



Certified Money, Marketing and Soul® Coach Training Program

Training Call #13

October 18, 2016

Kendall: Hello and welcome everybody. This is Kendall.

Participants: Hi Kendall.

Kendall: Hi. How are you?

Participants: Great.

Kendall: Good. This is Tuesday, October 18. This is our CMMS Training Call Number 13, lucky 13. This is our next to last training call. It's kind of hard to believe, actually. Welcome, everybody.

Our topic for today is "The Intuitive Coaching Toolkit." I'm going to be walking you through two exercises that we haven't covered yet. One of them is a super, longtime favorite of mine. They're both good exercises, but this one is a super favorite.

There are a few other things that I have planned for you today. It's going to be a great call. We have time for questions as well here and there, so that will be great.

What I want to do is start with you. I want to hear something that feels like a victory for you, that feels like a success, something where you're saying "Okay, I did it. I got started. I finished," or whatever it is. You either started it, did it or completed it. Anything to do with building your business, I want to hear it.

Go ahead and raise your hand to come into the queue for that. If you're on the web chat, you can put your success in there.

While you're doing that, our last call is next week. That call is going to focus primarily on certification and the certification process. We'll have Renee joining us on that call and we'll be going through in detail how the certification process works. It's very simple, it's very straightforward and very systematic. We've done this quite a few times. You'll probably have questions, because most people usually do.

Suzie, do we have someone in the queue or on the chat?

Suzie: We do. We have Tabitha on the line.

Kendall: Great. Hi Tabitha.

Tabitha: Hello, lovely. How are you?

Kendall: Super.

Tabitha: Fantastic. My big celebration is last week I connected with an editor of a virtual magazine that is really unique in that they don't do any marketing. All they do are video blogs, audio trainings or articles by coaches for people.

Kendall: Nice.

Tabitha: You promote yourself, connect with the community and then that's how you get your clients and your sales. It's really neat. They asked if I would be on the cover. I posted it on the Facebook group and that felt amazing and so fun because I've already got half a million people subscribed.

Kendall: Woo! That's great.

Tabitha: Yes. This week she approached me about doing a monthly feature. Did I want to become one of the writers of the magazine?

Kendall: Oh, that's fantastic.

Tabitha: Yes. That feels good. I took her up on it and I start writing in February. They have had a six Emmy Award winner woman who's being featured on February's issue who has her own based of 200,000 people that she's bringing to the magazine. The guy who mentored Martha Steward and Bill Gates wants to get involved in the magazine too. So I'm kind of mind blown at the moment.

Kendall: Wow! That's very exciting.

Tabitha: That feels good. That's how I'm building my business.

Kendall: That's going to be great. It's funny I've been coaching a lot about articles these days it seems like. You'll have no problem with this. You want to make sure your articles express an opinion. This is true for all of you. You want your articles to really have your point of view shine through and keep them simple.

It always amazes me actually, when I read articles, how the information that's being conveyed is actually really simple information. For a lot of you, you may think, "Oh, that's too simple." But what makes it not feel like lowering the bar too far is that you have your point of view. You can say, "Yes, this sounds simple, but here's where people get tripped up. Here's what stops them from doing it."

You can add a whole mindset component to it. Or you keep it simple, but you're giving simple tips that are really great hacks, like pricing hacks. I always go to pricing because it's a great topic to write about. The "How to Charge What You're

Worth and Get It” module here in CMMS has so many great pricing hacks in there.

Keep that in mind, because I think the mistake a lot of people make with their articles is they try to cover way too much territory with the article and they stay too conceptual. Then the articles are too long and they’re not really relevant enough.

Tabitha: That makes a lot of sense.

Kendall: That’s a great opportunity. Congratulations, Tabitha.

Tabitha: Thank you.

Kendall: Do we have somebody else in the queue, Suzie?

Suzie: We have something written in from Katherine. She says, “I got my video done Sunday that Kailash pressed me to get done. Woohoo! It’s to support my website blog.”

Kendall: Yay! Excellent. More and more video. I know I need to get on it too and start doing Facebook Live. My mom said, “That means you’d have to put some makeup on, Kendall.” That’s true. I don’t usually wear makeup very much anymore, because my horses don’t care what my eyelashes look like.

Let’s switch gears a little bit. Let’s talk about “The Intuitive Coaching Toolkit.” In the workbook, for me it’s Page 4. It’s a sheet that says “Intuitive Coaching Toolkit includes . . .” There’s a bullet list of items there.

It was interesting when we started including this, because we realized that it’s really important to have mindset. This is really about mindset and being able to help you access your intuition, to be able to hold your client powerfully and to be able to accomplish certain things.

It’s not all something that gets sectioned out. It’s not like, “Okay, I’m going to work on my spirituality today and tomorrow I’m not.” It doesn’t work that way. This is about integrating.

That’s why we give you this list here. It’s so you can say “Oh yeah, I remember that.” You have a quickie checklist of key places — probably more than we even put on this list — where this intuitive coaching comes into play with practical topics like Niche, Signature System, Packages and How to Charge.

The thing to keep in mind is that the purpose of these tools is to really help you to trust your intuition, to give yourself permission to coach deeply, with sensitivity, boldly, with insight and to give specific exercises that help your clients integrate their mindset and their emotions with practical action. That's what really matters most, especially if you're coaching other women. It's true with guys too, but it's just a little different approach.

Also, "The Intuitive Coaching Toolkit" pieces help you tap into your strengths as a coach so you don't hold back. It also helps you keep your energy clean, even when coaching deeply.

Go ahead and flip the page, because we have the "Positions of Empowerment," which I just love and use all the time in lots and lots of different ways. I just love this exercise and I have gotten really creative with different ways that I use it to help get clients out of their own story and to shift from that mindset of "I can't" to "I can."

On the next page we have the "Cracking the Code Tool." I don't remember which day it was in the CMMS live training. I apologize for that.

It's where I demonstrated using money. It's where I had you stand up and I was demonstrating how I hold a bold money goal in front of me about two feet. It's big, gold numbers. It was a whole process I walked you through about: What is the makeup of where and how I happen to hold money?

Then I had you do that for yourself and then I had you move it right into your heart. You'll remember what that was like as I describe it here.

This is a beautiful exercise that you can use in a lot of different ways. I use this type of coaching frequently, finding out from people: How do they hold something? What's the structure? What's the construct of how they are thinking about something, both positive or negative?

For example, a lot of times if people find a situation to be overwhelming, I'll say, "Do you feel big? Do you feel small?" They'll say, "Oh, I feel like I'm two inches tall and the project feels huge and it's looming over me."

By the way, all the metaphors we use in our language like, "Oh, this project is looming," or "I feel the weight of this on my shoulders," that all starts to tell you how somebody is characterizing a particular situation for themselves. Remember, I talked about this. It's called psychogeography.

When you have people start to be able to take a problem, whatever the thing is that they're holding as a problem, and they shrink it down, they move it away from them, they make themselves bigger, they dial down the internal voice that's not going well for them and they dial up a voice that's going to be empowering and what that voice is saying.

