



JAY SHETTY
CERTIFICATION
SCHOOL

CHAPTER 1

WHY & HOW TO BE A LIFE COACH

PATHWAY TO LIFE COACHING PROGRAM



FOREWORD

Hello, I'm Jay Shetty. Welcome to my **Pathway to Life Coaching program**. I am happy to have you on board and wish you only the best as you start a new chapter in your life to self-discovery.

I will be your mentor throughout this program as we introduce the roles and process of life and success coaching that may lead your life in an exciting new direction.

My journey began many years ago, traveling and living as a monk across India and Europe. For three years, I meditated four to eight hours a day, studied and reflected, and trained my mind to ignite personal growth and help others.

I want you to have the same incredible opportunity to harness the potential that I have enjoyed.

I see the Jay Shetty Pathway to Life Coaching program as the first step in that direction.

This playbook will provide you with reading chapters based on six video lessons of the Pathway to Life Coaching Program, practical exercises which you'll need to take to lock the knowledge acquired and repeat the learnings, and reflection journal pages to record your thoughts and realizations during the program, as you keep discovering yourself.

So, let's get started, shall we?

Jay Shetty

LIFE COACHING

101

The first thing to note as we embark on our journey to learn about the roles and processes that a life and success coach apply is that it is not a unilateral process. A life coach does not only teach and guide his or her client. The relationship is symbiotic. Together, as a coach and client, we learn from each other. Grow together. Find opportunities together. Your success is my success.

So, let's start by looking a little deeper at what life and success coaching entails.

WHAT IS LIFE & SUCCESS COACHING?

From experience, I know that everyone has a different definition and expectation of what a life coach is and does. The crux is that a life and success coach helps people discover their best self.

Herein already lies an important distinction.

A life coach views a client's challenges and potential objectively as the third party, opening their eyes to find the best path for themselves. Life coaches act as a mirror, reflecting with clients to find the answers within them.

I always say, *"You are not providing answers; you are guiding them to discover their answers."*

Therefore, good life coaches **teach, motivate, observe, and reflect.**

- They **teach** the basic rules of a fulfilling life based on your needs and personality.
- They **equip** you with proven tools and techniques to develop your best self.

- They **monitor** your experience and adapt the personalized approach to utilize your skills and abilities best.
- They **anticipate** obstacles and guide you to discover solutions in time.

A life coach uses their expert skills in communication, analysis, and personal growth to inspire clients to find and apply their inner strengths to make positive changes that will benefit them and others in their life.

Next, let's look at who can reap the rewards from a life and success coach and why the process is successful.

IMPACT OF LIFE & SUCCESS COACHING

I am sure we can all agree that every one of us has untapped potential.

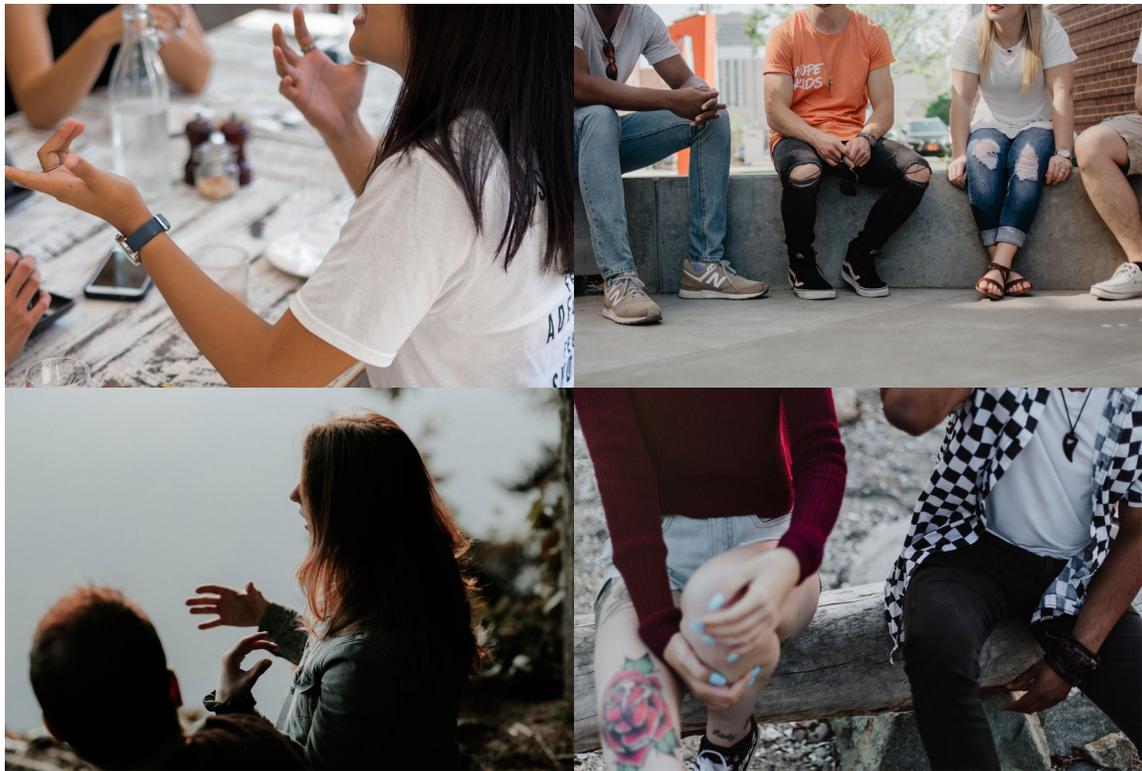
A life coach is not the person who provides answers to their clients' problems or unrealized prospects. Instead, a life coach nurtures progress in the critical areas of a client's life by facilitating the process that allows clients to discover their strengths and weaknesses and align it with goal achievement and living their vision.

