

***THE ART AND SCIENCE OF COACHING WELLNESS***  
***Stepping Up Your Practice with the Next Evolution in Coaching***

David Krueger MD

**Seminar 1**

**THE WELLNESS REVOLUTION AND THE POWER OF STORY**

**The Power of Story: Premises of Your New Wellness Story™**

1. Plot is the structure, purpose, and pattern of a story.
2. We learn through stories.
3. We each have a personal story with a plot and storylines.
4. A life story contains silent assumptions and emotional scripts.
5. We believe and remember only that which fits our plot.
6. We don't see things as they are—we see things as we are.
7. A story can define possibility.
8. A story can define reality
9. A story can take over the author.
10. Your life is the self-statement, the manifestation of what exists inside you.
11. When you change the way you look at things, the things you look at change.
12. An authentic belief in someone activates their brain to create a state of mind that transcends usual thinking and performance.

**Principles of Facilitating Change**

1. Each person's life story is created.
2. Knowing what not to do is at least as important as knowing what to do.

3. When people create their own answers, they have signed on to invest in the outcome.
4. Change is constant and inevitable; it is the resistance to change that generates most problems.
5. Small changes lead to big changes.
6. Problems, causes, and solutions are not always related or even inter-connected.
7. The benefit of doing more of what is working and less of what is not will become evident and self-perpetuating.
8. You need to know where you're going--goals and strategies.
9. You need the correct paradigm.
10. Decide what you want. Believe it's possible.

### **The Wellness Coach Mindset**

The four cornerstones of Wellness Coaching:

- The client is naturally resourceful, creative, and whole.
  - The professional addresses the entire person and each of these five storylines: Physical, Emotional, Relationship, Spiritual, and Financial.
  - The client sets the agenda, and by doing so, claims ownership of each session and of his life.
  - The professional is the catalyst and guide; the relationship is the crucible for change.
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## **SEMINAR 2.**

### **RECOGNIZE, OWN AND ASSESS YOUR WELLNESS STORY: THE CHOICES OF CHANGE**

#### **STEP 1. RECOGNIZE AUTHORSHIP OF YOUR LIFE STORY**

##### **Four principles in recognizing authorship:**

Principle 1. Our experiences are always consistent with our assumptions.

Principle 2. We don't see things as they are; we see things as we are.

Principle 3. A new story can only occur by living in the present moment.

Principle 4. Our minds seek closure and infer causality, accurate or not.

#### **STEP 2. OWN YOUR STORY**

##### **Beliefs→Behavior→Performance**

Whatever you experience you either create or accept.

1. Point of Reference
2. Recognize Active versus Passive Positions

#### **STEP 3. ASSESS THE STORYLINES AND PLOT**

1. Ideals Assessment
2. Needs Assessment
3. Understand Conflicted and Contradictory Storylines
4. Listen to Your Self-Statements
5. Listen for Repetitions of the Old Story
6. Listen to Your Body

## **STEP 4. DECIDE WHAT TO CHANGE**

How the Brain Opposes Change

1. Change Generates Discomfort.
2. Change Creates Dissonance
3. The Brain is a Prediction Machine.
4. Behavioral Reinforcements Can Backfire
5. Motivation Is Not Essential
6. Emotions Change Brain Functioning

Threat→adrenalin→stress chemical cortisol→function shifts from forebrain

7. Stimulation and Performance
8. Closure to Novelty
9. Neurogenesis: the creation of new brain cells.
10. Neuroplasticity: the brain remodels itself.

### **What neuroscience teaches us about mentoring:**

1. Everyone has prior knowledge that affects how they hear and respond to new information.
2. The prior knowledge is physical, real, and persistent as a neuronal pathway in the brain.
3. If we ignore reality, it will get in the way of new information and change.
4. Partly because it is complex and personal and partly because it is subjective reality, someone is not always aware of his or her prior knowledge.

**Some specific ways to facilitate a change of mind and brain:**

1. Begin where the client is.
2. Help them learn more about what they already know.
3. Highlight positive attributes—existing neuronal networks (natural talents, behaviors, and patterns) to encourage their practice.
4. Don't focus on mistakes. Focus will enhance neuronal etching so it should be on useful habits.
5. Correct mistaken couplings. Understand and build on existing networks.
6. Let sleeping dogs and old unuseful networks lay.
7. Encourage the clients to develop their own metaphors and connections. Stories, analogies, and metaphors create maps.
8. The brain has an intrinsic desire to create novel connections
9. You have to recognize and take ownership of your experience.
10. When we write a new story--and change our minds--we change our brains
11. Give attention to a new experience or a new way of doing things consistently and repetitively.

