

Knowledge

Diversity

Community

Getting Credibility: Your Foundation for Influence

Steve Levin, MCC

Leading Change Coaching & Consulting
www.leadingchange.net



12th Annual International Coach Federation Conference
October 31 - November 3
Long Beach, California, USA

Acknowledgements

- Our clients
- Our teachers and colleagues
- Participants of 30 laboratories of “Powerful Conversations”
 - 5-months of action learning, virtual format
 - Real life, real time, “real play”
 - Intensive inquiry and feedback

© Steve Levin 2007

Knowledge

Diversity

Community



Credibility

- Will they listen to me?
- Will they be open with/to me?
- Will they fully engage with me?

- So...what's so hard about getting credibility?

© Steve Levin 2007

Knowledge

Diversity

Community



Sources of Credibility

“To be credible, you need to have...”

Traditional Focus

- Education
- Credentials
- Referrals / Testimonials
- Website
- Published materials
- Reputation

Our Focus

- **Powerful Conversations that generate value right now.**

© Steve Levin 2007

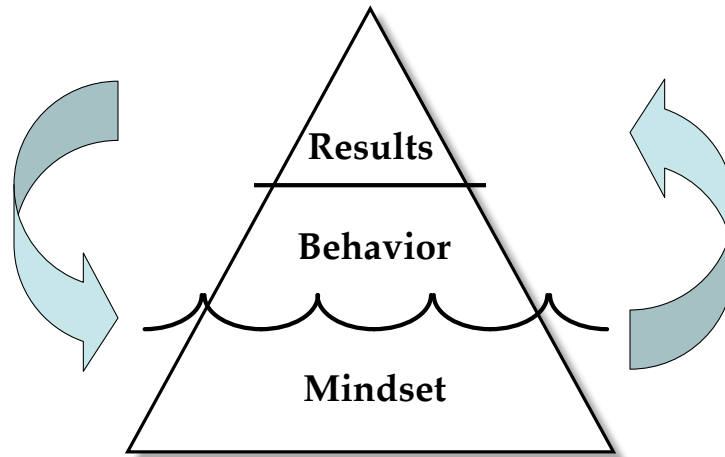
Knowledge

Diversity

Community



Powerful Conversations



© Steve Levin 2007

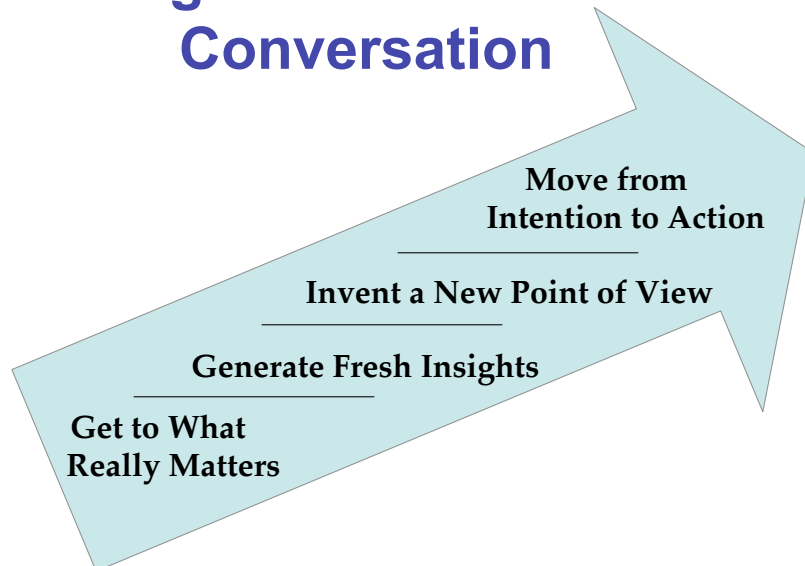
Knowledge

Diversity

Community



Stages of a Powerful Conversation



© Steve Levin 2007

Knowledge

Diversity

Community



Two World Views

Life as a Story

Life in  the Moment

© Steve Levin 2007

Knowledge

Diversity

Community



Life as a Story

- Questions
 - What happened? Why?
 - Where are you now?
 - Now what will you do? How?
- Useful to...
 - Reinterpret the past
 - Solve problems in the present
 - Plan the future