A life coach has a deeper understanding of their clients than of the topic with which they are struggling. Therefore, the impact of life and success coaching is ultimately in the hands of the client. However, life coaches use their ability to understand and motivate people, including discovering their dreams, fears, and hopes, to cultivate an intimate environment that inspires clients to commit to positive change.

A good life coach appreciates the fact that each client is unique. Clients start in different places. Clients move at different paces. Each client wants something different. They are the experts and changemakers of their own lives – the conductor of their orchestra. The life coach is like the sound and light technician in the background. They are always making sure that the best conditions exist to create the most remarkable results.

Therefore, a life coach can have the most profound influence on a receptive client's life. They can work with almost anybody in any field. From leaders, athletes, businesspeople, and entrepreneurs, to celebrities, artists, and philanthropists. Anyone who wants positive change in their life. Who wants to forge their best self. Who wants to improve themselves so that they can better serve and help others.

Before we look briefly at the history and evolution of the life coaching industry, let's first consider the difference between a coach, mentor, therapist, consultant, and teacher, which may be unclear to you at this stage.



Consultants are subject matter experts, and they are hired to manage projects or perform activities on behalf of clients and are primarily responsible for the outcome. Consultants provide information, generally in a one-way flow using standard solutions or modified standard solutions for each client. Consultants require minimal commitment from clients as they are responsible for the outcome.

A **therapist**, like a life coach, wants to help their clients move forward. Their objectives and approaches are very different, in any case. The foundation of therapy builds on the medical model. As such, therapists diagnose and cure a type of dysfunction, such as a therapist identifying schizophrenia or a personality disorder and helping the person recover their normal functions by reducing the symptoms. Therefore, a therapist helps a patient return to their cognitive and emotional baseline, or the way they used to feel, think, and act while assuming the patient has an illness or treatable dysfunction.

A **mentor** is like a trusted advisor. They are usually someone you go to for advice on how to progress and be successful in the same area as the mentor. As such, the goal of the mentor is to bring the mentee up to where the mentor is at the time, either following a similar path or advising them on doing certain things differently based on their learning experience. The mentor-mentee relationship is often informal and occasional.

To state the obvious, a **teacher** teaches! He or she has the authority of the subject matter over the student and instructs to raise their level of knowledge. The flow of information is mostly one-

directional, and teachers test students to monitor their recollection and understanding of the material conveyed.

In contrast, a **coach** employs his or her people skills to engage in a symbiotic relationship, or mutually beneficial interaction, with clients to facilitate the positive change they seek. Coaches enable and promote the change process using their experience and a variety of proven techniques and tools. Yet, clients always remain responsible and accountable for their outcome. Rather than seeking a “cure” for an illness or dysfunction, coaching clients want to grow and improve from where they are at the time to create new opportunities and better utilize existing ones.



