

Executive Coaching and Life Coaching

With Dr. Richard Nongard, LMFT

www.SubliminalScience.com

DR. RICHARD K. NONGARD, LMFT

Licensed Marriage and Family Therapist

CCE-Board Certified Executive Coach

Dr. Richard K. Nongard is among the most qualified professionals in the Southwest, and has authored many books, videos and professional educational materials, including hypnosis, counseling and leadership textbooks. He holds advanced degrees in both Leadership and Counseling, and has been trained in the USA, Canada and Europe.

Dr. Nongard has completed his doctorate in transformational leadership with a concentration in cultural transformation through Bakke Graduate University. BGU is a nationally accredited university, accredited by an accreditor which is recognized by both the United States Department of Education (USDOE) and the Council for Higher Education Accreditation (CHEA). He earned his master's degree in counseling at Liberty University and has an undergraduate degree in ministry. He also has an undergraduate degree from Excelsior University (Albany, NY).

Richard is an innovative leader in the field of psychotherapy, coaching and hypnosis, and over the last 20+ years he has trained thousands of professionals including ministers, medical doctors, psychologists, social workers, family therapists, hypnotherapists and professional counselors in ways to do a better job serving their clients.

Effective Coaching Video One

Coaching is:

- Non-pathological
- Positive and Appreciative
- Attending and listening
- Teaching skills and training actions
- Goal directed

- Lineage in business, sports and personal growth
- Develops choices and expands opportunities

Now you brought skills and even theories of change work to this course. Some of you are:

- Counselors and Therapists
- Clinical Hypnotherapists
- NLP Practitioners
- Meditation or yoga teachers
- Mind-body practitioners
- Accountants
- Managerial processes
- Lawyers
- Communications experts and public speakers
- Doctors, nurses and medical professionals
- These are the methods you favor based on your knowledge and experience
- Coaching is the larger umbrella where you can help people using these skills
- But effective coaches never stop learning and add new modalities under the umbrella – and more importantly recognize the unique contribution to each
- Coaching does not see “the perfect script” or the “single session” as the ideal – rather it looks to match the client with that which is best for him/her

This course is designed primarily with six things in focus:

- 1.) To help you move your skill under the larger umbrella of professional coaching
- 2.) To expand your skills with specific interventions related to change, motivation, transformation, communication, emotional and social intelligence
- 3.) To help you learn how to structure coaching sessions, from start to finish
- 4.) To help you market and expand your business opportunity
- 5.) To coach yourself in the areas of training, consulting and counseling
- 6.) To move you to a place of greater personal satisfaction

The starting point:

1.) Put yourself where you want to be. Today.

- a. Buy Cards – with your picture (here is a link to Dustin, my graphic designer: <http://vividgraphicdesign.ca/request-a-quote/>)
- b. Create a webpage – Today (Dustin also creates really nice webpages)
- c. Get a Skype # for business calls so you have a unique business telephone number.
- d. Begin today to change your language and describe yourself as a coach



2.) Coaching Elevator Speech

“I am an Executive Coach who learned that problem solving problems keeps our attention focused on problems rather than solutions. As a life coach, I have learned the best way to create lasting transformation is by coaching executives to lead from their strengths to maximize their impact.”

“What is your greatest strength?”

3.) Practice Defining what you do as a coach in WRITING

I am a Stop smoking coach. Not only do I use hypnosis as a tool for helping you end your relationship with cigarettes, I also:

- 1.) Support the change with multiple sessions to maximize your results
- 2.) I will share with you the ideas which have worked for my other clients, and myself as well
- 3.) I will complete a thorough assessment, including the Fagerstrom nicotine Dependency and the Nongard Assessment of Relapse Prevention and resources for the American Cancer Society
- 4.) I will coach you in ending your habit of smoking by using an empirically based strategy of mindfulness
- 5.) I will train you what to do if you ever have a craving
- 6.) I will help you stop forever and be your biggest cheerleader!
- 7.) I will give you options based on the US surgeon general's guidelines for smoking cessation

TEACHING

Rooted in lecturing

"I am giving you knowledge and here it is"

"I may or may not speak with you"

"I am teaching everyone the same thing"

"What I am teaching is general and may or may not apply to you or a specific situation"

COUNSELING/SOCIAL WORK

Rooted in a medical model

"There is a pathology that needs to be corrected"

"I view the problem as biological"

"You fit a diagnostic label"

"You are not able to function adequately and need help"

"You are sick and need to get well"

"I am assessing what is wrong"

"I write a problem statement"

"I create a treatment plan"

CONSULTING

Rooted in business and industry

"I am observing, assessing and making recommendations"

"I may or may not be part of the implementation"

"I have expertise in problem-solving"

"I am working within an organizational context"

"I am not an advocate, I am objective"

"Quantitative Analysis"

COACHING

Rooted in humanities, communication, sports, business, sales, counseling, teaching, consulting, accounting, medicine and personal development

"I am your advocate"

"I will help you"

"Your valued path, is valued"

"I am your personal teacher, creating unique lesson plans"

"I am far less concerned with how you got here, than where you are going and what we need to do to get there"

"I work with the unconscious mind and the conscious mind"

"I work to help you use your internal strengths and resources"

"My goal is to help you move to your highest level of functioning"