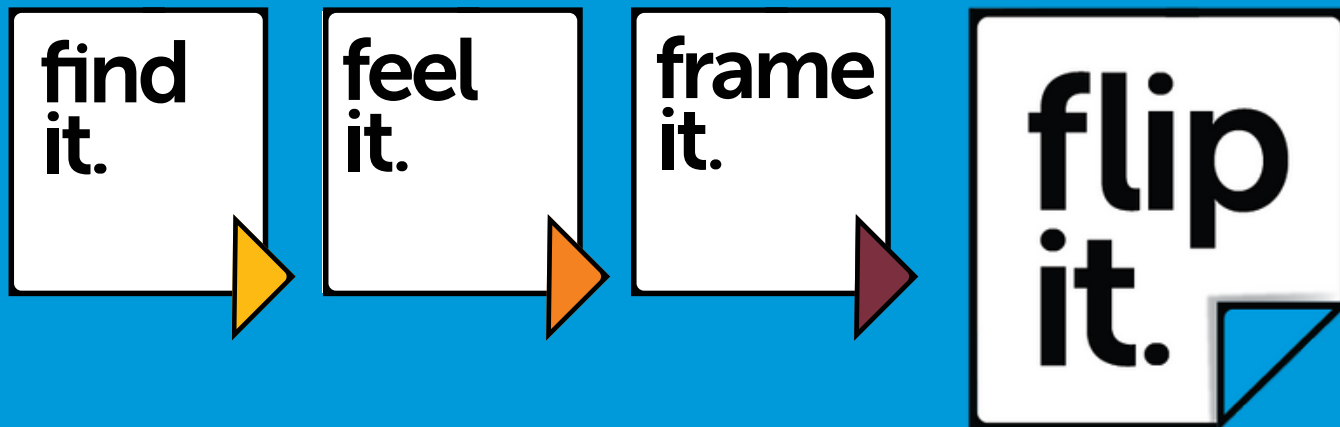




GUIDE FOR COACHES

RETHINK THE WAY
YOU THINK



What is FlipIt?

FlipIt is based on the idea that the way we see our world is a choice. The same event can happen to two different people and they will respond in completely different ways. As coaches we know that we can't change the world our clients live in, but we can change how they see it. We also know that some ways of 'seeing' are more empowering than others.

ICA Power Tools

FlipIt uses the 8 ICA Power Tools to help clients reframe disempowering perspectives and create action around new, empowering perspectives.

4 Step Coaching Framework

Step 1: Find It

Identify an issue or challenge

Step 2: Feel It

Work out how you feel about it

Step 3: Frame It

Identify your perspective

Step 4: Flip It

Flip your perspective and reframe your issue

How to Use FlipIt as a Coaching Tool

A Planned Start to Finish Coaching Session

The 4 Step FlipIt Framework can be used to deliver a coaching session from beginning to end. Starting with "Find It" and ending with 'FlipIt'