© Steve Levin 2007

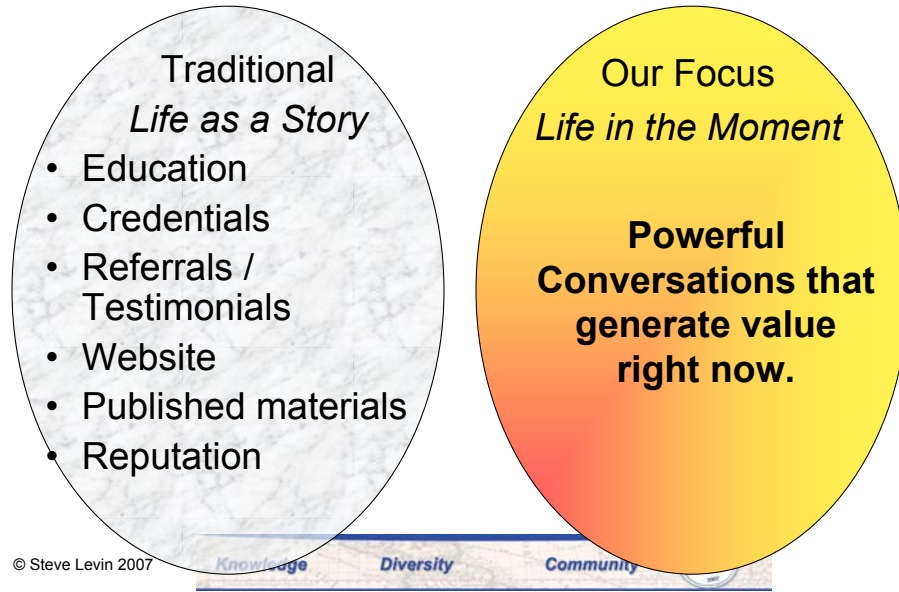
Knowledge

Diversity

Community



Sources of Credibility



Life in the Moment

- Questions
 - What’s happening right here and now?
 - Is the river of life flowing through you, or not?
- Useful to...
 - Get access to all of our “natural resources”
 - Move from a Static to a Generative state
 - Shift orientation from victim to owner
 - Step out of space and time

Life in the Moment

Static

- Closed
- Disconnected
- Predictable
- Controlling
- Rigid
- Automatic
- Defensive
- Contracted
- Play small
- Role of victim

Generative

- Open
- Connected
- Surprising
- Creative
- Exploratory
- Intentional
- Determined
- Expansive
- Play large
- Role of owner

© Steve Levin 2007

Knowledge

Diversity

Community



Some Favorite Strategies & Tools



© Steve Levin 2007

Knowledge

Diversity

Community



A Few Strategies & Tools

Get Going

- Work at the edge of their competence
- Listen so that you understand and they feel fully understood and accepted
- Reframe their issues in a much more useful way

Get Into It

- Evoke a resourceful state of mind
- Filter out blame and shame
- Explore the story for gaps, rigidities, and new distinctions
- Generate fresh insights

Get On With It

- Convert insights into action
- Support the growth of new identity.

© Steve Levin 2007

Knowledge

Diversity

Community



Epilogue

- Thank you for attending the ICF presentation.
- The following slides provide additional information about the tools to “Get Going” from the previous page. It’s a bonus to thank you for your interest!

© Steve Levin 2007

Knowledge

Diversity

Community



Work at the edge of their competence

- Our coaching is much more exciting when we work with clients at the boundary between what is known/familiar and what is undiscovered/risky.
- To get there quickly, ask:
 - You already know a lot about yourself, and you've been thinking about this a long time.
 - What have you already learned? Where are you now in your journey? What's the next thing to learn in order to move forward to a whole different level?

© Steve Levin 2007

Knowledge

Diversity

Community



Listen so that you understand and they feel fully understood and accepted

- It's obvious but often ignored:
- The measure of effective listening is not whether "I get what you are saying," but rather whether "you feel truly gotten (deeply understood) by me."
- Don't rush to the next topic. Persist until you make a connection that rings true.
- Remember: "The right conversation in the wrong context is the wrong conversation."

© Steve Levin 2007

Knowledge

Diversity

Community



Reframe their issues in a much more useful way

- Their interpretation of their world is not right or wrong...but it's either more or less useful to them.
- When we frame their issues in a more useful way, we move them from “stuck in the past” to “engaged in the future.”
- This gives rise to acceptance, hope, and curiosity - the essential ingredients for a powerful conversation.
- If you find that these ingredients are missing, pause and figure out with your client what's needed to create a context of possibility.

© Steve Levin 2007

Knowledge

Diversity

Community



Knowledge

Diversity

Community

Steve Levin, MCC
Leading Change Consulting & Coaching
5 Thistle Street • Portola Valley, CA 94028 • USA
steve@leadingchange.net • www.leadingchange.net
tel: 1 650 851 3641

For information on Powerful Conversations training, go to:

www.leadingchange.net then
click on Powerful Conversations



12th Annual International Coach Federation Conference
October 31 - November 3
Long Beach, California, USA