

# HOW TO COMMUNICATE TO INFLUENCE PERFORMANCE

**New York City Football Club**

**Session 1 - June 11th 2020**





What is coaching?



What explains human reactions and actions?



Practicing the NLP Communication model



Presuppositions for effective communication



Summary and reflections

# AGENDA FOR TODAY



A man wearing a grey quilted vest, a grey beanie, and a black jacket stands in a crowd. The background is blurred, showing other people and what appears to be an outdoor setting. A semi-transparent grey banner is overlaid across the middle of the image, containing the text 'WHAT IS COACHING?'.

# **WHAT IS COACHING?**



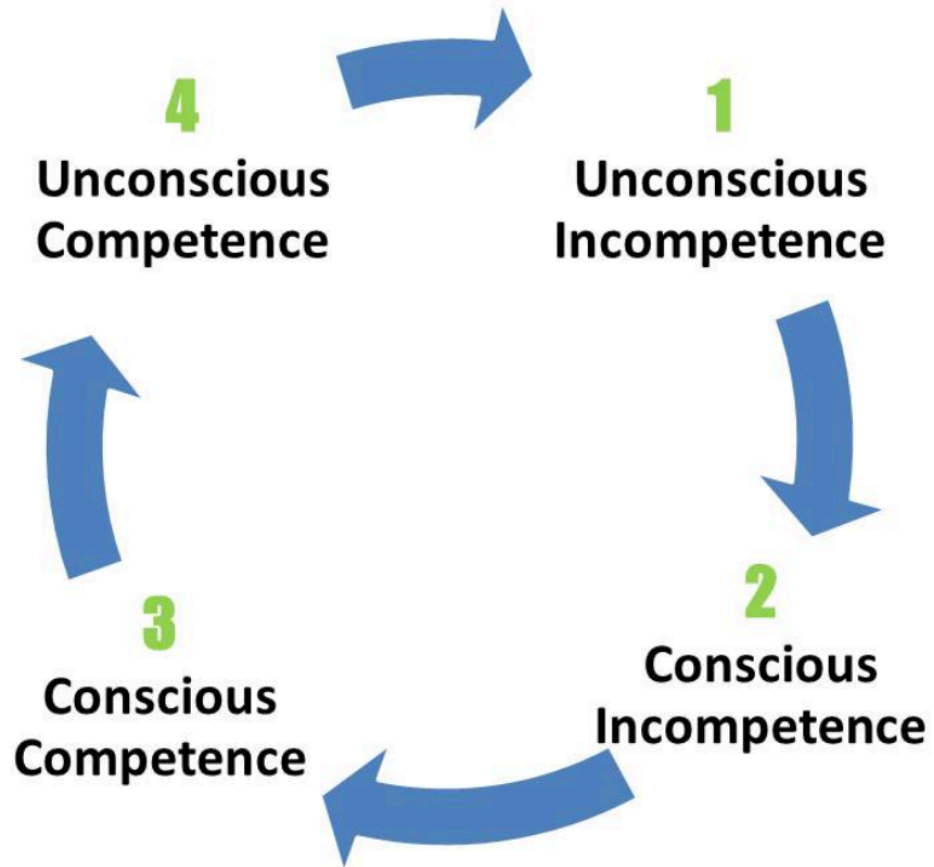
Coaching is unlocking a person's potential to maximise their own performance. It is helping them to learn rather than teaching them.

*John Whitmore*

## COACHING IS ...

- **The art of facilitating**  
(facile = Latin for «easy»)
- **To an agreed upon outcome**





## **THE COMPETENCE CYCLE MODEL OF LEARNING**



Coaching is unlocking a person's potential to maximise their own performance. It is helping them to learn rather than teaching them.

*John Whitmore*

## COACHING IS ...

- The art of facilitating (facile = Latin for «easy»)
- To an agreed upon outcome
- By means of a *ruthlessly compassionate conversation*
- Identifying and mobilizing inner and outer resources for change
- ...to develop and unleash someones potentials for achieving his/her dreams

(Dr. L. Michael Hall)