A Coaching Conversation

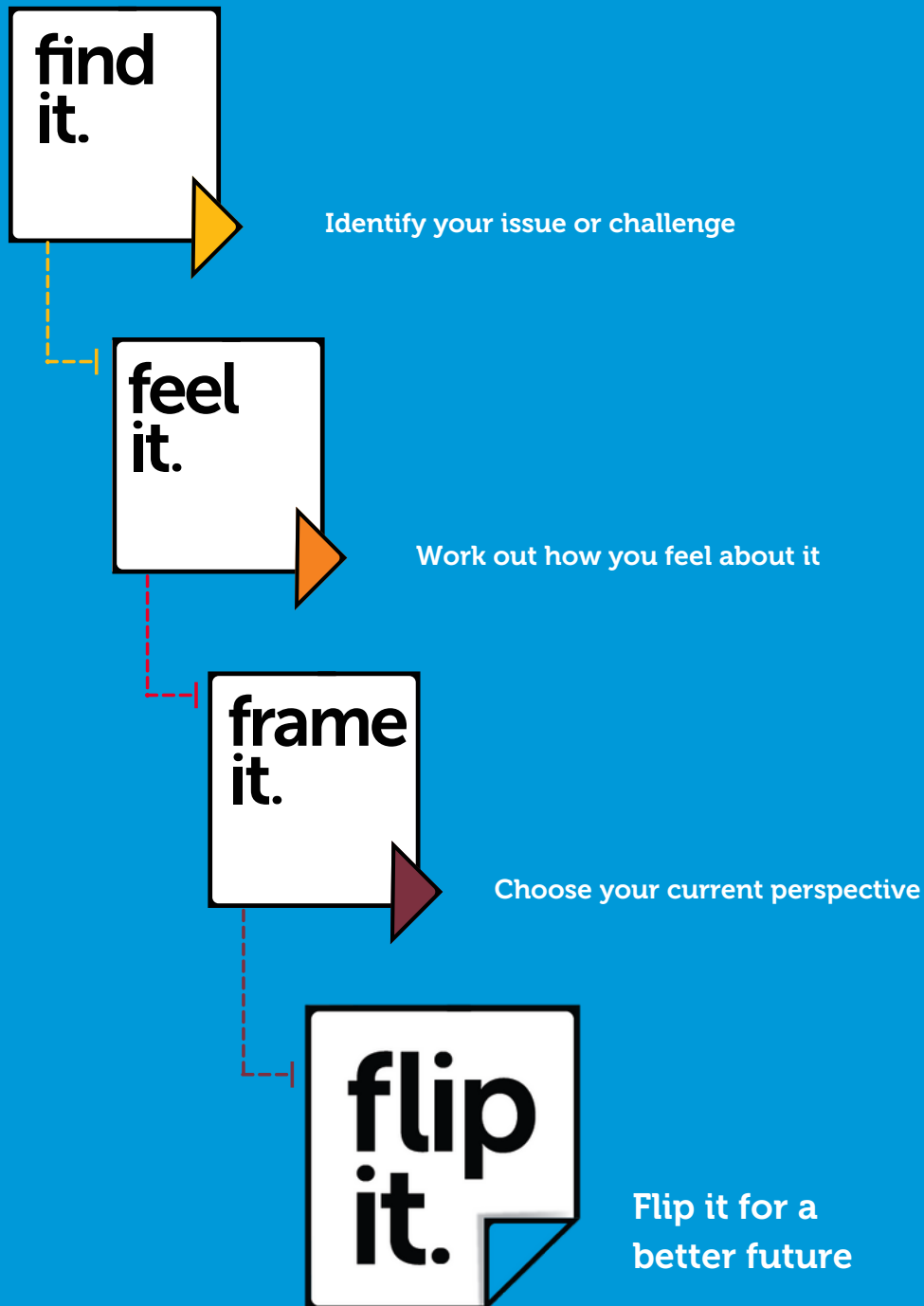
The process of reframing a perspective is central to coaching. At any point in a coaching session you can introduce FlipIt as a concept and invite clients to consider the perspective they are using to view their issue or challenge.

Individual Tools

Each of the items included in the FlipIt Framework can be used separately.

- Set of 8 ICA Power Tools Cards
- Set of Image Cards
- Feelings and Values cards
- Interactive Worksheet

The FlipIt Framework



STEP 1: Identify an issue or challenge

Dealing with change isn't easy. We often put it off to another time because we don't know where to start.

An important step to making meaningful change is to fully and properly define the problem. This might sound easy, but it can often take weeks, or even months, to work out exactly what the issue is that is holding us back or causing us unhappiness. Einstein is quoted as having said that if he had one hour to save the world, he would spend fifty-five minutes defining the problem and only five minutes finding the solution. The clearer we can be about our problem, the better chance we have of finding a solution.

The aim of this step is to help your client to think more deeply about their issue by inviting them to consider it in a new way.

Their issue might be something new, or it could be a problem they have tried to solve a million times before. In either case by using images or objects for creative stimulation, they are taken outside their regular thinking patterns to gain insights they may not have considered before.

Coaching Conversation

Introducing the Image cards

The image cards are a set of 32 cards that have been selected to help clients think creatively about their issues or challenge. They are not intended to be applied literally, encourage your clients to look for metaphors or thoughts by association.

Using an Object

You can also invite clients to select an object from their environment (could be something on their desk, or in their bag)

Coaching Questions

- ▶ Describe your image or object
- ▶ What is it that resonates with you?
- ▶ What does it represent? Does it represent your current or future reality?
- ▶ Now go back to your issue and clarify
 - What is happening exactly?
 - What is important about this issue?
 - What challenges does it cause you?



Write your issue down in one sentence.



STEP 2: Work out how you feel about it

It is important to connect with how you feel about your issue.