We start to work with the sights, the sounds, the feelings, the color, proximity or distance, focus, the volume and where in the body something is felt. We start to work with that and it's like it has shape and form even though we can't see it.

This isn't actually very esoteric at all. It's really how our brains work. You can have them shift it and change it into something that works really well.

Now, would I want to take a problem and make it really big, colorful and close to them? No. That wouldn't be a smart move to make.

Would I want them to take that problem, shrink it down, put it off in the corner of the room, shrink it down again to create distance so that they feel like it doesn't have such a chokehold on them and then literally turn to look at something that's really inspiring for them and think about what it is that they want instead and make that vision be really beautiful, colorful, close to them, grand and multidimensional with all the right sights and sounds and texture and temperature? Yes, absolutely.

There's a lot more to it than even what I've taught you. I wanted to take a minute here to give you an idea of how powerful it can be to get somebody out of an unresourceful space and to create a possibility for a different outcome in a matter of a few minutes. Is it always going to work? No, not always.

It will work fabulously well most of the time. That I can tell you. Sometimes it doesn't. People's stuff goes deep and they need some other work to be done.

I want to walk you through these final two exercises. Go ahead and flip the page in your workbook. It's Page 7 in my workbook. It's "Finding Productivity, Profits and Freedom in Your Business." I unofficially call this "the tolerating exercise." It is one of my favorites. I've used it for a very long time.

Let me tell you the purpose. You'll want to jot this down. The purpose of this exercise is when your client is tolerating something and you need to give them a wakeup call so that they are motivated to make a change. That's actually the purpose.

This exercise works fantastically in a VIP Day. It works fantastically in workshops. I've used it in a lot of workshops and retreats. It works with one-on-one clients obviously and maybe a virtual day or a group program. It's a great exercise that really lends itself well across the board to any type of delivery.

One of the things I'll say about this exercise is that it tends to stir things up. So it often creates a need for coaching afterwards. Just keep that in mind. That's great. That's really helpful for you as their coach.

Let me go ahead and walk you through the exercise. There's a key step in here that is really critical to get right, that makes this thing just pop.

As we're going along, if you have a question, you can come into the queue or jot it down. I'm going to explain the whole exercise and then we'll stop for questions.

If you're going to do this for yourself or for a client, the first piece is to ask . . . actually in a workshop what I do is I ask people to brainstorm, "What's something that you're tolerating in your business? You can brainstorm more than one thing." It might just be one thing or it could be three or four things. Have them brainstorm what they're tolerating in their business.

I like to give an example. Years ago, the example I would always give was the example of thank-you cards. I was tolerating not being current on my thank-you cards and it really bothered me.

I like to give an example because it sets the frame for somebody. I want them to get very specific. I like that example. You can think of a better example yourself I'm sure, but I want you to think about what you're tolerating.

Make it something that's pretty practical. Pretty practical can feel small, like a little tiny thing and that's okay. That's fine. It doesn't have to be, "Oh, I'm tolerating that world peace hasn't happen." That's not what we're after here.

After you tell them to brainstorm, then you ask them to circle the one that they feel like they're tolerating the most, the one that's causing them the most anxiety or it feels like it's weighing on their shoulders or it irritates them the most, whichever one they would rate as the most irritating or whatever that they feel they're tolerating. Then they'll circle that. Brainstorm the list and then ask them to choose one.

Here's a little bit of a test question. Why do you think I ask them to brainstorm and then choose one, versus, "Choose something in your business you're

tolerating”? In fact, I’d love to hear who has a guess? There’s more than one right answer here.

Why do you think I do the brainstorm and then choose one versus just choosing one and writing it down?

Suzie: We have Martina on the line.

Kendall: Great. I’m so glad you’re here, Martina.

Martina: Hey there. I think one of the reasons is to make them aware that there is not just one distraction they’re tolerating. There are multiple distractions and excuses for them not to get something done.

Kendall: Right. That’s absolutely one of the reasons. I’ll share a second reason. Like I said, there’s more than one reason here.

It’s a subtle thing, but people can kind of get clutched up. They can get their knickers in a twist trying to find one thing that they’re tolerating.

When you ask them to brainstorm a list, that’s pretty easy because then they don’t have to choose one. After they’ve brainstormed it, they can see it. We all know if you have a list of things written down, it is so much easier to pick one out of that list, isn’t it, than just trying to think of the one?

It’s a little thing, but especially if you’re doing this in a group environment, it just makes it go faster and easier. I don’t want people getting their knickers in a twist choosing something they’re tolerating.

Thank you, Martina. Great answer.

You’ve had them brainstorm this and they’ve circled their one thing. The next piece is: What is this preventing or delaying them from implementing?

Again, you always want to pre-frame for people what is acceptable. So if you only want one answer, you ask, “What is the one thing this is preventing or delaying you from implementing?” You could also say, “Go ahead and brainstorm. What is this preventing or delaying you from implementing?” Be very specific.

Let me just give you an insider secret here. With this particular box in the exercise, people often won’t think hard enough about what it’s really delaying or preventing them from implementing. They might have a hard time connecting the dots or they don’t get specific enough. Just know that that’s okay.

How do you overcome that? It's easy. In a one-on-one, you're just asking your client and you help them with it. In a workshop setting, you ask for an example. You say, "Let me hear an example."

Here's a little workshop facilitator's tip. If you get a good example from your first person, great. If you don't, you say "Thank you. Who else has an example?" You ask for another one.

Even better is to have your own example pre-prepared. For example, one of the things that makes my trainings go very smoothly is I often have an example and I use it as a thread. Renee and I call it "pulling it through," so it's a thread we pull through the entire exercise.

The next time I was teaching this in a group setting I would have something more current than just a thank-you card, although it's still a little bit of a toleration. Right now, what's fresh in my mind is updating all my legal agreements. I've totally been tolerating it. It's been sitting on my to-do list for about two months.

I had a meeting with Renee about it today so I can get this done because I have a meeting with my attorney tomorrow that I don't want to reschedule. I want to just get it done.

I would come up with an example and for each of these boxes I would follow that same thread of my example through the exercise. That works brilliantly. If you have a good example, it works brilliantly for getting great results for your participants in your retreats, your workshops or your group programs. So that's a hint there.

"What is it preventing or delaying you from implementing?" I tell people, "Be as specific as you possibly can." I say it to them this way. I say, "Think of it this way. If this were no longer a problem, you weren't tolerating it, it was handled and you were feeling this amazing sense of relief, what would your energy and your time be freed up to start doing?"

The question in the box is done in a negative. Now I just gave it to them more in a positive. I give it to them both ways.

The next piece is my favorite piece. I love this. "What is this costing you?"

Let me tell you what's going to happen here. People are not used to what I call following the breadcrumb trail. You know how Hansel and Gretel went to the forest and because they were really hungry, the witch had these little

breadcrumbs throughout the trail leading them to her house? I call it following the breadcrumb trail.