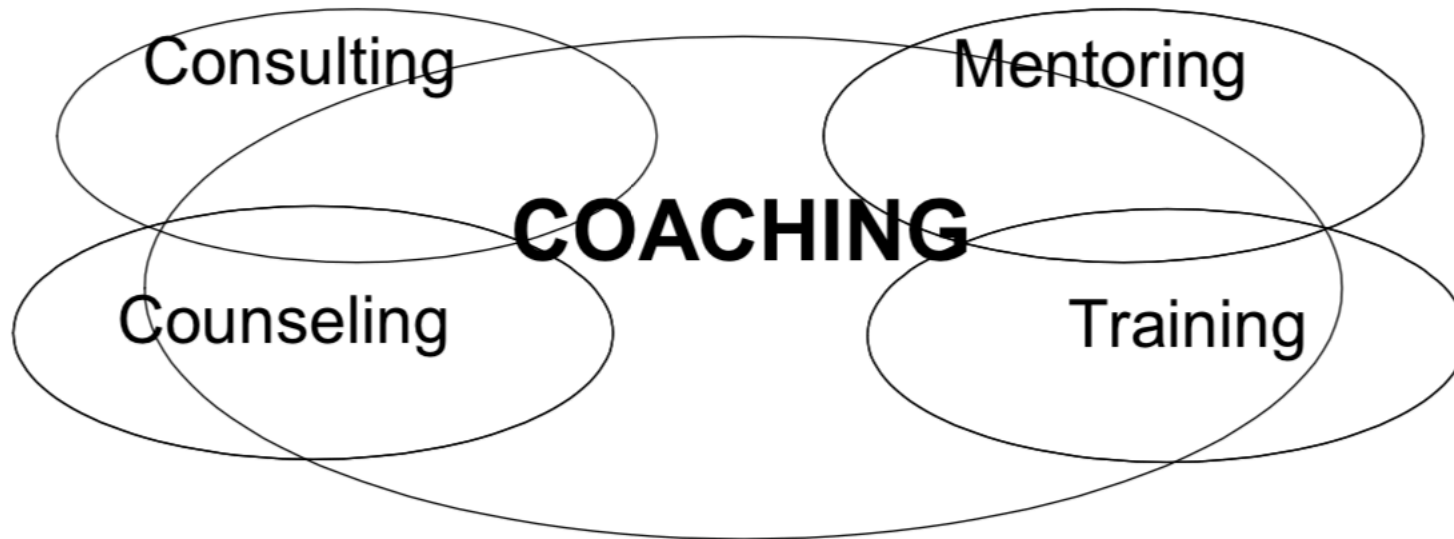


- Understand the basics of human psychological functioning
- The skill of listening
- The skill of supporting
- The skill of questioning
- The skill of framing and giving/receiving feedback
- The skill of state induction

# WHAT YOU WILL BE LEARNING



# WHAT IS COACHING – AND WHAT IS IT NOT?



Coaching Is	Coaching is Not
Building enthusiasm	Monitoring work - looking over shoulders
Being real, authentic	Hiding behind a shield of position or power
Allowing mistakes	Punishing others for mistakes
Valuing each Staff Member's contribution	Valuing position hierarchy
Trusting and respecting team members	Being suspicious of people
Giving direction through involvement, pitching in	Controlling and ruling from the office
Making constructive use of differences	Squashing conflicts
Letting go	Hanging on
Acting as advocate and champion	Protecting personal turf
Providing face to face and two-way communication	Issuing memos, e-mail and one-way communication
Being clear and consistent in practice	Playing favorites and political games
Listening with understanding	Listening to what s/he wants to hear
Facilitating	Directing
Offering regular positive, reinforcing feedback	Waiting until mistakes are made, then criticizing
Holding positive expectations based on strengths	Focusing on inadequacies
Specifying behavior that needs to change	Generalizing about poor attitude or personality problems
Communicating information regularly	Holding back information for "your own good"
Treating people as adults	Treating people like kids
Creating a climate of confidence and freedom to express ideas	Maintaining atmosphere of caution and fear



A close-up photograph of a man with dark hair and a beard, wearing a light-colored shirt. He is covering his face with his hands, with his fingers spread across his forehead and eyes, suggesting a state of stress, exhaustion, or emotional distress. The background is a blurred office environment with circular ceiling lights.