Sometimes, in coaching, as in life, we jump straight into fix-it mode and skip the step of expressing feelings and connecting them to the issue. When you don't allow time to feel your emotions or sit in your feelings, any changes you make are less likely to be sustainable. No matter what you do, or how positive you are, the unacknowledged feelings will always force themselves through.


It is important in this step that you remain in the coaching space and be aware of the boundaries between therapy and coaching. The focus here is on identifying the feelings in order to gain greater clarity on the issue or challenge the client has presented.

If that is not the case, use the Feelings Card as a guide to figure out how they feel about their situation or challenge. Your client might be very clear about their feelings, and be able to quickly identify what is going on for them with their issue. If this is the case the Feelings card may not even be required. On the other hand if your client is struggling with this stage the values card can be used in addition to, or in place of the Feelings card.

Coaching Conversation

The aim of this step is to get the client to pause momentarily and connect with their feelings and/or values in order to gain greater clarity around their issue, and why it is important to them.

Coaching Questions

- ▶ What do you feel when you think about this issue? Choose one or two feelings from the Feelings Card to help you identify how you feel.
 - ▶ Where is the feeling in your body?
 - ▶ How intense is this feeling on a scale of 1 – 10?
 - ▶ Choose three values that you align with.
-  How is your issue/challenge impacting your feelings and/or values?



STEP 3: Choose your current perspective

At any given time, we are looking at our world through our own personal 'frame'.

Your client is the Creative Director of their entire life experience! How that looks is dependent on the frame through which they view experiences in life. And our perceptions can vary. For example, a skydiver might look out of the aeroplane window and be filled with excitement and anticipation. They are looking through a 'frame' of trust, curiosity, courage, optimism etc. But, someone who doesn't like heights might look out that same window and be filled with dread. Their 'frame' is one of doubt, fear, trepidation, pessimism etc.

The event is the same, but each person has their own experience or frame. In this step you ask your client to consider what 'frame' or 'perspective' they are using to view their issue or challenge.

Coaching Conversation

The aim of this step is for the client to become aware of the fact that they are choosing their current perspective. If they have never heard of the ICA Power Tools before you will need to first provide a brief overview, both of the concept as a whole and of each individual Power Tool.

Coaching Questions

- ▶ Which of the power tools do you most connect with?
- ▶ Which perspective might be influencing the way you are approaching this issue?
- ▶ How do you feel about yourself when you come from this perspective?
- ▶ How do you see the people in your world when you come from this perspective?
- ▶ How do you feel about solving your problem when you come from this perspective?
- ▶ What is the most likely outcome if you stay in this perspective?



In the worksheet, write a description of your current perspective. Use language like "When I am coming from a place of doubt, I see my problem as...." or "When I am coming from a place of blame, I think that my problem is...."

Trying on a new perspective is like trying on new shoes; you need to walk around in them for a bit and see how they feel.

The final and most exciting stage of the process is to 'FLIP' your client's Power Tool Card. This is where you invite them to consider a new perspective and make choices or decisions that will most likely create positive change in their life.

Invite your client to take their time to sit with this new perspective as you work through the process below. It is possible that after they reflect and 'try on' this approach they may feel it doesn't quite fit. If this is the case feel free to choose a different Power Tool and run their issue or challenge through a different paradigm. They can also have more than one card apply to an issue or challenge.

Coaching Conversation

The aim of this step is for the client to "flip" to a new, more empowering perspective. Whilst experiencing this shift you can invite them to consider the concept of perspective and the power of pre framing a perspective.

This step also presents the client with an opportunity to identify the steps they need to take to facilitate change and growth for themselves.

Coaching Questions

- ▶ How do you feel about yourself when you come from this perspective?
- ▶ How do you see the people in your world when you come from this perspective?
- ▶ How do you feel about solving your problem when you come from this perspective?
- ▶ How does your problem change when you come from this perspective?
- ▶ How could this new perspective change your future decisions or behaviour?



Describe your issue/challenge while coming from this new perspective. Use language like "When I am coming from a place of trust, I see my problem as...." or "When I am coming from a place of responsibility, I see my problem as...."

Write down three actions you can take that would shift your issue. They should be in the spirit of your new empowering perspective. (Give yourself a timeline)

The ICA Power Tools

What are the Power Tools?

The Power Tools are a set of cards that describe a way of being. They offer opposing perspectives.