People aren't used to doing that. It's very similar, actually, to in a discovery session how you help people uncover the cost of the problem. It's the exact same technique and attitude here. People are not used to doing that, so I'm going to go back to my example of thank-you cards. This is from 10 years ago.

What was it stopping me from implementing? I felt it was stopping me from signing on new clients. I don't remember if it was for a group program or one-on-one at the time, but it was signing clients on for something. What was it costing me?

Where I went with this was that I knew back then if I sent out a certain number of thank-you cards to people who I had met or connected with in some way — I'll just make these numbers up here, because I don't remember it exactly — out of every ten thank-you cards, three of those people would continue a conversation with me or create a connection with me.

Of those three people, two would become clients. The average price point of the program that they would purchase was X amount, so it was X amount times two people.

It wasn't just a one-time deal in a year. It was multiple times per year. I don't remember what I estimated it out to be. I remember what the final number was. It was about \$80,000.

By following the breadcrumb trail and breaking it down piece by piece, I ended up calculating and holy smokes, my laziness in getting my thank-you cards out regularly was costing me potentially \$80,000 in lost revenue. Did I get active on my thank-you cards? You better believe it. I got really active.

I can think of it now with my legal agreements. I've got about a dozen of them to review and because I'm tolerating not having reviewed the first four, it's preventing me from reviewing this one in particular that I really need to have done.

If I put a pencil to it and follow the breadcrumb trail, I'm just guessing, but I know it's going to be probably a six-figure launch that I'm delaying because of not having this particular agreement done. That's stupid. It is what it is.

I love this exercise, because it is a real wakeup call. The reason this works so brilliantly is because it puts a dollar amount to something that people are just tolerating. We just get used to it.

Human beings have an incredible capacity to tolerate shit. That's really what it boils down to. We have a great ability to tolerate stuff and to be stoic, especially women, because we're tough. Women are strong. We're just strong in the wrong ways. We're strong in tolerating stuff that we shouldn't tolerate.

In a workshop setting and I keep honing in on that because in a one-on-one, you're going to walk your client through this. I've delivered this in workshops with 200 and 300 people. I've delivered it in retreats with a dozen people. I've delivered it a lot in various shapes and flavors.

I give the example so it really sets the frame for people and they know, "Oh, wow. That's how detailed she wants to get." People will still have trouble with this. I usually partner them up. I don't ask them to work on it by themselves. I usually have them find a partner and partner up on the second and third piece. I walk around the room helping them. I say, "Show me what you've got."

I'm telling you, coaches, what they have doesn't even scratch the surface of what it's costing them. So this is where you get to turn on that part of your brain that loves to be like Sherlock Holmes and to super sleuth things to find what's missing. It's like the "Where's Waldo" puzzles. Where are they missing money that they haven't seen yet? Just go for it and help them make some estimates.

Very similar to the discovery session process, the estimates don't have to be wild. I am pretty conservative in helping people with their estimates on this and the numbers we come up with, because the time value of math when multiplied out every month over the course of a year, for example, or four times a year, the multiplier effect makes the final number of what it's costing them huge really quickly.

The last piece is pretty simple. What action and by when? In workshops there are fun things you can do.

Obviously, they can tell their buddy that they partnered up with for the exercise. It's fun to have people stand up, mill around the room and for the next two or three minutes tell at least five people, "I've been tolerating this. It's costing me this. My action step is this and by this date." Then go find another person and tell them. It's a great energizer.

Who has a question or a comment about this particular exercise?

Suzie: I have a written-in question from earlier. It's from Modita and it just says, "Please tell me some significant differences and tips for coaching men. Thank you."

Kendall: Okay, I'll come back to that in a moment. Does anybody else have a question?

Suzie: Not at the moment.

Kendall: Let me briefly answer Modita's question, because I used to coach men. I love men. They're great. They just are very different as clients.

Here are some tips on coaching men. I'm going to generalize here for the average American guy. Modita, you're not necessarily coaching the average American guy, but I would say that most men either are not as comfortable, as patient or as interested in a lot of the touchy-feely aspects.

Now guys would absolutely love this particular exercise because it's a really practical exercise. This exercise is a fascinating one, because on one hand there's nothing really touchy-feely designed into it. However, ladies, I will tell you, from having delivered it so many times, that people can cry. They have a lot of awareness. They say, "Oh my god, I'm putting up with so much."

When I do this exercise, I love it. I get really excited and it makes me feel empowered. Other people can say, "Oh my god, I'm giving away my power so much." It can really swing both ways.

Let's get back to coaching guys. I tend to change my voice tone when I'm coaching guys. I tend to speak a little sharper. My language isn't quite as soft. I don't use as many soft words and my tone of voice changes. It becomes much more matter of fact and actually I get fairly casual. Personally, for me, in my language I'll say, "Okay guys, here's what we're going to do." I get much crisper.

I'm not going to ask them how they're feeling. I'm not going to talk about feelings. It's harder for guys to access their feelings. Generally speaking, male culture does not give them permission to talk about their feelings. So men often struggle with that because they just haven't had a lot of practice. They haven't had a lot of practice and it hasn't been safe, so a lot of men aren't necessarily in touch with a wide range of feelings.

I'm not going to ask them, "How do you feel about that, or what kind of emotions come up for you?" I'm not going to ask those questions. I might instead say, "What do you think? Is this useful? How do you see yourself using this?" I'll use the word "purpose" or "purposeful." I just use crisper language and substitute the softer, touchy-feely stuff.

I'll just say this. We've often had quite a few men in my bigger, public workshops. They're usually there as spouses or partners of the women attending. My work is really designed for women. This is no mystery here. What I've done, and you might want to consider doing this, is I make it a point to bring the guys into the conversation.

For example, what I'll say from the stage is, "Guys, I know that guys look at this a little differently." Or, "The men in the audience here may have a different perspective on this. I'd like to hear from one of the men in the audience. Tell me what you think or tell me how this is landing for you." I'm not going to say "resonate." I would use "land." "How does this land for you?"

I'm very comfortable calling out that there are men, they are different and I really value hearing what they have to say.

I can talk about this topic a lot actually, so I'll just say this one last thing and then we'll move on unless you ask me more about it. When I've done a lot of training and coaching on money in larger workshops where there are guys in the audience, I will say, "Men don't get to escape having issues around money. They have issues too, but those issues show up differently. They manifest themselves differently or they present differently than they do for women."

I want the guys to feel included, because I want to create a safe space for the guys. So I'll then say, "As we go through these exercises, guys, I may call on some of you to share the distinction in how you look at this particular situation."

The guys are really good about it. When I've called on men, especially when talking about money, they've been awesome. They've offered incredible insight.

We have one husband of somebody in particular who came to my workshop several times and he was really blown away, not in a bad way, but in a great way. He was blown away at the level of discomfort and emotional turmoil that women have regarding money. He said he had no idea before this. It was very eye opening for him.

He said that he doesn't feel that way, but it was very eye opening for him. It gave him a new understanding, appreciation and compassion.

