

BY MARC STEINBERG

# LATEST DEVELOPMENT IN THE COACHING INDUSTRY

Everywhere there is "leadership development" – big corporations as well as small businesses are demanding better, more efficient, more powerful leadership with a significantly better social competence. Leaders have to be chosen if they want to last.

**EXECUTIVE COACHING IS A GREAT TOOL TO SUPPORT THE SKILL AND CHARACTER DEVELOPMENT, BUT WHAT DO YOU DO IF YOU FIND YOUR EGO SIMPLY RESISTS CHANGE? LIKE THE BODY REJECTS ANYTHING THAT ISN'T ITS OWN, THE EGO MAY REJECT LIKEWISE. WHERE IT IS NOT SELF-DISCOVERED KNOWLEDGE, SECOND HAND KNOWLEDGE MIGHT BE PERCEIVED BY THE EGO AS FOREIGN LIKE A SPLINTER OF WOOD BY THE BODY. THE EGO THEN REJECTS THE AFFIRMATION, THE GREAT FORMULAS AND MOTIVATIONAL PHRASES AND GETS RID OF THEM WHETHER WE OBJECT TO IT OR NOT.**

In fact, most of all achieved changes, when it comes to changes linked to the ego, like character development, positive attitudes and emotional power to name a few, become the subject of rejection after a couple of weeks or months at best. What we are left with is the concept, the memory about the change, but we have lost the presence of it.

The impulse for creating this special coaching method came from exactly these observations. So many seminar graduates and coaching clients are fighting an impossible battle against their ego; the mind says, "I am confident, powerful and charismatic," and the ego says, "Yeah right, you fool!" No wonder most methods prove ineffective in the long run.

Here's a possible approach to the problem: if we see the ego as the

framework in which we think and feel ('I' and then comes 'think' and 'feel', not the other way round) then it's obvious that this framework - consciousness - has to be transformed as well. In fact, consciousness has to be made fit to operate on a more powerful, efficient level. Only then can we expect a lasting change for the better.

To access consciousness itself is quite a sophisticated and demanding science. One needs to have a thorough understanding of ontology (the science of being) in order to fully comprehend the Consciousness Coaching approach. It is the process to make visible the water for the fish, the air for the bird and in our case, the being for us human beings. The Consciousness Coach has to initiate that the client spins around himself so fast that he starts seeing himself from the back. That's the 'Aha'-moment, the opening up of a whole new awareness, a new possibility that didn't exist before. Clients experience this phenomenon as a huge release of energy, passion and clarity. Suddenly new horizons are made visible, and who wouldn't be excited about that?

However the core task is to distinguish and detach the self from the ego. Normally they are perceived as one and therefore not perceived at all, remember, for the fish, water isn't part of his awareness. Once the client has

established and integrated this extraordinary level of awareness, to see his self distinct from his ego, he is now in the position to root himself in this self and to think, feel and act from there. The ego degenerates to its original function, namely to be an 'organ' like the mind or the brain and serve the human being instead of running it.

To initiate and facilitate this process of shifting into one's self is the unique trademark of this discipline of coaching. In it lies the next generation of human development techniques. Many clients of the current coaching methods like Life Coaching, Executive Coaching and so forth are disillusioned with regard to the promises coaching has created. The real reason lies not in the assumed limits of coaching itself but rather in the limited scope the facilitators of these methods do have.

Another angle is to look at the issue that comes from the leading edge section of physics: quantum physics. Quantum physics has proved that the way our 'solid' reality 'behaves' is determined by the content of our consciousness. That means, what you encounter during the day is caused by the way you perceive reality. Just think of what's meant by 'self fulfilling prophecy'...you expect something to happen and it does. The tricky part is that this is also true for

everything you subconsciously expect, positive as well as negative. Have you ever wondered why you experience a reality that you try to avoid? Avoidance is a reaction to the unwanted expectancy, also called 'fear', of something happening, and it has to, otherwise quantum physics would be proven wrong.

The agency in us that determines what is perceived as real is the context of consciousness. If you do 'positive thinking' and the context of your consciousness doesn't believe in the reality of your positive thoughts, then you can wait long for the positive thinking to impact. It won't. Even the attempt to push oneself to believe doesn't create any impact. Only that which one believes to be 'real' or 'possible' or 'true', becomes part of the context of one's consciousness and only to that extent is one able to determine the content and the behaviour of one's reality.

We are only about to start the discovery of the powers awaiting us. We do have a saying in the matter of our destiny. Providence can be won to serve our objectives, coincidences can be caused deliberately!"

We all know and acknowledge the impact a placebo can have, don't we? This is a perfect example of what we discussed in the last two paragraphs. By the degree one holds the cure caused by the tablet (which in fact is sugar, if it's a placebo), the body responds accordingly, called a psychosomatic phenomenon. The body is the first layer of our reality. Why should the impact of this power stop there? It doesn't.

We are the creators of our reality, whether we like it or not. Many of us still resist this discovery for its acknowledgment would lead to the consequence of having to give up our excuses, blames, justifications, and rackets – the whole arsenal of victimhood. But sooner or later one will have to step into one's power and the awesome responsibility that comes with it. **HR: Marc Steinberg heads up Marc Steinberg Coaching ([www.mscoaching.com](http://www.mscoaching.com)).**