We all know people who continually experience issues or challenges, and we all know people who seem to have never-ending good fortune. This could be pure luck, but it is also possible that we are in some way choosing a perspective, which in turn is creating an experience. It might not be a conscious choice, but it is nonetheless a choice. For example, a new job or relationship can be approached with fear and trepidation, or with confidence and curiosity.

Using the Power Tools with Clients

You can use the ICA Power Tools with clients at any point in a coaching session. If you sense or observe a negative perspective you can share this with your client and invite them to take a "FlipIt" activity.

If your client is aware of the Power Tools there is no need to view them before the session, however if this is the first time your client has been exposed to the Power Tools, or indeed to the concept of "reframing a perspective" you will need to present the concepts before you begin.

Powerful Conversations

Although the Power Tools are presented as dualities, we know that life does not always present as black and white, or good and bad. Life is, in fact, a multitude of colours, including a fair deal of grey. It is within this context that we view the Power Tool distinctions. They are not a definitive 'answer' or the only option; instead, they are a 'frame' we can use to start new conversations, try out new ways of thinking, or experience new ways of living.

TRYING
vs COMMITMENT

BLAME
vs RESPONSIBILITY

DOUBT
vs TRUST

INVALIDATION
vs RESPECT

SIGNIFICANCE
vs LIGHTNESS

DELAY
vs ACTION

REACTING
vs RESPONDING

FRAUD
vs TRUTH

TRYING

*'traɪɪŋ/
verb*

To make an attempt or effort to do something; to act or talk without intent

flip
it. ▸

There is good 'trying' and bad 'trying'.

Good trying is when we don't give up, we try, try and try again – and then most often we succeed. Bad 'trying' is when we repeatedly try to change or achieve something but don't succeed. This sort of 'trying' can be exhausting; it's a bit like running around in a circle and not getting anywhere. The effort required is draining and the stagnation is depressing. You might find that people around you become tired of hearing about your issue. Perhaps you are even tired of hearing yourself talking about it. It is easy to feel disempowered when we are in 'trying' mode, where the very act of trying includes a shadow of doubt or hesitancy.

Coaching Questions

- ▶ If you hold on to this perspective, what is the most likely outcome?
- ▶ What do you notice about yourself when you are trying to address an issue?
- ▶ What do other people notice about you when you are trying to address an issue?
- ▶ How do you approach your current issue when you come from a perspective of 'trying'?

COMMITMENT

*Commitment /kə'mɪtm(ə)nt/
noun*

To be dedicated to the achievement of a cause or activity, and possess the willingness to do what it takes to make it happen

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For most of us, commitment is a mighty concept - marriage or a mortgage might come to mind.

But commitments can be small, everyday things too. Have you ever considered that, apart from when you are asleep, you are always committed to something? In fact, everything you have or do in your life right now is there because you are committed to it in some way. You might say,

"What about when I'm relaxing, watching Netflix? Or walking the dog? I'm not committed to anything then." Actually, that is precisely what you are committed to at that very moment: watching Netflix or walking the dog. The question is - are you more committed to that, than something else which you might be 'trying' to achieve?

Coaching Questions

- ▶ Is there another, more important commitment at play?
- ▶ How does your mood or energy change when you are 100% committed to something?
- ▶ If you were fully committed to solving your issue/problem, what would you do differently?
- ▶ What tools and support would help you maintain this commitment?

BLAME

blame /bleim/

verb

To judge, or attribute fault or wrong-doing to the action or inaction of others

flip
it. ▸

May the true villain stand up!

Sometimes there is joyful relief in pointing the finger at others: a poor cousin to the 'to-do' list, the blame list is easy to populate. It could include people like a boss (who failed to promote you), a partner (who rarely supported you) or more nebulous injustices like age (why won't companies hire 50-year olds?) But we forgo a lot when we blame others. When we say "it's their fault" what we are really saying is "it's in their control" and when we say that we are giving up all agency or power over our own lives. It is very hard to change something if you perceive you have no control over it.

Coaching Questions

- ▶ Who or what are you blaming for your current situation? (this could also be yourself)
- ▶ What would happen if you turned your 'blame list' into an 'excuse list'?
- ▶ If you hold on to this perspective, what is the most likely outcome?

