking increase or decrease your chances of seeing the wedding of your child?"

For a positive association, the coach may ask a series of questions: "How would it feel to be healthier?" "Have you ever been healthier?" "As a healthier person, would you be a smoker or a non-smoker?" "And as a non-smoker, how would that make you feel and what would you look like?" These questions can be utilised to tap into the experiences of the employee and can act as a magnet for the new and empowering behaviour.

## Key Principles of Peak Performance

Positive and negative associations such as pleasure and pain are key principles of peak performance coaching. This is often referred

to as positive and negative leverage: pleasure and pain, and reward and punishment. We use these associations daily, often subconsciously, to substantiate action or non-action. As a catalyst of change, an awesome impact coach can utilise the principles of positive and negative leverage, pain and pleasure, as well as reward and punishment.

## Take Action

If you want to take your coaching to the next level, improve your competency in understanding the levers that make people change. These actions will improve your competency:


### 1) Ask permission:

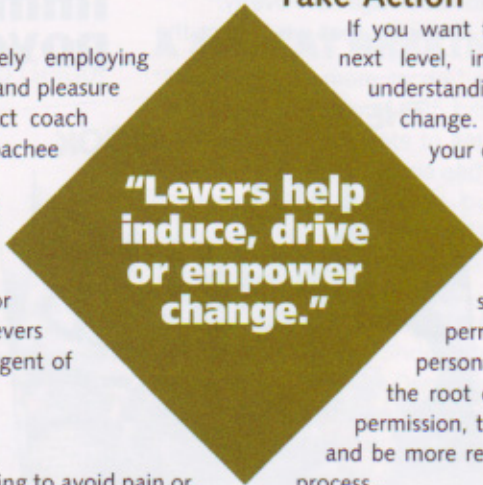
Some questions to gain leverage will result in sensitive answers, so get permission first before asking personal questions in order to get to the root of the matter. By asking their permission, the coachee will often open up and be more receptive to starting the change process.

### 2) Be brave:

Tough questions can make you feel uncomfortable. Take a deep breath, stay connected and remain grounded. Keep in mind where you want to go and what is the desired outcome of the coaching session.

### 3) Confirm and commit:

A coach must get confirmation from the coachee about the shift in reality that has occurred. Confirm the actions that are needed to continue the progress and get a commitment from the coachee to implement one, two or three new actions as part of their change strategy. 



**"Levers help induce, drive or empower change."**



Dave Rogers

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