He actually said something really beautiful at the end and I'll just paraphrase. This was a couple of years ago, but basically he just gave the women a blessing. He was a really cool guy and he said, "You ladies just don't realize how extraordinary you are." He went on for a couple of minutes just telling people from his heart how amazing they were.

This was a participant's husband and for them to hear it from him, everybody cheered him. He got a standing ovation and they were crying. One of my top 10 favorite workshop moments ever was that particular evening session.

That was a great question, Modita. Thank you for asking me. If you want more, just ask me a more specific question and I'm happy to share with you.

Are there any other questions or comments, Suzie?

Suzie: We're good at the moment, Kendall.

Kendall: Great. Let me just see with a show of hands and on the chat box you can type in "yes" if you like this exercise. Do you like it or do you see a lot of potential with it, in being able to use it? Tell me if we're getting some hands up there, Suzie.

Suzie: There are a good amount of hands. They keep coming.

Kendall: I just love it. It's such a wakeup call. I know in the South they'll talk about a come-to-Jesus moment. It's a come-to-Jesus exercise. It's just great for shaking people up and getting them out of their status quo.

Suzie: Kendall, we do have a follow-up question about men from Katherine. She says, "Would you use the Branding with Archetypes with men?"

Kendall: Absolutely. They love it. Men love it. I might just be sure to point out some examples that are a little more guy oriented, like alcohol examples or car examples. We've had countless CMMSers take Branding with Archetypes to men, into corporate and with working with men. The Archetypes, they understand.

You can use a "Star Wars" example. The whole "Star Wars series" is completely archetypal in how it's done, so guys relate to that. I just pull out a couple of examples that are a little more guy oriented, such as sports examples.

Richard gives me a really hard time if I use a sports example because I'm not a sporty person. He always teases me when I do that, but I always have one in my pocket that I can use.

There is actually one more thing I have to say about the men. One thing I've noticed about men is that mostly they tend to be very polite audience members. Everybody likes to feel important and men love to be listened to. Ladies, we know this, right? If you want to make your spouse or partner happy, just listen to them tell their stories. It just makes them light up.

One of the things I have found pretty consistently when I've had men in my audiences is that there's always one guy who wants to be the know it all. He's the expert. You want to just be aware if that person makes themselves obvious to you. It won't take long for that to be obvious.

How you handle it is up to you. I teach this in detail in some other trainings. I usually start out handling it pretty respectfully, but I also let them know that we need to move on. So I'll say "Great. Thank you" Then I turn away and make the training or workshop go in the direction I want it to go.

I don't start a dialog with them, because they have a need to be right, whether it's just that they want to be superior or they want to be the hero. It can go either way. They want to be right and they also want to have the last word. But you're the one with the microphone, it's your stage, it's your group and you're the one in charge. So say, "Thank you. Great tip."

Then I say, "We're going to move on now." That tells them we're done. You just have to match their energy and you'll be in great shape.

All right, let's go into the next exercise on the next page. It's "Give Yourself a Raise with Empowered Boundaries." By the way, both of these handouts are ones that you would give your clients or your workshop participants.

This exercise works very well in workshops, coaching groups, one-on-one and VIP Days. It's great. I like exercises like this. Let me speak to it in terms of the VIP Day for a second.

One of the mistakes coaches make in a VIP Day is that they think they have to be interacting with the client constantly. That isn't true. It's exhausting, not just for you, but it's actually exhausting for your client. It's okay to have some space in VIP Days.

One of the ways that you can create space is by having one or two exercises where they take a few minutes to fill it out on their own. That gives you a chance to just sit there, breathe and relax for a minute.

You can go to the bathroom. You can check your iPhone if you need to although I don't think that's super cool to do in a VIP Day, but you can just relax and have a little bit of an energetic break there for a couple of minutes. It's perfectly fine.

I primarily do my VIP Days in my home and I go into the kitchen, I walk into my office, or I might walk outside for a moment. I say, "I'm going to leave you alone here for a couple of minutes to do this and I'm going to go walk outside." So they

know where I am and what I'm doing. The relief is appreciated. Let me put it that way.

Don't feel like you have to sit here and read each of these pieces out to somebody and have them check them off as you read them. That's kindergarten babysitting. You don't need to do that.

The way that this exercise works is that you want to talk a little bit about boundaries. What you want to say about boundaries is really up to you. I did quite a bit of research on boundaries, so I have a little piece that I go through around boundaries.

Then you ask them to check off each of the situations that they know are true for them. I always make a joke and say, "You're not limited to just one." Everybody laughs because most people have more than one that they want to check off. You can say, "You can check off one or more or all of them." You just give them a minute to do that. It doesn't take very long to go through this.

Now they have this list with everything that they've checked off. Then you ask them to pick their top three. You may choose to chunk this down and have them just pick the top one that they want to clean up.

The Boundary Breakdown columns 1, 2 and 3 is where they'll choose three that they want to work on. I think that going forward I would probably do just one, truthfully.

Then you ask what the empowered action is that they can take here to clean up this boundary. That's as simple as this exercise is. It is that simple.

Where this exercise really comes to life with a one-on-one client, you could say, "Tell me a little bit about that." In a group setting, you could say, "Who here wants to share an example?" You have somebody take the mic or speak up in a small group setting.

How much time you give it is up to you. I want to lay this out for you about what you can do that expands this exercise and creates a lot more depth to it. You can ask to hear a couple of examples. In a small group, say if I was still leading 12-person Platinum masterminds, I would probably be hearing an example and doing some on-the-spot coaching.

In a larger group or with less time, I would hear the example. I would not do some coaching on it necessarily. I would just hear the example and similar to the Tolerating exercise, I would say, "How does this get in the way of you creating

the results that you want? How do you feel about that? On a scale of 1 to 10, how willing are you to get this whipped into shape?" I want to hear an 8, 9 or 10.

In a group setting, if somebody says, "Well, I'm okay with it. I can live with it, so it's probably about a 5," I'm not going to say "Okay, great." I'm going to say, "Wow, really, a 5? We're going to come back to that. Who else has one where it's not a 5? You want to change this and your commitment to this is an 8, 9 or 10, but you just don't know how?"

I'm giving you these examples because I want you to hear some of the flexibility that you have and also how to handle it when someone's kind of mediocre in their commitment level. A 5, really? Why are they there? That's my thought. Why are you here?

You can really hear some examples to expand on that and you can brainstorm the empowered actions. Let's say you only ask for them to choose one and an action. A different way you could do this is on a flip-chart sheet.

If you're hearing two or three examples and you're starting to hear that a lot of people have the same one or you have one that sounds particularly juicy, you could say, "Let's brainstorm what some options are here," and you just brainstorm on a flip chart just what the options are. Then everybody benefits from that. They think you are absolutely brilliant.

Then you ask them to write down the exact action step that they're going to do and by when. That's a technique I do a lot. I personally love it. It's a technique that allows you to demonstrate coaching in a group setting without making it just about one person where everybody else then feels left out or bored.