RESPONSIBILITY

responsibility /rɪˌsponsɪˈbɪlɪti/

noun

To own your participation in something; to be accountable for results, strategy or action taken

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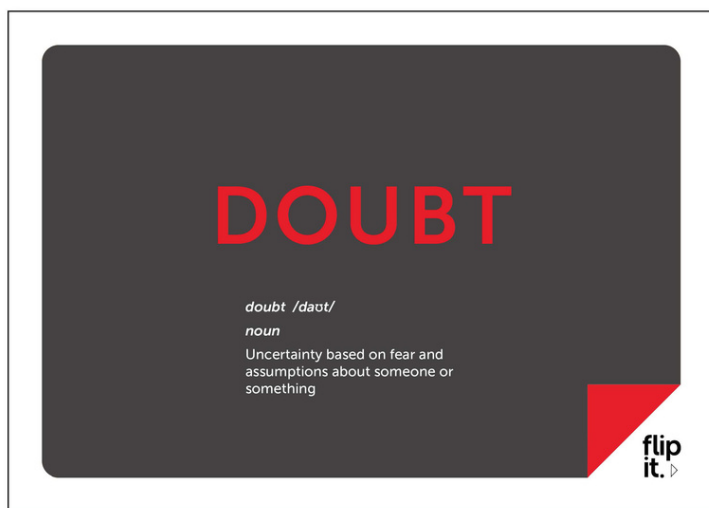
Responsibility is about taking back control and putting ourselves in the driver's seat of our own life.

Instead of looking outward, it's about looking inward. Imagine you get sacked from your job - you could blame your boss, the economy or even yourself. But the problem with these choices is that you don't move forward. You are stuck playing 'the blame game'. Instead, you could take responsibility, let go of the past, look inwards at what role you might have played in your sacking, and what you can now do to get the job of your dreams.

If you decide that every situation involves something you created and that ultimately you are responsible for your own life, then you become the driver of your destiny. You will learn from your mistakes, take control, and steer your life in the direction you want to go in.

Coaching Questions

- ▶ Imagine accepting/taking responsibility for your situation. What type of new thinking is required to do this?
- ▶ What changes for you when you choose to be 100% responsible for your current situation?
- ▶ Imagine taking a photograph or video of your new 'responsible' self. What do you notice about body language, gesture, habit or mood?



Doubt is a debilitating and shadowy state.

Born of fear, anxiety, insecurity or worry, excessive doubt places us on high alert for problems, missteps and attack. It's almost like deliberately creating space for things to go wrong.

The belief that there is a 'right' and 'wrong' way for something to be or occur is often at the root of doubt. If you believe there is a right way to behave, then you could be concerned about behaving in the wrong way. Similarly, if you believe certain things are good, then you could become concerned about the bad. Regardless of the cause, doubt can be extremely limiting and severely block any action.

Coaching Questions

- ▶ What judgement are you making that might be creating doubt?
- ▶ Who or what are you doubting in your current situation?
- ▶ When you come from doubt what is the most likely outcome?



Trust - that magical word that evokes calm, peace and security.

With it, relationships are stronger, workplaces are more productive and things can generally move faster, with more ease. The key to building this trust is confidence. We need to feel confident that the people (and processes) we are working with are reliable and safe. But even more importantly we need to trust ourselves, and that means being clear on our beliefs, values and purpose. When we are clear about who we are and what we value we can choose trust to be more confident in our choices. Instead of over analysing or questioning we can implicitly trust what we are doing and where we are heading.

Coaching Questions

- ▶ What changes for you when you choose to trust yourself and/or others in this situation?
- ▶ What would happen if you decided to be vulnerable in this situation?
- ▶ What support or structure do you need to build trust?

INVALIDATION

invalidation /in 'valdeɪt/
noun

Not acknowledging or appreciating the worth and value of someone or something (including yourself); rejecting, ignoring or judging



RESPECT

respect /rɪ 'spekt/
noun

Acknowledging and appreciating the worth and value of someone or something (including yourself)

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Invalidation has the destabilising effect of thin, melting ice.

Have you ever been in a situation where you have not been heard or truthfully represented?

Whether the intent was ignorance or purposeful malice, the result is the same - it's the ultimate act of disappearance and disempowerment.

When we invalidate someone, we do more than just disagree with them. We communicate that they have a lack of authority over their experience; that they or their feelings do not count in any way. The same applies when we invalidate ourselves with negative self-talk or through actions of self-sabotage. It is the ultimate 'not good enough' message.