**WHAT EXPLAINS HUMAN REACTIONS AND ACTIONS?**

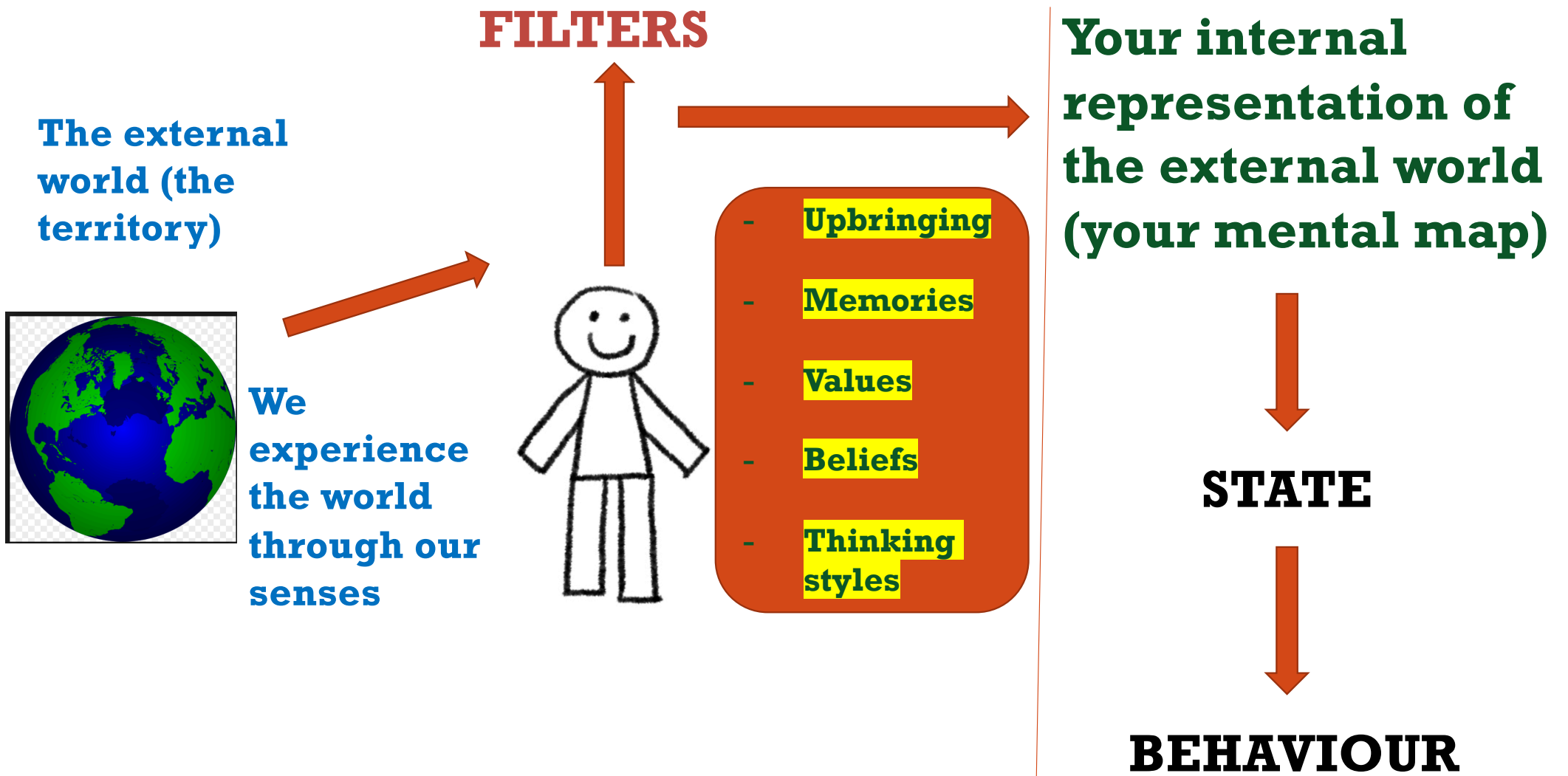


# A TEST!



Instagram: @mariandeila // facebook.com/mariandeila





# A STATE IS THE SUM OF

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Your thoughts



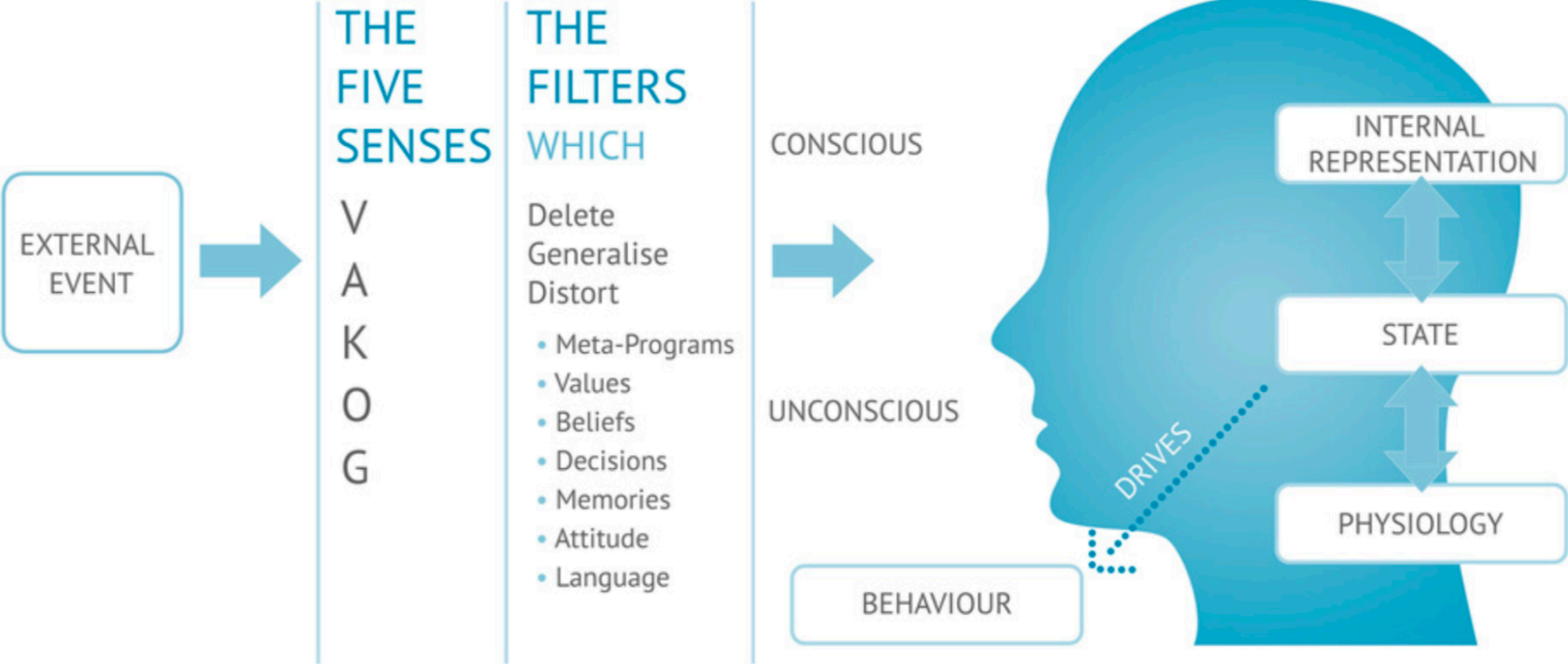
Your feelings

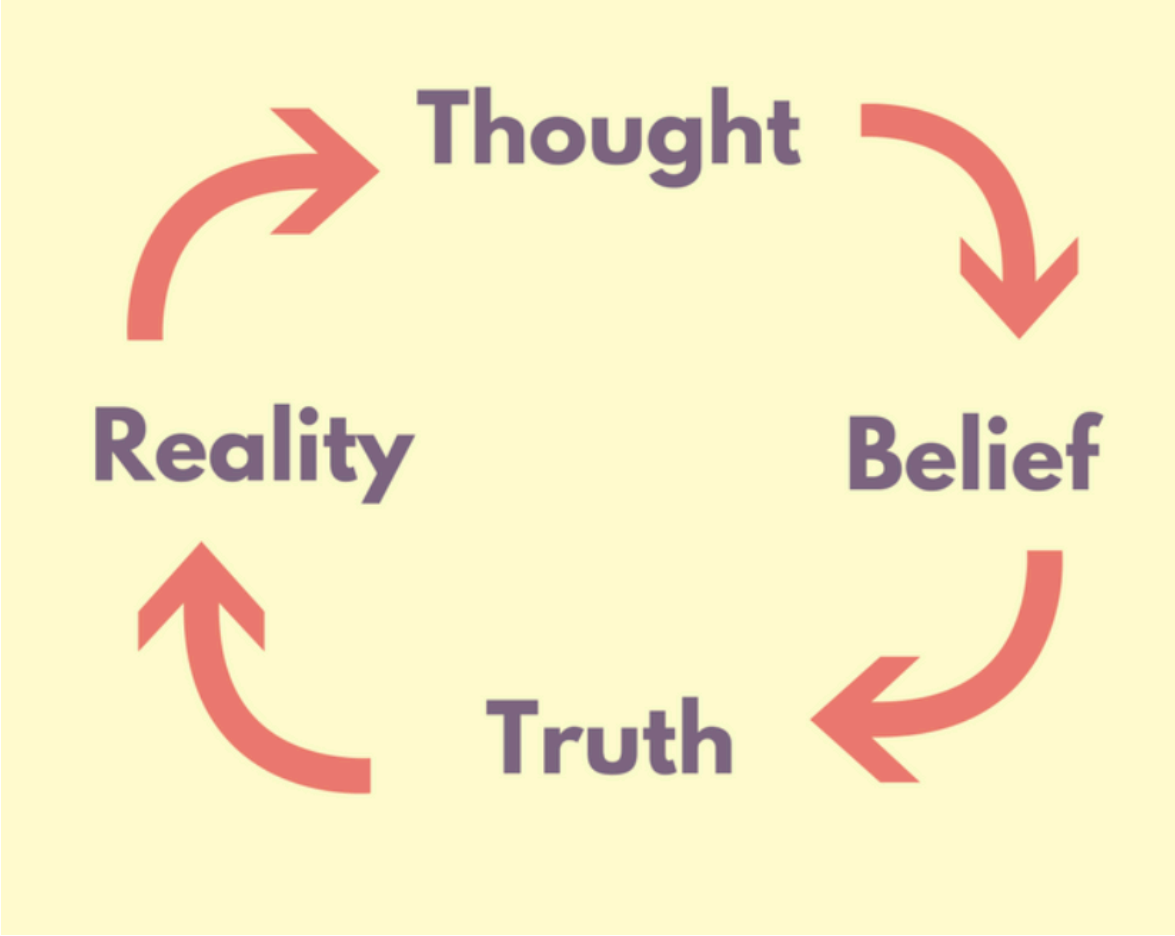


Your physiology



# NLP Communication Model







Describe an external event



Describe the movie (or how you represent the event in your mind)



