



Third National Coaching Psychology Symposium

'Leading Coaching Excellence – How to do it'

Out of the dark and into the light

Making the transition from clinical to coaching psychology

Dr. Timothy Sharp

Adjunct Professor (Positive Psychology)

Founder and CHO (Chief Happiness Officer)



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Life's not a spectator sport...and neither is this session!

- But before we get going...



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A few group rules:

- Confidentiality
- Respect each other's comments
- No right or wrong
- Interact
- Have fun!



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Life's not a spectator sport, and neither is this session so imagine you're on a plane...

- What would you ask this person?



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Life's not a spectator sport, and neither is this session so imagine you're on a plane...

- What would you ask this person?
- I'll try to answer these questions...
- ...but if you turn your questions into statements...



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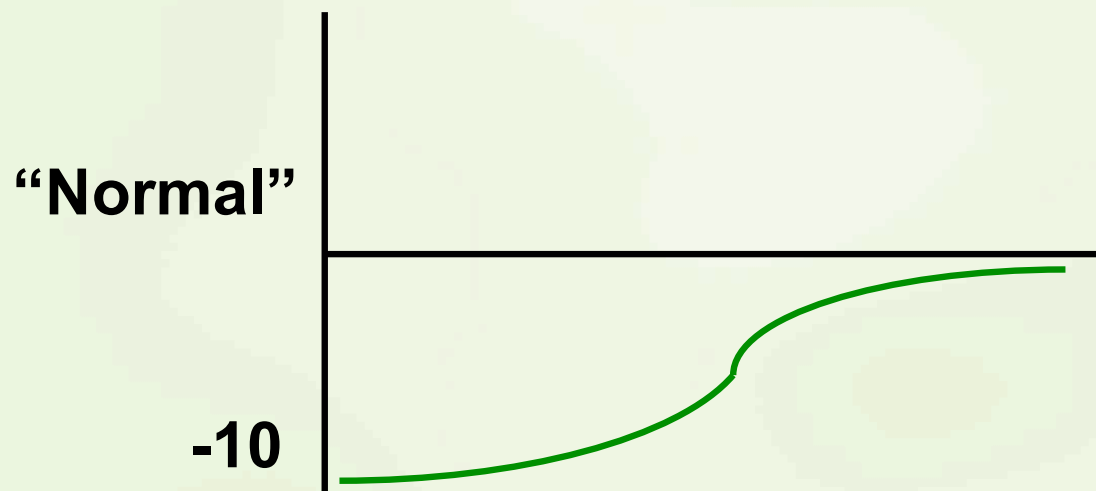
A personal story...

- B.Sc.(Hons), M.Psychol, Ph.D.
- RNSH
- Private practice
- DTSA



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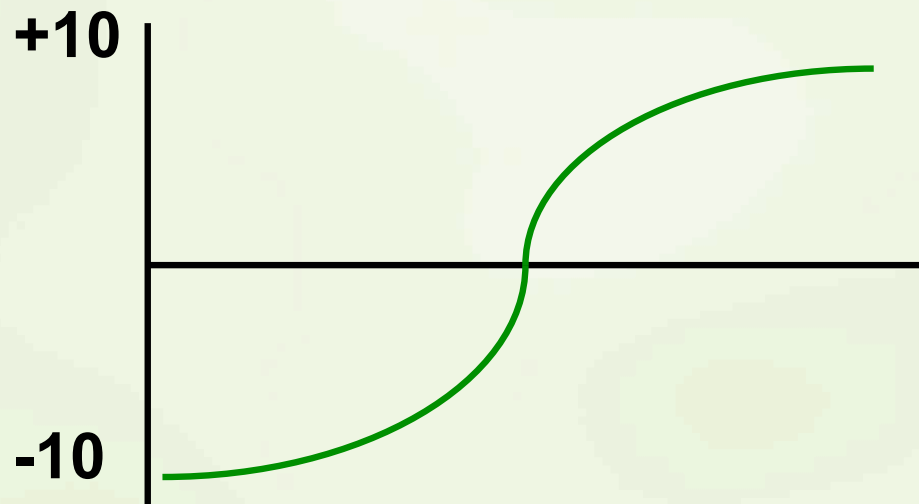




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Playing above the line





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A personal story continued...

- Sharp & Co – executive coaches
- The Happiness Institute



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What did I learn along the way?

- Be clear
- Practice what you preach
- Develop resilience
- Build strong networks (especially in areas of need)
- Go with your strengths
- Have fun



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Be clear about...

- Your purpose and goals
- Your clients and their goals
- What's working professionally
- What's working financially
- How you're going to market and develop your business



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But before proceeding, beware...

- Black and White Thinking
- Overgeneralising etc

Are coaching and therapy totally separate, mutually exclusive domains?

- From a client perspective? From a marketing perspective?



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Practice what you preach

- What do you coach your clients but not practise yourself?
- To what extent have you developed clear plans for your future and for overcoming future obstacles?
- To what extent do you utilise proven psychological strategies?
- What do you need to learn?



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Build strong networks...

...because you can't do it all on your own

- Who else might be able to help you?
- Where are you weakest?
- How can you overcome this?
- From whose expertise could you benefit?
- Where do you look for support and is this enough?



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Where do you excel?

- Where and when are you at your best?
- How's this likely to help you build a successful coaching practice?



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Now although there might appear to be much to consider...

- I'm confident most of you already have many pieces of the puzzle in place



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Clinical Skills relevant to coaching

- Rapport/relationship building
- Assessment and behavioural analysis
- Socratic questioning
- Motivational interviewing
- Cognitive and Behaviour change strategies
- and more!



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New Coaching Skills (what can we learn from...)

- Appreciative Inquiry & Positive Deviance
- Finding meaning and purpose
- Physical health movement
- Building optimism (and resilience)
- Developing positive relationships
- Building on strengths
- Having fun and playing



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Additional Marketing Ideas & Considerations

- What do you call yourself/your practice?
- What do you call you patients/clients?
- What do you call your services?

- And how do you differentiate all of the above?
- How do you communicate this through PR, media, collateral etc?



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So where to from here?

- Professional development
- Development of content/program/product/resources
- Marketing and Advertising
- Business Development
- Branding
- Professional Networking



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As noted earlier, life’s not a spectator sport...

Describe a positive vision of your ideal coaching practice in which everything is operating & functioning at its best.



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Given that people & organisations tend to move in the direction of those factors on which they focus, what is it you want (or would, in the future, want) more of in your practice?



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Without being modest, what do you think you'll bring to your practice that's unique or special and that will help you achieve your vision?



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What’s **one thing** you can go away and do tomorrow that will take you at least one step closer to your goal of operating a successful coaching practice?



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And finally...

- **Don't forget to have fun**
- **Enjoy yourself**
- **Don't lose sight that what we do is wonderfully important!**



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Thanks you and for more information...

Timothy J. Sharp

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