Coaching Questions

- ▶ Is there someone (could be yourself) that you are invalidating in this situation?
- ▶ When you invalidate yourself or others, how are you viewing your issue?
- ▶ What judgements are you making?

As humans, we all have an overwhelming desire to be seen and heard.

To be acknowledged and appreciated in our families, our workplaces and our relationships. Most of us learnt about respect delivered to us as a set of rules as we grew up - 'Respect your elders', 'Respect your teacher' etc. Respect is much deeper than that and is more than being well-behaved. Respect is the recognition of a person as an autonomous, unique, and free individual. It means that we value and acknowledge their right and capacity to make their own decisions, even if we disagree with those decisions. Self-respect is similar - it means allowing ourselves to be who we want to be and live how we want to live, free of self-judgement or the judgement of others. It also means deeming ourselves worthy; worthy of attention, care and support.

Coaching Questions

- ▶ What or who could you respect more in this situation?
- ▶ What happens to your mindset when you replace 'I shouldn't feel like this' or 'I need to be fixed' with 'How I feel is valid'?
- ▶ What changes for you when you choose to respect yourself or others in this situation?

SIGNIFICANCE

significance /sig'nɪfɪk(ə)ns/
noun

Feeling overwhelmed and heavy;
being overly attached to a
particular outcome or belief

flip
it. ▶

Significance is a bit like being 'stuck' in our own beliefs and not being able to see outside of them.

The significance we give to happy events in our life is empowering. We relive the moments so we can hang on to the joyful feelings.

However, when we give this same significance to life's hurtful or disappointing events, there is no lightness - it feels heavy, burdensome and draining. Life does not always go as planned - people make mistakes, accidents happen, the road sometimes gets bumpy or takes unpredictable turns. Significance shows up when we are overly attached to one pathway or direction and allow no flexibility within that. We also become significant when we bring our own baggage to a situation; when we come with a predetermined belief about how something should happen, or how someone should behave.

Coaching Questions

- ▶ Why is your issue/challenge so meaningful for you?
- ▶ Is there a specific outcome you are attached to here?
- ▶ What is your investment in the outcome - i.e. what is at stake for you?

LIGHTNESS

lightness /'laɪt.nəs/
noun

Being in the moment; coming
from a perspective of creativity
and possibility

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Have you ever walked into a pool of sunlight, closed your eyes and let whatever else is going on fade away?

That soul-nourishing moment is choosing lightness. Even in the grimmest of situations, where so many factors are beyond our control, we can choose how much 'light' to let in; how much to let a problem weigh us down. We can simply say, 'At the present moment in time, I choose to give this lightness.' Lightness is not negation or denial; it doesn't mean you don't care, or are unable to recognise serious situations, it is more about being free from the past while walking into your present. Lightness creates a space for a different emotional state and with that may come rest, creative thinking or mindful acceptance.

Coaching Questions

- ▶ What happens if you adopt a perspective of lightness?
- ▶ Is there something you are attached to that you can let go of?
- ▶ What happens if you let it go?



"Could. Would. Should."

Procrastination loves the company of delay.

Finalising accounts for taxation, opening bills or completing an essay - at some point in time, most of us have chosen to put off a task and opted to clean the refrigerator instead. Delay is shaped by numerous factors including fear, boredom, perfectionism and inadequacy. Despite its popularity, a delaying tactic is the least effective solution to a problem. Sure, it may give us short term gratification but, deep down, it compounds our feelings of frustration and slows our progress. At its worst, delay turns us into a freezer where all our most valued outcomes and dreams are put on ice.

Coaching Questions

- ▶ What delaying activities are tempting for you?
- ▶ While you are stuck in delay what is the most likely outcome for your issue or challenge?
- ▶ When you choose to delay, what do you lose?



Bicycles can carry you from point A to point B. However, it's the action of your legs that creates the motion.

Indeed, you will never reach your destination without pedalling in a chosen direction. Action is what creates our dreams, hopes and desires. Withdraw action and you are left with a wish list on your pinboard. It's so important to appreciate that action is a mind and body experience and it comes in all shapes and sizes with degrees of visibility. Being in action doesn't just mean 'big-ticket items' like running marathons, starting a business or finding a partner. It also means all the smaller actions required to achieve the bigger action.

Coaching Questions

- ▶ If you were not in delay, but in action, what would your issue or challenge look like?
- ▶ How would it feel?
- ▶ What is the smallest, least difficult step you could take to be in action with your current issue?

