

Coaching the K: a new model for CAM practitioners

Fundamental to us being able to create the desired change with our clients is our ability to evidence and achieve great results. CAM Coach **Mark Shields** introduces a new Emotive Coaching model that will help us motivate our clients into taking action.



Up to now you've heard me talk about using the SMART model to focus clients on achieving their desired goals: a goal needs to be Specific, Measurable, Achievable and Realistic with Timescales. SMART goals are then reviewed regularly by using the GROW model: Goals, Reality, Options and Way forward, agreed between coach and coachee

Some say that while SMART is "educational", it doesn't provide that feel-good factor required to inspire your client into action. Enter OPUS: a different model that when used correctly provides that "touchy feely" sensation we don't get from SMART. Used together, OPUS and SMART provide us with the complete coaching toolkit.

OPUS is emotive

OPUS is an emotive coaching model designed to create some passion and urgency with our clients. It stands for:

- O**wnership over goal by the client
- P**assion and High Emotion
- U**rgency – an urge for them to take action
- S**ignificance

The big difference between OPUS and SMART is that OPUS is based on emotions, but we should use both to ensure great results. NLP teaches that we all process and filter

information differently, and these filters can be categorized as:

- Visual** = what we see
- Auditory** = what we hear
- Kinaesthetic** = what we feel
- Offlatory** = what we smell
- Gustatory** = what we taste

95% of our clients will be visual and kinaesthetic, and 75% kinaesthetic alone. OPUS works much better with clients who are largely kinaesthetic, as they base their lives primarily on what and how they feel, and by definition are far easier to motivate and inspire.

Coaching the K

Good coaching should always begin and end with an emotive response from your client. You're looking to evoke desire – the desire to take action. If you can't get the client into this state, the chances of getting results are minimal.

When a client aligned to their goals has a desire to take action they have an intrinsic motivation to achieve their goals.

OPUS creates an emotive relationship for the client with their goals.

Nothing changes unless the K changes

Our emotions play a big part in how we behave. One emotion contains thousands of

thoughts, so by changing the emotion you can change your entire thinking process.

Linking that back to the cognitive thinking cycle – our thoughts impact on how we feel and subsequently behave – it all begins to make sense and come together

Get emotional and sensory responses from your clients and you double their chances of achieving the changes they are looking for. [▶▶▶](#)

Nutri Advanced workshop with The CAM Coach

How to unlock the potential you never knew your clinic had? Book for a special seminar with The CAM Coach co-author and Life Practice founder Mark Shields and nutritionist and behavioural therapist, Jo Gamble: October 23, 4pm-7.30pm at the London Marriott, Marble Arch: Freephone 0800 212 742.



About the author

Mark Shields, life coach, author, media expert and motivational speaker, is director of The Life Practice (www.lifepractice.co.uk; 01462 451473) and co-author with CAM editor Simon Martin of the new book *The CAM Coach*. For more info on CAM Coach workshops or to buy the book visit www.thecamcoach.com.