

Coaching Difficult Clients

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**Abstract**

The aim of this paper is to analyze the life coaching focus for difficult clients. A thorough research is conducted for the meaning of life coaching, and the importance of coaching difficult clients. The ways in which the coaching can help difficult clients are assessed. The second section of the paper is a reflective piece. An elaborate description of how it shall impact me and my coaching business. Further, the implications of this research are also stated. The impacts of life coaching focus on me are also discussed.

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## **Section 1- Research**

### **Meaning of Life Coaching**

According to Neenan & Dryden (2013), life coaching can be defined as a synergistic relationship between an accredited life coach and a client. The purpose of life coaching is to tap into the full potential of clients. They can be considered as a part consultant, part therapist and part motivational speaker, who helps the clients define and achieve their goals that may be personal, career-related, or even both. Life coaching is a profession that is different from counselling, mentoring, therapy or advice. The life coach possesses the right tools and techniques to empower the persons in finding answers within themselves. The people are increasingly using life coaching focus realizing the benefits they would have for reaching their greatest potential. There are different areas of coaching such as parental coaching, executive coaching or attention deficit disorder (ADD) (George, 2013).

### **Coaching Difficult Clients**

Difficult clients are the ones who may be resistant, stubborn or unmotivated. The coaches must not give up on such clients and deal with ways it shall help in benefitting them. The clients are considered difficult if nobody has succeeded in understanding them, or they have not opened up properly with other people. A few skills that an effective coach possesses are good interpersonal skills, confidence, honesty, kindness, flexibility, respectful, courteous and many more. This combination of traits and characteristics help a coach in dealing with difficult clients (de Haan, Culpin, & Curd, 2011).

For instance, there is no clear link and connection between the coach and client. No matter how many times a coach addresses their issues, nothing changes. The theories and practices state that coaching the clients can be successful if the right things are said in the right manner and at the right time. It may not always be intuitive, but a coach can learn and put it into practice. The coach must work on the coaching style, language and listening skills. In case of fitness coaching techniques, there are two kinds: ‘awfulness-based and awesomeness-based’ (Precisionnutrition.com, 2015). In case of awfulness, the coaches may be loud, adversarial and aggressive that may not be good for client’s long-term progress. In case of awesomeness based coaching, the technique is client-centered. The coaches can help the clients understand their inner motivation that would help them in making own decisions to change. Their decisions can be solidified with clear and actionable solutions (Bacon, 2012).

Another scenario may be where the clients complain a lot. The coaches may find that the clients say how sad they are. Despite the efforts made by the coach to keep things positive, things only keep getting worse. Such as condition is called ‘The Positivity Trap’, in which the clients only dig their heels deeper into their own misery. The relentless positivity kills the rapport and understanding between clients and coaches. The coach must acknowledge and relate to what the client is going through; it shall appear as oblivious and uncaring attitude if the situation is not well-acknowledged. The coaches must possess active listening and patience to hear out the ambivalence of the clients. It is necessary to embrace the emotional spectrum of the change process (George, 2013).

There may be some clients who do not follow instructions provided by the coach. There may be clients who struggle to follow the program and have low compliance. There are other clients who follow the program with high compliance, but do not get expected results. The coaches

may be giving the clients expertise and guidance, but the clients may end up hitting roadblocks and would be falling off the track. The clients must schedule their day so that they can manage time and tasks effectively. As a coach, one must not jump straight into things, but address the building blocks (McKenna & Davis, 2009).

After repetitive failures, the clients tend to lose motivation. The clients may be attentive and ambitious in the beginning, but after crashing several times, they end up losing motivation. It is important for the coach to tackle a stack of emotions together regardless of the excitement the clients are going through in the beginning. There is a chance that even the most ambitious clients might be overwhelmed, have an imbalance and might give up (Korotov, 2012). The coaches must try and change the clients attitude one by one, and not all at once. The coach shall break down changes into strategic steps that shall be built by the client over time. Certain clients may possess a feeling of ambivalence in which they want to do or not do things at the same time. The tougher or bossier the coach gets, harder the client shall resist. Instead of cajoling and persuading the clients, the coach must help them sorting out their ambivalence and make the right choice for themselves (Neenan, 2009).

The coaches also come across clients who believe that it is not the right time to do things. The clients are distracted and avoid the risk of doing things. The clients may use avoidance and perfectionism as tools against embarrassment or criticism. The coaches must help the clients understand that they must act at the moment. The coaches must enhance confidence among the clients and getting failed in the process is normal (Neenan & Dryden, 2013).