Feel free with this exercise. You guys have the "Courageous Coaching Method." You are sharp, savvy coaches. Feel free to say, "Tell me what that's about for you. What happens for you that you allow that to happen?" Sometimes I want to know, "If you were teaching me how to have that boundary breakdown, what do you go through to make that happen?"

I do it with light energy because I'm not shaming them. I want to understand step by step what happens for them, because then coaching them on it is going to be a piece of cake.

Are there any questions about that?

Suzie: I have a follow-up question from Modita.

Kendall: Good. Are we talking about guys again?

Suzie: It's a little bit different direction now.

Kendall: That's okay. I don't mind talking about guys. I just think it's funny.

Suzie: She says, "Thank you for answering my question so specifically and great about men. I'm a little afraid to coach men, but I have some discovery sessions from my latest event. I also would like to hear more about how we women can lead workshops if people are challenging, if they take the against position or if they are always skeptical, sabotaging themselves or even the group process or if they go against the leader? Thank you so much."

Kendall: Well, that's about a 2-hour training that Modita just asked about. It's a training that I absolutely adore doing and I love it best in person because there is so much about non-verbals, about how you use your body and where you position yourself and place yourself that really is powerful in handling these situations.

Let me pause for just a moment and see if anyone else has a question about this particular exercise. Let me take care of that first.

Suzie: Not at the moment, but someone was asking what page we're on.

Kendall: In my workbook, it's on Page 8, "Give Yourself a Raise with Empowered Boundaries." Mine is the original book and I don't know if we changed page numbers by one or two. It's right around Page 8.

Suzie: We're good at the moment, Kendall.

Kendall: Let me think if I retained all of that question. First of all, don't be afraid of coaching men. Men can be fabulous to coach. They're just different, that's all. Like I said, they don't have as much patience, tolerance or interest in going into the soft, touchy-feely feelings part.

I've had some guys be that way. Honestly, they weren't fun to coach quite truthfully. Basically, ask them a lot of questions. That's all you need to do. Remember, I said this in the marketing training call that you guys got that was a recorded audio on discovery sessions. When you are asking the questions, you are the one who's leading the conversation. Whoever's asking the questions is in charge. They're the ones leading it.

Men are no different than women in that they want to talk about themselves and they want to be listened to. Guys don't have the same opportunity to discuss things like women do. We women share everything with our girlfriends and our CMMS buddies. We share and share and share. Guys don't have that opportunity. They just don't have that necessarily built into their social structure.

Especially in a discovery session, that's an opportunity for you to allow a man to give voice to what he's thinking and feeling and to be heard.

The other thing I was going to say is that I would just be very crisp in my questions and with my tone of voice. "Why this? Why now? What do you want instead?"

Guys don't like admitting to being afraid of something, so understand that. We women talk about our fears all the time. We're like, "Oh my god, I'm just terrified to do this." "I did it, yay, but I was so scared." You don't hear guys talking that way.

I would be asking them about consequences rather than fears. Do you see how there's a difference in that word "consequence"? I would say, "Tell me what's a consequence," or "Tell me what's a concern." I'm not going to use the word "fear" because most guys are not going to own up to it.

The other thing you have to remember about men, people in general are competitive. Women are just as competitive as men and sometimes I think more. But the way that women display their competitiveness is 180 degrees different than men. I wish women were more like men this way, because men are very straightforward and very clean about their competitiveness.

Knowing that men are competitive, you can even ask a question. You can say, "Tell me what your goals are. Why is it important to achieve it?" You can say, "Do you like to compete with yourself or do you like to know that you're winning over somebody else?"

Now I might phrase it a little differently than that, but I would use the word "competition" or "compete" in a discovery session with a guy. I would not use it with women.

A guy's not going to be bothered by that unless he's a super, new-agey, esoteric kind of guy. He may not dig it then. But unless he's that kind of guy, he's going to be okay with it, especially if you say, "Do you like to compete with yourself," because then it makes it okay.

You can use the word "win." "How will you know if you're winning at the game of your business?" Men play a lot of sports. They're used to games. They're encouraged to do that as little boys.

Let me just see with a show of hands if you ladies are hearing, even as I'm warming up to this, how different my language is than what I would use with a

woman. I talk about winning, game, challenge, concern, consequence, compete, competition, achieve and results.

Suzie: We have hands coming in, Kendall.

Kendall: It's just a different language set. We have a little space in today's call, so I'm going to spend a little more time on this question.

Was the second half of Modita's question about how to handle people who are challenging in the audience?

Suzie: That's right, challenging, skeptical and sabotaging themselves or even the group process or go against the leader.

Kendall: Those are different situations. If it's okay with everybody, I'm going to speak to this for a few minutes because it is something I love to teach. I am like the best at handling this. I'm laughing just because I've had to do it so many times.

For somebody who is skeptical, first of all I wouldn't assume they're skeptical unless they've already really evidenced that to you. If somebody is sitting in the back of the room with their arms crossed, it doesn't mean they're skeptical. It could just mean that they're cold.

Usually, somebody sitting in the back of the room could have gotten there late and there wasn't a seat. But there is a distance there. It's like observer position, right? They're more in an observer position.

There are two things that I would say. One is to be very careful, ladies, what type of audience member will get you hooked or triggered. You need to know that, because if you're not aware of that, then that person will get you triggered, you're going to slip into your shit and it's not going to be pretty. You're not going to feel good about it and it won't be pretty, so you have to know.

For example, if somebody is sitting in the back of the room looking judgmental, skeptical or whatever, it could be easy for some women to try and really play to that person, to try and get them to participate, to try and win them over and be people pleasing that way. You just have to know what kind of personality gets you.

For people who are skeptical, you might normalize this right at the beginning of the training. Say, "Some of you are fully on board, you're into this and that's great, and some of you are skeptical. In fact, let me see a show of hands. How many of you here would say, 'I'm more in the skeptical camp.'? Let me just see a show of hands."

Bingo. Now you know who they are, because you asked them to see a show of hands. They've identified themselves. Say, "Great. I welcome you. Thank you for being so honest with me."

The thing with skeptical people is they have the possibility of triggering in you the need to prove something, prove you're good enough, prove you're smart, that you know enough or whatever, but prove something and you need to be careful not to go there. Their decision-making process is their decision-making process. It's not yours.

I'm not going to ignore them. But now that I know that I have some skeptics in the audience, I know who they are and I'm aware then it's in the back of my mind as I'm presenting content. I kind of want to know what they're skeptical about. I may not ask that in the very beginning, because I'm not just sure I want to bring that energy into the room early in a workshop.

I may come up to them during the break and say, "I'm really curious. Tell me something you're skeptical about because I'm fact gathering." A skeptical person appreciates that. Oh my god, they love it and you give away zero of your power when you do that. You don't give away your power at all. So I try and find out a little bit.

Sometimes, depending on the room, or maybe later in the day, I might say, "Those of you who are skeptical, tell me what's your concern so I can hear it." Either way, I'm getting some information and then I can speak to it when delivering an exercise.