A life coach has a deeper understanding of their clients than of the topic with which they are struggling.

HISTORY & EVOLUTION OF THE LIFE COACHING INDUSTRY

The concept of life coaching as an endeavor of humans to gain knowledge and enlightenment has been around since the ancient civilizations. The origins of modern life coaching can be traced back to the 1960s and 1970s by applying similar principles from other areas. As such, life coaching drew inspiration from works such as the 1974-book “*The Inner Game of Tennis*” by Timothy Gallwey that recognized the influence of the ego-mind on performance.

One of the mavens of the 1980s, colloquially known as The Transmitters, financial adviser Thomas Leonard, found that his clients often needed advice in other areas of their lives than finances, which happened to be a symptom of a more significant issue. Leonard started calling himself a life coach and drew knowledge from different fields, thereby beginning to shape a coaching methodology. Others, like John Whitmore and Graham Alexander, spread the ideas in the United Kingdom and Europe in the 1980s, leading to the popularity of the GROW model and recognition of life coaching as a distinct profession.

To date, GROW, the acronym for setting **Goals**, assessing **Reality**, brainstorming **Options**, and deciding **What to do**, remains the most used and referenced coaching model.

With the turbulent 1990s bringing competitive challenges to big corporations, including outsourcing, contracting, increased job turnover, and leadership vacuums, coaching found impetus in the business arena. IBM was the first large company that used coaching to improve productivity. By 2000 life coaching was well-established and widely known.

Now well into the 2000s, life coaching continues to be a success story. On the one hand, it is an anathema to the medical model of traditional therapy. Instead of focusing on the dysfunctions and abnormality of patients, coaching emphasizes the strengths and potential. Coaching seeks growth and positive change, not merely a reduction of negative symptoms and a return to the previous functioning.

Coaching is as much about giving than improving.

Coaches make the world a better place one session at a time.

Due to the tremendous growth and potential, life coaching continues to lag other helping professions when it comes to one area. Although there have been many positive advances, many practitioners agree that life coaching lacks the regulation and certification to ensure a high level of proficiency and standards.

According to the International Coach Federation (ICF), the life coaching industry earned more than \$2 billion in 2012. Although there is a variety of professional certification programs available, many coaches do not undergo training and are not certified. Furthermore, the quality and standards of these programs are inconsistent, which leads to many unregulated service providers.

The accreditation bodies such as the Association for Coaching (AC) and the European Mentoring & Coaching Council (EMCC) require universal standards and experience to certify and accredit life coaching programs, which boosts the credibility and quality of the industry.

The **Jay Shetty Certification Program** is part of these certification processes.

LIFE COACHING AS A LIFELONG LEARNING & SERVICE

With this in mind, it is time to conclude the knowledge part of the material of the first chapter in the Jay Shetty Pathway to Life Coaching program with a few final comments.

For most proficient life coaches, coaching is an endeavor of lifelong learning and service.

A great coach sincerely aims to change people's lives positively. Every day, he or she aspires to learn something new with which to help people reach their dreams. Among all the travesty and pain, we want to make the world a better place for as many people as we can.

Life coaching is a challenging but hugely rewarding profession. It is a great responsibility to affect the lives of clients. One that a responsible coach cherishes and respects every day. Their clients' growth embodies their growth. Their clients' pride and joy boost their pride and joy.

Always remember this, and you too can become a great life coach!

NOTEPAD

Notes on **Chapter 1: Why & How to be a Life Coach**



REFLECTION POND

YOUR REFLECTION OF A LIFE COACH

Self-reflection is an integral part of any growth process. In each chapter, you will find one or two questions to think of. Reflecting on these questions aims to add to your understanding of life coaching and your interpretation of the different concepts involved.

REFLECTION POND

EXERCISE 1

This week, try to create your definition by completing the following statement.

“A life/success coach is...”

These reflections are instrumental in reviewing your progress at a later stage as you go through the pathway program, and, hopefully, the full Certification Program afterward.

Write down five things a life or success coach can help you with at this moment of your life.

Use only one or a few words to describe each item but be as specific as possible.

1	
2	
3	
4	
5	

REFLECTION POND

EXERCISE 2

Next, let's get introduced to the daily habit of journaling as one of this chapter's practical activities.