## **Benefits of Life Coaching**

According to Neenan & Dryden (2013), in the words of Dalai Lama, "the purpose of our lives is to be happy". Life coaching shall help the clients in gaining clarity of what they want and the ways they can achieve it. Life coaching shall help in understanding the difference of what could be done and should be done. It shall also help in bridging the gap between where the client is currently, and where he could be. Life coaching shall help in discovering different perspectives and supporting in their achievements. A life coach helps in drawing out the tools and techniques that takes the way forward. Coaches can help in discovering more options than possible (Neenan & Dryden, 2013).

## **Section 2- Reflection**

### **Impact on Myself and Coaching Business**

The life coaching business is thriving and growing. The life coaches are employed to help people attain a greater level personally, professionally, or both. The life coaches have a professional and diverse background that makes the business more competitive. Life coaching for difficult clients shall help my business prosper because even with greater competition, I can create my own meaningful personal fortune. I can be extraordinarily financially successful. If I become a thorough leader, have a high-end clientele and can leverage my practice, it shall help me in becoming wealthy. Coaching is not a business in itself, it is a skill. There are risks involved in the business as I have seen people starting their life coaching business to help people realize their dreams.

Not just financially, it shall also help in developing my personality. Since the life coaching session shall help me in knowing other people's problems, I might come up with issues that have not been so prominent before. It shall push me in applying the creative skills for developing the toughest clients. It shall help me in gaining confidence and positive perspective towards life by helping people. With more and more practice, my leadership skills shall improve because I need to position myself as a leading specialist. Practicing coaching effectively shall not only help in differentiating from competitors, but also help in drawing new clients. I shall be able to reinforce positive relationships with the existing clients. If the issues of the existing clients are resolved, they shall speak about it with their acquaintances that would help in building high-end clientele.

I had several coaches and mentors in my life who have taught me lessons. I am using those experiences and traits for coaching other clients who are facing difficulty in their lives. It shall also affect my lifestyle as it is a self-employment. I shall have the luxury to choose hours of work, location, compensation for service and a huge motivation for any other person willing to join the profession. I shall have the liberty to choose the number and types of clients. Coaching is a hugely satisfying job, both for financial development and personality.

### **Implications of the Research**

The research is not only beneficial for life coaching, but also in other fields such as coaching for athletes who face similar issues with motivation. The professional players are under a lot of pressure while playing sports and go through several faces of anxiety, depression or lack in confidence. People are not always willing to make an investment in themselves which in my opinion is one the traps holding them back. I shall try my level best in dealing with difficult clients

as it challenging. With greater challenges, the taste of success seems sweeter (Camiré & Trudel, 2013).

I shall use the experiences and lessons learned by making the clients more accountable. It is one of the greatest benefits I can provide to my clients. To become an effective life coach, I must practice what I preach. If I am not committed, I can never ask my clients to be committed. I shall be punctual, trustworthy, forgiving and other necessary traits that I wish to see in my clients. My thoughts and actions shall be aligned. Once they are aligned, my presence shall emit positive aura, which in turn shall benefit the clients (De Haan et al., 2010). People hire a life coach because they want to grow, make things easier and pass through the struggles. Many clients prefer to speak over the telephone rather than having face-to-face interviews. I shall provide maximum convenience to my clients, and adapt with their busy lifestyles (Busse, 2009). I shall demonstrate my resourcefulness and help people see what they failed to see in the past, so that they can change their future with greater confidence and motivation. Listening is one of the most important behaviours of a coach. I shall practice empathetic listening, tolerance and patience for enhancing my relationship with clients. I would take care of the difference between advising and coaching. I shall not imply my personal values, beliefs and opinions. I shall only help the clients in looking out for themselves (Rosha, 2014).

## **Conclusion**

Life coaching is an investment in future happiness. The tools and techniques can be used again and again. It is an investment that shall help the clients in benefitting in their entire life. A life coach is a strong support that helps the clients in achieving their dreams, supporting and motivating. The purpose of life coaching is to tap into the full potential of clients. The people are

increasingly using life coaching focus realizing the benefits they would have for reaching their greatest potential. Difficult clients are the ones who may be resistant, stubborn or unmotivated. The coaches can help the clients understand their inner motivation that would help them in making own decisions to change. Not just financially, life coaching shall also help in developing my personality.

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