

WHEN YOUR CLIENT QUILTS

People working with a coach quit for a number of reasons.

1.

Often, it's because their agreement is at its conclusion, and they're ready to move on.

2.

Other times it's because their coach isn't providing any actual value (though plenty of pleasant conversations).

These are both good reasons to move on.

3.

This infographic covers the third reason people quit — they're confronted by, and up against, their **fear**.

If you're doing your work as a coach, it is predictable that your clients will reach a point where they want to quit.

Uhh, I'll be right back, promise!

This is true for the same reason that people don't create the breakthroughs they want on their own — we quit before they get there.

Well, I gave it an honest go.

Most people hire coaches thinking that they will suddenly show up differently.

Get ready to be proven wrong. Infographic!

In fact, they're completely reliable to show up the same way in coaching that they do everywhere else.

If they quit in some places in their life, it's entirely predictable that they will do the same inside the container of a coaching relationship.

Look, I'm not quitting, I'm just going to grab something. I'll brb!

You may even have had a conversation about your client quitting before you got started. Often, it won't matter. Our confrontation rarely shows up the way we expect it to.

The same holds true for any other method of avoiding confrontation, like attacking, hiding, ghosting, agreeing with everything, explaining why you're wrong, suffering, etc.

When your client quits, there's work for you to do — but first, we need to look at who you're **being** about it.

A client saying they want to quit is confronting, and once the coach is triggered, they tend to do one of a few things:

Try to convince the client to stay...

...as soon as you're convincing someone, it's now your agenda.

Use rules and contracts to prevent the client from quitting...

...this completely oversteps the underlying issue with the client, and is unlikely to create any breakthrough.

Decide that the problem is the kind of client they're attracting...

...“well, I just want clients that are really motivated to live big lives. This person isn't one of those, obviously”.

There's also a fourth option many coaches take, which is to avoid ever confronting their client, and thereby avoid having them ever quit.

Thank you for the pleasant conversation.

You can make a good living as a coach this way, but will rarely create breakthroughs with your clients.

So check with yourself: is making money more important, or are you in this game to change lives?

In breakthrough coaching, your client quitting is one of the most important moments. The way you handle it will largely dictate whether or not they create a **breakthrough**.

To support your client in creating that breakthrough, follow these steps:

1.

Work things out with your own coach. (You're working with your own coach, right?)

I know, you're evolved and highly conscious and all that. But you're still human. Trust us: 90% of breakthrough coaching is doing the work yourself.

2.

Your client is likely coming in to this conversation ready for a fight. They told you they were committed to something, and hired you to support them in creating that. Your support for them means they're going to pit you against them.

Come at me bro!

If you're attached to your client creating a breakthrough, you're giving them something to fight against. Make sure you work yourself out with your coach.

3.

You'll likely be tempted to argue with them, coach them, or point out why what they're saying doesn't make sense or is inconsistent.

DON'T.

It is your job to get inside their world, and completely understand what is going on.

4.

Check to see if your client is open to a conversation around this, and to creating a breakthrough for themselves. If they are, then there's possibility, and a conversation can make a difference.

This guy is not open to a conversation.

5.

Work with your client to distinguish the underlying pattern. What's going on isn't specific to coaching — the only difference between this and the rest of their life is that, here, they are having a conversation about it and distinguishing it.

So where else in your life does it go like this?

6.

Support the client in seeing that this pattern is the very thing in the way of what they want in life. They **are** in a fight, but it's one against themselves and their own **fear**.

I'm taking you out, fear!

7.

Get the client on the other side of what is available on the other side of this pattern. What is it costing them? What would be possible in their life if they didn't have this getting in the way?

Remind your client of who they are and what they're capable of.

8.

Finally, have them distinguish the actions that they need to take to create the breakthrough. Remember that awareness without action doesn't generate anything new. Support them to step **IN** to their breakthrough.

It's time. Let's do this!

Standing for people is messy business, which is why many coaches don't do it. Thank you for standing for your clients when no one else will (including themselves). Be sure to take care of yourself through this process.



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