Here's a quick example. If I'm delivering an exercise that I know is going to fly in the face and go against somebody who's skeptical, I'm going to say, "For my skeptics in the audience, this is going to be challenging for you," and I laugh. I say, "But I have confidence in you. I know you can do this." I challenge them. I don't try and prove anything. I challenge them to step up.

That's one way of handling it. You could handle it a different way. You could say, "Tell me what your concern is." Then say, "If that weren't a concern, what would you like to get from our time here together today?"

You see I'm not buying into their skepticism. I'm going to acknowledge it, but I'm not going to start saying, "What can I do to make this okay for you?" Or, "Let me show you how this could work for you." I am not going to convince them. When you start trying to convince them, all of a sudden you've unleashed a wolf that you have to keep feeding, who will never ever be satisfied.

I want to be aware of our time, but, like I said, we do have some extra time today.

Since I can't see you guys, I want to do a check-in. Raise your hand or type "yes" into the chat box. Do you want me to continue with some more workshop delivery tips like these about how to handle certain situations?

Suzie, of the people we have on our call, I want to see a lot of hands going up, otherwise we'll switch gears. What do we have, Suzie? Are we going forward with this topic or switching topics?

Suzie: We have a few hands raised, Kendall. There are a handful.

Kendall: Should we switch topics or continue?

Suzie: I think we should switch topics.

Kendall: If you guys want a little more, you can ask me. We have some extra time today.

I actually have a bonus exercise that I put in my notes that if we had time I wanted to teach you and we do have time. There is no handout for this, so you'll need to write it down. It's a quick and easy way to help people prioritize.

For instance, let's say somebody has a list of opportunities or even a to-do list and they have four or five things that they're choosing between that they need to prioritize. This is going to be very simplistic.

When people see a list of things that they need to prioritize, they're often feeling overwhelmed and they're also probably juggling multiple priorities.

It's kind of like when somebody presents you with four amazing desserts. There's the flourless, gluten-free chocolate cake, there's the crème brûlée, there is the tiramisu and there is the key lime pie. You're saying, "Oh my gosh, how do I choose? They're all so good."

You can ask them, "If you were to only have one of these, which one would it be?" You could ask, "In terms of level of importance, which one of these feels like a 10?" You're asking them for one and they choose that one. Great. Now they have three left.

Then you say, "If you could only have one of these three here, which one would it be?" They choose one. Great. Now you have Number 2 and you have two left.

Then you just continue. The client understands what you're doing at this point. They get the game.

What you're doing here with this technique — and it's incredibly simple and really helpful — is helping them filter. Instead of looking at four choices as this overwhelming mishmash of options, you're helping them choose one.

They may hem and haw and say, "Oh, I don't know. It's so hard." Say "Tell me which ones you're considering." They say, "Well, I'm considering the tiramisu or the gluten-free, flourless chocolate cake." You say, "Between those two, pick just one. Which is it going to be?" "Ah, gluten-free, flourless chocolate cake."

That's how you do that and it just works brilliantly. Obviously — and I want to be clear about this — what I am doing is removing any conversation around the options.

Let's go back to if somebody has three different opportunities. Richard and I did this last week. We were masterminding together and it was very clear with the marketing calendar between now and the end of the year that we only had time in the marketing calendar to market two things. That's it.

There are four things I'd like to market, but we only have time for two. We talked about the pros and cons of each one. It became crystal clear in five minutes which of the two things we're going to market.

I hope that was helpful for you, just to give you an easy way of deciding which feels most important and which is the Number 1 one you want. You can change up the question. You could say, "Which one is going to have the biggest impact on your business? Which one is going to create the quickest cash flow?" Those are two entirely different filters.

We're going to have quite a bit of time here. I do have an assignment and a proof question for you at the end, but let's open it up for some general Q&A.

By the way, Modita, you're in our Clarity program, so you can coach with Kailash or Richard either one. They're both brilliant at handling any of those other workshop situations. They both know it very well. They've done it and they've seen me do it. So they can help you with that as well.

Suzie: She wrote that she was so thankful for the information and that it was awesome.

Kendall: There's a lot I can talk about on that. I just love it.

Suzie: Janet had a comment too earlier about men. She said, "Loving men. Happy to be held in a space of clarity and compassion."

Kendall: Nice. Who has a question? Otherwise we'll complete today's call early. This is general Q&A here.

Suzie: I'm just giving it a moment. Sometimes the chat is a little bit delayed from when they put the question in.

Kendall: I love the priorities piece, because it's such an interesting piece. I think the thing I would give you all is that if you're helping somebody prioritize some fairly routine choices, you can just do it exactly how I taught you today.

If somebody is evaluating choices about which candidate to hire, what things to market or some other choices that have a bigger, farther-reaching impact, you do want to talk a little bit about each choice, because what you're wanting to do is to understand what's important to them.

It's always about criteria. Criteria is like filtering. What is it that they're filtering for? What's the outcome they want to produce? If somebody needs to make cash quickly, that's a different criterion than saying, "I just did a launch" or "I just got signed up with a new client so I really want to build my list." You say, "Great. Let's look at some options and let's choose one." They have a little space financially to be able to work more on their list build.

It just kind of depends. I can tell you that some of the best coaching that I've ever done in terms of really helping people get clarity was just in helping them get clarity about their priority.

By the way, not always, but often when people say what their options are, usually the first and second options end up being their top choices. They rarely end up prioritizing their Number 1 choice and giving it to you last in their list. That almost never happens. It's top of mind for a reason. It's because it's the thing that they want to do.

Suzie: Kendall, we have Leslie on the line.

Kendall: Great.

Leslie: Hi, Kendall. I have a question. At what point do you recommend you work with your client on "Give Yourself a Raise with Empowered Boundaries" or the one that you did before, [inaudible 01:07:14].

Kendall: It would depend on the program. I'm going to give you two options here. Let's say you had a group program going. I would do the Boundaries piece very early on, like in the first month.

The reason is because women especially — and I know you're working with a lot of women — come into a program with their cup full. Their cup is already full and now you're trying to teach them some new things and to take new action when they already have a full cup. How are they supposed to do that? They can't.

They need to empty out their cup, not entirely. But they need to take some things off their plate so that they have space energetically, emotionally and in their calendar. That's why a Boundaries piece very early on is very impactful.

I also like doing it early on because it's relatively easy. It may take a lot of courage on their part, but the action steps are actually very simple. Give me a situation and I could give you an example. Usually, cleaning up the boundaries is super easy. It's more practical and it's task oriented. It's just a simple thing for them to do, so they feel successful and that's important.

With a private client, I would do it early as well. Obviously, we have a lot of content that we give you in CMMS. You can't give it all to somebody all in the first month. That's not possible. So you do have to make some choices as to where you want to put their focus.

I think as long as you're up front with your clients and let's say with a one-on-one client you say, "One of the first things we're going to do is reset your money mindset and clear the decks so that you have some capacity to make the changes that you want. Then we're going to look at your ideal client," etc.