Describe how you experienced it in your body



Describe how it impacted your behaviour

**EXERCISE**



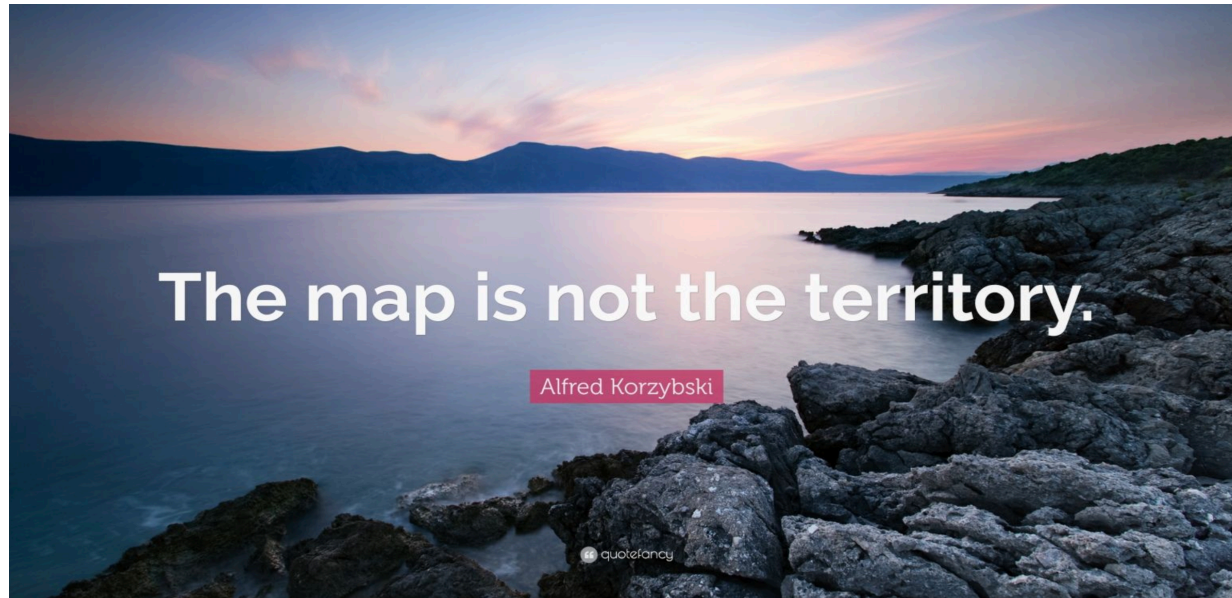
**MY FILTERS DETERMINE MY  
STATE.**

**MY STATE DETERMINES MY  
ACTIONS.**

**MY ACTIONS DETERMINE MY  
RESULT.**



## PRESUPPOSITIONS



- **Our map is not the territory;** it is but a symbolic representation of the territory.
- We all respond according to **our map** of reality, not reality.



**Everyone you meet is  
fighting a battle you  
know nothing about.  
Be kind. Always.**



# HOMework

- *Explore your own mapping of reality in the days to come.*

*(You can also be curious about others map of the world)*

- One way of exploring is to start noticing your states. If you find yourself in an unresourceful state, ask yourself:
  - What triggered this state (what external event)?
  - How do you filter / map out this external event internally (what do you see, hear, feel, think when you think of this event)?
  - How does your mapping and state affect your behavior?

