

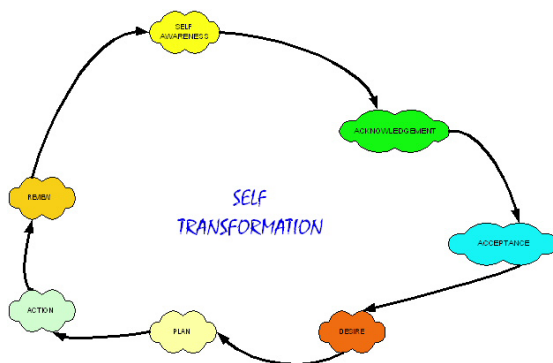


Self Transformation

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In order that we develop through coaching there is a simple model that we can apply that illustrates the journey we will need to take in order that a coaching success be recognised.

It would seem that coaching relates to a “transformation” of the individual. In my own readings and analysis, as individuals we all demonstrate a certain pattern of behaviour which is the result of our life experiences and beliefs. In certain individuals these behaviours are not supporting apposite results or are not as effective as we may wish them to be. Coaching is one of the means by which we can very readily overcome those behavioural patterns and transform them into a more effective outcome for the individual.



My model for representing this is the “self transformation” model which 7 clear steps that one must follow in order to truly achieve any form of transformation or change. The 7 steps are:

1. **Self Awareness**
Before we can change anything within ourselves we must be aware of who and what we are in order to identify what it is we want to change

2. **Acknowledgement**
Once we have become aware of ourselves and our behaviours it is essential that we truly acknowledge what we discover in ourselves and not hide behind a mask of self deception
3. **Acceptance**
Acceptance of the consequences of what we are and what will occur should we choose not to change is important
4. **Desire**
Without a deep and honest desire to effect the changes; any effort towards making any change is doomed to failure
5. **Plan**
A plan of action needs to be developed in order to bring about those changes and this will be subject to all the norms of any plan. Remember – fail to plan – then plan to fail
6. **Action**
*No plan in itself will succeed without the appropriate actions that stem from that plan. You **MUST** act to bring about change as change in itself is a reaction to an action.*
7. **Review**
Check on your results. Have they achieved what you planned? Do you need to make new or revised plans? With these results start the cycle over again. Become aware of who and what you are now as a result of the changes.

The process never ceases. Your coach can assist you at each of the 7 stages of transformation. Your ongoing personal development is veer reliant on the continual cycle that you will always be on of self transformation.