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GPS Coach Resource: Supporting Corporate Clients to Stay Engaged

1. Core Challenges Corporate Clients Are Facing

A. Stress, Overwhelm, and Pace of Change

- Dramatically increased stress—at work, at home, in the world.
- Constant organizational change; leaders feel tired, reactive, and destabilized.
- Faster technology-driven change → "change-ready leadership" is a required skill.
- Emotional depletion, reduced bandwidth for reflection and strategic thinking.

B. Executive Presence & Internal Capacity Issues

- Leaders struggle to slow down, focus, and self-regulate.
- Multitasking, scattered attention, lack of pauses → reduced effectiveness.
- Confidence issues, imposter syndrome, shaky self-belief in new/promoted leaders.

C. Strategic Thinking & Accountability Gaps

- Difficulty protecting time to think strategically.
- Managers promoted quickly without foundational leadership skills.
- Teams reluctant to take ownership; accountability avoidance.
- Blame cultures make leaders fearful of being "on the hook."

D. Generational Differences & Leadership Style Conflicts

- 40-something leaders struggling to lead 20s/30s employees.
- Need for coaching skills, curiosity, communication—versus command-and-control.

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E. Emotional Roadblocks

- Fear of change, fear of success, uncertainty about "what's next."
- Past personal or professional trauma resurfacing in leadership dynamics.
- Pressure to perform at unsustainable standards.

2. Why Corporate Clients Disengage From Coaching

A. "Too Busy for Coaching"

- Schedule overload; coaching becomes deprioritized rather than a strategic anchor.

B. Not Seeing the Value or Progress

- Moving too fast to notice incremental gains.
- Forgetting insights or tools previously discussed.
- No structured progress measurement → coaching feels intangible.

C. Fear-Based Avoidance

- Fear of deeper personal work.
- Fear of change or success ("What happens if I climb the mountain?").
- Fear of repeating past painful experiences.

D. Lack of Internal Infrastructure for Growth

- No internal habits, reflection practices, or routines to support development.
- Without internal scaffolding, coaching feels like "more work."

E. Misalignment or Unmet Expectation About Coaching Style

- Some clients need **mentoring + coaching**—not pure coaching.
- Without this, they feel unsupported or unclear.

3. Strategies & Approaches That Keep Clients Engaged

A. Normalize and Validate

- Validate stress, name the macro environment (Covid, global instability, workload).
- Normalize human responses; reduce shame and self-criticism.
- Bring clients into the **present** (not past pain or future dread).

B. Anchor Coaching in Tangible Progress

- At the start: have clients **self-assess objectives 1–10**.
- Revisit mid-engagement: reassess the same goals → highlight measurable growth.
- End each session with:

    - **"What insight are you leaving with?"**
    - **"What was most helpful today?"**

C. Use Micro-Practices to Build Presence

- Breathing exercises to ground at the start of sessions.
- Ask: **"What sensations are you feeling in your body right now?"**
- Label emotions to reduce reactivity and build emotional vocabulary.

D. Mentor *when appropriate*

- Signal clearly ("I'm switching hats for a moment").
- Provide perspective or relevant experience when clients explicitly need it.
- Especially valuable for high-stress, time-sensitive, or emerging leader situations.

E. Reinforce Alignment & Values

- Connect decisions to intrinsic values.
- Ask:

    - **"What's in alignment for you?"**
    - **"What does full-capacity functioning feel like in your body?"**

F. Keep Actions Small & Realistic

- Prevent over-commitment.
- Focus on incremental progress; build internal scaffolding.

G. Strengthen Internal Infrastructure

- Reflection habits (journaling, rituals, anchoring routines).
- Environment design: placing reminders, optimizing physical spaces for focus.

4. High-Value Tools & Assessments Mentioned

A. Situational Leadership® Tools

- **[Power Perception Profile](assessment at the back of this PDF Article)**

    - Helps clients understand types of power they possess and those used on them.
    - Strengthens discernment and influence.

- **[Situational Leadership® Model](PDF Article)**
    - Helps leaders adjust their style (directive/supportive) based on team member competence and commitment.
    - [Blog: The Hershey Blanchard Situational Leadership Theory](#)

B. GROW Model

- Simple, repeatable structure for problem solving and coaching conversations.
- Particularly effective with overwhelmed or newer leaders.

C. Adrenaline Assessment (Coach U resource)

- Gauges whether a leader is operating from constant adrenaline.
- Useful for clients needing grounding, pacing, and nervous system regulation. Available on the GPS website.
  - Self Assessment
  - The Adrenaline lifestyle resource

D. Happiness Index (VIA – Values in Action Inventory)

- Client takes assessment before and periodically during engagement.
- Coaches report ~25% improvement on average.
- Good for clients needing evidence of emotional/mental shifts.
- VIA Survey of Character Strengths blog
- Questionnaire centre - find the **Authentic Happiness Index** on the list

E. Encouragement Index (tied to *Encouraging the Heart*)

- Measures leadership encouragement behaviors (listening, recognition, validation).
- Effective for managers needing to deepen team connection and engagement.
- Can set numeric goals for measurable leadership behavior change.
- Encouraging the Heart Resources
- Encouragement Index

F. Emotion Vocabulary Lists

- Helps clients accurately name emotions → reduces overwhelm and strengthens communication.
- [Cultivating Pleasure/Leisure/Joy](#)
- [Feeling Words by Category](#)
- [Feeling Words](#)

G. "Presence" & Somatic Practices

- Breathwork
- Somatic check-ins (where do you feel your experience in your body?)
- Reflection on body sensations
  - These support grounding and executive presence development.

H. Neurodivergent-Informed Strategies

- Ask: **"How do you do your best work?"**
- Locate environments, times, or conditions where a client excels.
- Normalize differences and encourage workplace disclosure when appropriate.

5. Additional Practices That Consistently Improve Engagement

A. Regular Feedback Loops

- Ask regularly:

    - **"What's working?"**
    - **"What's not working?"**
    - **"What would you like more of—coaching, mentoring, tools, feedback?"**

B. Begin Sessions With Grounding

- 1–2 minutes of breath work or centering.
- Especially valuable for high-stress executives.

C. Use Affirmation & Self-Acknowledgment

- Coach acknowledges client wins (large and small).
- Teach clients to self-acknowledge—this builds self-acceptance, reduces shame, and improves resilience.

D. Expand Their Perspective

- Broaden the lens - *example*:

    - **"If we zoom out from this employee, what's most important for your whole team?"**
    - **"What do you want your department to be doing *more* of or *less* of?"**

E. Return Frequently to the "Why"

- Re-anchor to original objectives.
- Clarify evolving goals as leadership roles shift.

Summary: What Keeps Corporate Coaching Engagement Strong

Engagement stays high when clients:

1. **Feel seen, validated, and grounded**

2. **See measurable progress**

3. **Receive the right blend of coaching + mentoring**

4. **Use simple, practical tools to navigate change and learn new perspectives**

5. **Build internal systems that support ongoing growth**

6. **Experience coaching as a stabilizing anchor rather than another obligation**