## **SEMINAR 3**

### **MAP WELLNESS STRATEGIES**

#### **STEP 5. MAP CHANGES IN YOUR WELLNESS STORY**

There are six crucial elements to map change.

1. How to Regulate States of Mind
2. The Power is in the Focus
3. Visualize changes: The Art and Science of a Vision

Recent PET scans (Positron-Emission Tomography) of the brain have confirmed several things about visualization:

- Visualization brings about actual physical changes in the brain
- The brain assimilates a mental picture whether the stimulus is actual from the optic nerve, or imagined; the brain cannot tell the difference between a mental image from an actual image.
- Replays of the visualization (such as repeating the vision of having successfully attained the goal) programs neural networks and neuronal pathways to more strongly etch the experience.
- Mental visualization of a complex movement can actually improve performance.
- PET Scans have also established thoughts result in physical changes in your brain.

4. Insight Changes the Brain
5. Take action.
6. Identity Transformation

## **A Summary of Steps 4 and 5**

Since old patterns are hard-wired, it takes consistency of focus on new experiences to change this wiring. First, it requires recognition of authorship, and ownership to assess the story.

Then, decide what to change and map the changes.

- Concentrate on new behaviors and not on problems in order to create new brain pathways. Identifying the problem won't solve it.
- Create new ways of thinking to stimulate brain circuits, with an "eye on the prize" to lay new mental maps.
- Regulate states of mind and manage emotions to promote brainpower.  
New insights and adaptations occur through balanced learning: left brain and right brain, intellectual and emotional.
- Facilitate insight rather than give or follow advice. People can usually discern between inquiries to prompt insight vs. attempts at persuasion.
- When diverted to old feeling or behavior, redirect ideas and energy flow to the new ideas.
- Remember that the power is in the focus, and that permanent change is from the consistency of that focus.
- Focus on successes rather than obstacles or nonperformance. Focus aligns and directs energy and efforts.
- Emphasize positive, adaptive behavior and progress; discourage attention to negative behavior.

- Knowledge is inert until it is activated. Put it into behavior.
- Facilitate new behaviors and guide the development and actualization of new mental maps.
- Think about your new experience and evolving self—how your new experiences require thinking of yourself—your identity—in an evolving way. No longer in the old story.



## SEMINAR 4

### CREATE A NEW WELLNESS EXPERIENCE AND IDENTITY

#### STEP 6. AUTHOR NEW EXPERIENCES

##### The AAA Principles of Change to Author a New Wellness Story:

##### **Awareness. Acceptance. Action.**

1. You're writing your own story. *Is it working?*
2. You're writing your own story. *It takes just as much energy to create any belief in your story.*
3. You're writing your own story. *Decide what you want.*
4. You're writing your own story. *Do you have specific, measurable goals?*
5. You're writing your own story. *Small changes lead to big changes.*
6. You're writing your own story. *Be consistent in the pursuit of your goals.*
7. You're writing your own story. *The benefit of doing more of what is working and less of what isn't working will become evident and self-perpetuating.*
8. You're writing your own story. *Ask for feedback.*
9. You're writing your own story. *Get success insurance.*
10. You're writing your own story. *Take a chance.*
11. You're writing your own story. *It's never too late to start.*
12. You're writing your own story. *Everything is OK in the end. If it's not OK, it's not the end.*

## **STEP 7. PROGRAM NEW IDENTITY TO INCORPORATE AND SUSTAIN THE CHANGES**

1. Mission Statement
2. Follow Success Trails
3. Choice Enhancement
  - Increased tension produces emotional regression
  - Increased emotion narrows perspective
  - A mini-exercise of self-regulation
4. Change and Transition
  - Every transition begins with an ending.
  - People in transition will create new ways to return to the old story.
  - The new beginning involves changing how you see yourself—even aspects of your identity.
  - Never underestimate the changeback pressure from the system.
5. Commitment Devices
6. Most Frequent Mistakes Made in Writing a New Wellness Story
  - Not knowing that you don't know.
  - Stopping at the first right answer.
  - Procrastination
  - Inefficient energy management
  - Not following success trails
7. Visualization and Affirmations

- Repetition
- Specificity
- Incorporate it into your story