Use a hard copy journal or online notebook to note your answers.



How & Why to Journal

Psychologists and cognitive-behavioral experts have long since realized that writing has great therapeutic value and produces valuable personal insights.

By writing down a few of your most negative or positive thoughts, feelings, and behavior every day, you start to see the connection between your cognitive experiences (i.e., thoughts, feelings, and emotions) and action.

This process is known as the cognitive cycle, which shows how you respond to situations in the context of your core beliefs. Core beliefs are our perspective of the fundamental “truths” about ourselves, others, and the world around us that are shaped by clusters of all our previous experiences put together.

BEHAVIOUR

An action in response to the feelings/senses



SITUATION

Something happens



SENSATION

Physical sensations appear



THOUGHT

The situation is interpreted



FEELINGS

A feeling occurs as a result of the thought

For instance, a situation where a colleague failed to notice you may trigger a thought of being rejected, or perhaps you had been repeatedly disappointed or abandoned earlier in your life, and you expect the same to happen again.

Based on these experiences, you immediately assume your colleague disapproves of you, causing hurt and anxiety. Negative feelings are uncomfortable, so you try and relieve the distress by doing something on impulse. A thoughtless action is often adverse. You may react with anger, say something vengeful, or isolate yourself.

These negative responses can attract others to react negatively too, and **the cycle repeats, often reinforcing your existing beliefs about yourself and others.**

Now, if you write down your most positive and negative thoughts and feelings daily, and add the context of the situation and other details like what happened, what you did, who was with you, and so on, you will quickly start to see patterns.

These will show you the things that make you habitually happy or unhappy, which is a good foundation for goal setting and a successful change process.

Try it for yourself and make it a daily habit.

MY JOURNAL

Date

Thought

Feeling / emotion

Situation

Behaviour

Your Coaching Role Model

Your suggested reading for this lesson involves finding a coach who is a role model for you and understand his or her success story after reading it.

You can research biographies online using Google or Wikipedia and search books on Amazon. You can also access and download from free book collections like Project Gutenberg, Many Books, and Open Library. Below are a few examples of famous life coaches:

- **Brian Tracy**, a Canadian-American motivational speaker and self-development author.
- **Lucinda Bassett**, an American motivational speaker and self-help author.
- **Jay Abraham**, an American business executive, author, and conference speaker.
- **Michael Port**, an author, teacher, speaker, and small business marketing consultant.
- and, if I can be so bold to include **myself**.

LIBRARY

You may also want to think about great leaders like **Mahatma Gandhi**, **Winston Churchill**, and **Martin Luther King Jr.**

Or the most influential entrepreneurs such as **Bill Gates**, **Steve Jobs**, and **Elon Musk**. These are the men and women who changed the world forever with their exceptional vision and insight into the future.

Also worthwhile is reading about the most significant changemakers in modern history, including **Mother Teresa**, **Gautama Buddha**, **Stephen Hawking**, **Sigmund Freud**, and **Albert Einstein**. Each of these people changed the way we think about life and ourselves profoundly.

So, now that you have gone through the first chapter in the Jay Shetty Pathway to Life Coaching program let's move onto the second chapter, which covers the skills and qualities needed to be a life coach, how to develop a coaching mindset, and the importance of a gap analysis to ensure continuous personal growth.

Pathway Program External References:

Gallwey, W. T. (1974). *The inner game of tennis: The classic guide to the mental side of peak performance*. New York: Random House.

Image Credits:

Page 1 - Photo by Joshua Ness on Unsplash, Page 8 - Photo 1 by Jessica Da Rosa on Unsplash, Photo 2 by Kate Kalvach on Unsplash, Photo 3 by Priscilla Du Preez on Unsplash, Photo 4 by Priscilla Du Preez on Unsplash, Page 11 - Photo by Priscilla Du Preez on Unsplash, Page 16 - Photo by Alexis Brown on Unsplash, Page 19 - Photo by BENCE BOROS on Unsplash, Page 25 - Photo by Hannah Wei on Unsplash.

Want to find out more about **the Jay Shetty Certification School?**

CLICK HERE TO SCHEDULE YOUR ENROLLMENT
INTERVIEW WITH A MEMBER OF OUR TEAM TODAY!