You could lay it out for them in a bit of a sequence so they understand and they're expecting it. There again, I would do it within the first month. With private coaching, I would do it within the first month or two at the most.

Leslie: Also, I have another question, if I can.

Kendall: Okay.

Leslie: With all the content that we have in the CMMS program, is this designed to extract and create different programs? Or can we create a program that has all of it in it?

Kendall: Let me go back over that, because I know you guys heard this at the beginning, but you have a very different perspective or frame now that you've seen all the content and gotten all the training. The answer is yes and yes. You can take a client through everything. That's a year-long program. Trying to condense it into a shorter time frame is just going to overwhelm people. That's a year-long program.

That means that if you're offering a shorter program, such as a 6-month program, a 90-day, a 30-day, down to a VIP Day, obviously you're going to have to trim. You have a choice. In a 6-month program, you can touch on each of the core modules: Branding, Niche, Signature System, Profit Pyramid, Packages and Pricing. You're not going to necessarily deliver everything in all of the modules.

Some of them you will, like Niche. Niche is easy to get through. It's just Step 1, Step 2, Step 3, then go on and get it done.

I think of "How to Charge," for example, you wouldn't necessarily go through everything with somebody. You don't need to. But you could touch on every single module in a 6-month program.

In a 90-day program, no, it's too much. You're not going to be able to touch on everything. You won't be able to touch on something in each module. That means you're going to give less of the modules. So which ones are you going to give? It's the same thing with the VIP Day.

Does that help give you some framework to start chunking it down?

Leslie: Yes, absolutely. I had started to get a little unclear. It's all wonderful content. It's just that I wasn't sure.

Now when you mention a 1-year program, how often should you be meeting with your client or having the program? Would it be like this, every week?

Kendall: No. I wouldn't do that. It's too much for people. This is up to you. With my private clients, we coach twice per month. They also have two VIP Days with me in the year. Two to three times a month is plenty.

I don't think this is in the workbook, but one of the things that I did when running group programs is I aimed to have a weekly touchpoint. Now what does that mean? That could mean that it was two calls per month, like Week 1 and Week 3, so those two weeks were taken care of. If there was private coaching in it, they got one or two private coaching sessions.

If it's a strictly group program, it could be those two calls and also every week there was a short assignment. I've done so many different things in the past. I used to do a 1-minute money mindset audio that would come out every Monday. I did that for a long time. I just aim to have a weekly touchpoint of some kind. It's not to overwhelm them and not to overwhelm me, but just to be in connection.

There are some group programs that people are doing these days that have weekly calls. The main coach is not the one delivering them initially. They're at a

place where they're not the ones doing all those calls, so they have a coach working for them doing it and they're doing a weekly call.

I think you have to know your audience as well. The coaches I can think of who are doing that are, generally speaking, working with newbies. They're working with people who are newer in their businesses. They're business coaches and they're people who are newer in their business.

Those people who are newer in their business have a little bit more time on their hands, so coming to a weekly call is more doable for them. They also need more support. They need more handholding. They're in a tremendously steep learning curve.

When you're working with higher-end people who are more established, more experienced and making more money, they don't have that type of time availability. They're not coming to a call every week. They don't have the time.

I think some of this is knowing your audience and creating a structure. Think about your audience. Think about it through the lens of your audience and ask yourself what you would want.

I'm going through that right now, in fact, with designing my new higher-end group, because I need to get the design finished in the next week or so. We have people interested in it and I was thinking, "What would I like?" I want to have people in this group who are already at six figures or really multiple six figures and want to go to high six figures or even into seven figures.

It's asking, "What would I want?" Even though my income is higher than that, it's still at least along the same lines.

That gives you some ideas there. I think the touchpoints piece is really important. You could do it with a Facebook group and do Facebook Live. Tabitha, I know you do a lot of Facebook Live.

There are lots of ways to do these touchpoints, but it needs to be in a way that's going to be easy for you to do, because otherwise you're going to get burned out.

Leslie: Now when you say touchpoints, is that simply you giving some contact? Or is it getting response back from them and kind of going back and forth?

Kendall: Honestly, it could go either way. A quick example, I would do these Money Mindset Minutes, which turned into about four minutes recorded and I would do them every Monday. That was a touchpoint. This was a few years ago. They got to hear me every Monday.

It was a little canned email. The email never changed. It just said, "Here's the link." People loved them. They really enjoyed listening to them.

In a smaller group, it could be asking people for accountability. It could be asking them to send in on a Monday what their top three priorities are for the week.

You have to decide, though, if people don't comply, are you going to just let it go? Or are you going to come after them and say "Hey, we didn't get this from you"? You want to just think this through in terms of compliance. How strictly are you going to enforce compliance there?

You can ask them to send you something so it's not just a one-way street of information coming from you. There is something coming from them.

You can ask them to post something on a Facebook group. You could post a question once a week, like on Tuesdays. Ask an insightful question and just get some interaction going on a Facebook group.

There are lots of different things. At the end of the day, people have to choose to participate or not. It's up to them. People have to be self-responsible, because we can't validate and carry people that way. They have to step up.

I think having the touchpoints is a really important piece, because it creates connection, as long as it comes from a place of providing value. What I like about having a variety of touchpoints is that then the people get to hear you, see you, read you, so they get to have different modalities of you being presented. You're in their life, you're in their world a lot and you can touch on things like mindset.

Back when I was doing just strict business training, I needed to have an outlet for mindset, because I would have gone crazy not being able to do that. I remember for two or three years in one of my Platinum groups I did two calls a month. One was a marketing call of some type, really teaching that kind of stuff.

The second call was on money and I created a lot of money exercises that ended up being in my various money programs to date that were birthed through that particular Platinum group that I ran for a couple of years. Every year I had to come up with 10 calls on the money and 10 on the marketing.

Who else has a question, Suzie?

Suzie: We have Tabitha on the line.

Kendall: Great. Go ahead, Tabitha.

Tabitha: I had a quick question about the prioritizing exercise. Is that something that you think would apply to helping someone get clarity on where they're wanting to take their business, like how they want to do their offerings? Like if they're stuck between trying to figure out if they're going to do what they're good at or what they really want to be doing?

Kendall: Those are two different choices?

Tabitha: Yeah, and there could be more choices, when it comes to battling the heart and the mind of the whole business creature.

Kendall: Are we speaking hypothetically or about you personally?

Tabitha: Absolutely about me.

Kendall: Oh no, it's not about me. It's about my neighbor.

Tabitha: Right. My friend.

Kendall: Yes, you could use that. I'm hesitating just because there's more than one opportunity here. I would do a number of things and I would do a number of things with a client. I would have them do some journaling, actually, and I would give them two or three journaling-insight questions, such as, "What do I want to be known for?"

This isn't looking for a one sentence marketing message answer. This is about journaling. "What do I want to be known for?" "What makes my heart sing?" "What makes me feel lit up?" "What is it that I do that feels like the easiest way to make money?" That question is an interesting one.

I would be doing some journaling. I would be using the priority piece, absolutely. I would probably not start with the priority piece. The priority piece is most helpful when it's like, "Okay, I have two different directions that I could go in. Both are really awesome. Which one do I go in?" Or, "I have three directions I could go in and they're all three fabulous."

Otherwise, I wouldn't use it because I'd want to do some other exploration first to have some more information.

Besides the journaling, I would be using Positions of Empowerment and I would put business in the space of either Spirit or Other. My first hit was to put it in Spirit.

This is what I would do, Tabitha. I would be putting each option that you have in the place of Spirit and looking over at Self. You're going to need a CMMS person to walk you through this. I think this is hard to do by yourself.

I would be looking at Self and asking some questions, like, "What does Tabitha over there love about this particular topic?" I would look at Other and then I would look at Observer. From the space of Spirit, I would just rotate.

It's going to be a different way than I've taught you, but it will be really fascinating. Everybody, this is exactly what I'd say to a client. This is a process of exploration, unless you already know and you just haven't given yourself permission to say yes to it, which is what I detected earlier on.

Tabitha: Yeah.

Kendall: The other way to just get somebody off their dime is to say, "If your life depended on choosing today, with you going with the thing that absolutely lights you up that you can see yourself doing forever and that is so exciting for you, what would it be?" Boom, you've got your answer.

Tabitha: That's an easy answer.

Kendall: Yeah, it's an easy answer. So what's stopping you from doing it? We're not going to get an answer here. I'm just giving that question. What's stopping you? What are you afraid of? You start exploring it and you take care of those issues.

I will tell you something, ladies, because I know this from firsthand, painful experience. Kailash's whole theme in life is that you say yes to yourself no matter what. When you deny saying yes to the thing it is that you really want, when you put it off, when you put it second and it gets put on the back burner, you're going to suffer and struggle in some way.

Over time, the universe is going to come up and slap you upside the head. At first the slap might be a little gentle and then it doesn't get so gentle.

I think I said this in our last call or two. If you haven't read "The Big Leap," by Gay Hendricks, or you haven't read it in a while, read it. If you haven't read it, read it. If you haven't read it in the last six months, read it again because you guys want to be operating from your zone of genius and it takes tremendous courage to do that.

Tabitha: Perfect. Thank you.

Kendall: Great question. Do we have another question in the queue, Suzie?

Suzie: We have someone on the line. I believe it may be Janet.

Janet: Hi, everyone. It's a very well-oiled machine you've got running here. I've got a question and I think Kendall will have some good things to say about it too.

I met this man and I'm actually coaching some of his team. It's a big company. I think it's \$2 billion or something. He was very intrigued about what I did but extremely skeptical.

Anyway, suddenly, at the end of the night he was talking to me and he said, "Well, you're coming to our Executive Leadership meeting." So I'm going to Melbourne to their Executive Leadership meeting.

It's mostly men and I know it's quite a men's club, because I know people that work in that company. What do you suggest I do at that meeting? I was telling him about Branding and how everyone makes their personal brand within his brand. Would I just do the branding with him, or what do you suggest I do?

Kendall: Well, I'm a little unclear, because he's asked you to come in. Is he paying you to come in?

Janet: He's paying me to come in, yes.

Kendall: Did he say what he wants as an outcome?

Janet: He's not sure, but he just wants me.

Kendall: Yeah, okay.

Janet: It was a funny dinner. He moved me to the top of the table and he was intrigued by me. His coach gets coached by me, so he sort of wants a piece of what I've got. He was asking in front of the whole table, "What is this energy thing you're doing?" I ended up sitting next to him and just talking about what I do. He said, "Well, I actually need you at my Executive meeting." People were a little bit surprised.

Kendall: Here's what I would say. So often women get themselves in this situation. They're hired to do something and then they're either questioning or full-on panicking about what they're supposed to do there. I hear this all the time. This is easily solved.

You can't guess. There's no way you're going to guess. That's like playing roulette and you stand a good chance of losing that game of roulette. How do

you not guess? You ask some questions. You need to get on the phone with this guy. When is the meeting, by the way? When are going in?

Janet: At the end of November.

Kendall: Okay, so you have some time. You want to get on the phone with him or in person and you want to be prepared with just a few questions, because if you only have five minutes of his time, that's all you actually need. You can say, "You're calling in for a reason." These are going to be my words, Jan. Your words are going to be different, especially to an Aussie guy, so you can translate.

You say, "You're calling in for a reason. I'm going to ask you three questions." Then you ask him your three questions.

One question is: What is the problem he wants to have addressed or solved that inspired him to call you in? I wouldn't use the word "inspire" with this guy, obviously. It's the wrong word, but you get the meaning here.

There's some underlying issue that's happening. What is it, so that you can prepare properly?

"That's what I want to know. Next, I want to know an achievement question. What do you want to achieve? If you could have it exactly how you want it, what would you want to have as an outcome from my time there with your team?"

Next, I would ask him if there is anybody or a couple of people in particular that he wants to have an outcome for. Or is there a particular dynamic that he wants to make sure that you are speaking to?

Something is going on. He loves your work. Maybe he wants to ask you on a date. Who knows? You need to find these questions out and I would just ask him the questions.

If he has experienced some of your work, like Branding with Archetypes, or you've talked about it, you can say, "We're definitely going to do the Branding with Archetypes piece and everybody will walk away with their personal brand." That might be all there is, Jan. That could be plenty.

Janet: I feel like when I'm against you here, I'm thinking that's all I offer because the other stuff will be too much for the group.

Kendall: Yeah, energetically I was feeling it too. Just Branding with Archetypes and stop. How are they going to use it? Stop. Make it super clean.

Janet: Good, and I can follow up. I can offer Money with Archetypes if they want to do a follow-up.

Kendall: I would still ask him these questions, though, because for him to say, “I want to hire you. I’m intrigued. Come in,” great. “Here’s how much it is,” and then you show up without any conversation in between, “Oh no, that’s ridiculous.”

Janet: Okay, that’s great. Thank you.

Kendall: You are so welcome.

We’re actually a minute over. How did that happen? Very quickly. Here is your assignment and your proof question.

Your assignment is to do both the tolerating and the boundaries exercises yourself. You can play with the priorities too. But the assignment is to do both those exercises yourself and to coach one person through the tolerating. The official name is “Finding Productivity, Profits and Freedom in Your Business.”

Coach one other person through it who is either in the program or a client. It doesn’t matter. I’d rather have you coach somebody outside of the program through that exercise. That would be my preference.

The proof question is: In what situation would you use the “Finding Productivity, Profits and Freedom in Your Business” exercise? In other words, what is the purpose of that exercise? I said it very clearly at the beginning of the call today. Purpose or situation is the same thing. There’s a very specific answer to that question.

All right, everybody. It was a great call. Thank you so much. I will see you guys next week at our final certification call. Be sure to get onto that call. There’s a lot of information we need to give you in that call that you’re going to want to hear.

Have a fabulous rest of your week.

Participants; Thanks, Kendall.