REACTING

reacting /riˈækt/
verb

To reply or act in a defensive way,
without taking long term effects
into consideration

flip
it. ▶

Bam! Reactions are immediate and sometimes astonishing or strange.

Reaction and impulse play a powerful and biologically important role in our lives but - just like an uncapped oil well – if misused, they can leave us feeling depleted, unsafe and full of regret. When we react to a person or event we have taken the focus off them and what they are saying or doing and placed it on our own feelings. Often hurts from the past have been triggered and are driving our response. Imagine you are white water rafting and are continually being splashed in the face. After a few minutes you're annoyed, frustrated or even angry. You are in a REACTION - triggered by a lack of control, even though logically you could expect to get wet in a raft heading down rushing water. In this reactive state, you might even misdirect your annoyance by yelling or snapping at your guide or your fellow rafters. Sound familiar? When faced with a real or imagined threat, our rational brain is hijacked by our emotional reactions. When this happens, our complex thinking, creative insight, and long-term planning are affected.

Coaching Questions

- ▶ Are you reacting to something or someone in this situation?
- ▶ What emotional trigger is causing this reaction?
- ▶ Is there a similar time or situation in which you reacted the same way?

RESPONDING

responding /riˈspond/
verb

To reply or act in a mindful way
from a grounded perspective

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Where reacting is automatic and limits possibilities, responding is a choice.

Responding creates opportunity and the ability to act with a sense of responsibility and trustworthiness.

When we respond, we focus solely on the situation or issue at hand. Unlike reacting we are not hurried, or in the moment. Instead, we take our time to consider the options, to look consciously at the situation before we reply. Responding requires us to take a considered approach; it's the magical moment that ushers forth options, alternatives and an ability to align our behaviour with our higher values. Through responding, we become self-reliant and resourceful. We have a chance to think, reflect and decide. We leave a reactive state and become proactive with the benefit of logic.

Coaching Questions

- ▶ What if you took yourself out of the picture and focussed on the other person?
- ▶ What would it look like?
Imagine someone else walking in your shoes. How would a stranger respond to your situation?
- ▶ What changes for you when you choose to respond rather than react?

FRAUD

*fraud /frɔːd/
noun*

Self deception or lack of alignment
to your values

flip
it. ▶

What do others want for you? Each day we receive messages about how we should behave and what we should strive towards.

Often they are well-intentioned messages and sometimes they are shaped by expectations around age, gender, class or race. Like all good earworms, these messages wiggle into the reality of our lives so that we begin to pursue relationships, careers or goals that are not genuinely aligned with our deepest values and beliefs. Living fraudulently - by choice, circumstance or experience - offers us little time to identify what we truly want from life. It robs us of gaining our deepest happiness, and the world of our best endeavours.

Coaching Questions

- ▶ Are you trying to live up to others' expectations? Or live by someone else's values?
- ▶ What are your top 3 values?
- ▶ Are they being honoured in this situation?

TRUTH

*truth /truːθ/
noun*

Being authentic or acting in
alignment with your values

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**Five letters that may cause you to shift uncomfortably in your seat:
Are you living your truth?**

It's a question that asks you to look deeply into your beliefs and values and encourages you to discover what a truly meaningful life would look like for you. Better still, it is a question that helps you to reflect on how much of your life you are living just to please others. While it is sometimes easier to live according to values ascribed to us, it never leads to a happier life. The more challenging path is to "dance as if no one is watching" as the saying goes. Fully accepting who you are, and disregarding external or internal judgement is not easy, but it can be a case of short-term pain for long-term gain because ultimately there is nothing more powerful than living a fully expressed life based firmly in your 'truth'.

Coaching Questions

- ▶ What would it mean to 'live truthfully' in this situation?
- ▶ Which of your personal values are tied up in this issue/challenge?
- ▶ If you decided to live by your values, what would change?

Find it **Choose your issue or challenge** **Feel it** **Work out how you feel about it** **Frame it** **Identify your current perspective** **Flip it** **Flip it for a better future**

Write your issue down in one or two sentences

Write down how you feel about your issue

The perspective I am currently coming from is:

My flipped perspective is:

When I come from this perspective, I see my issue as:

When I come from this perspective, I see my issue as:

Use the Flip It image cards to help identify the issue

Use the Flip It feelings and values card to help

Use the Flip It Reason/Feel to identify your current perspective

Use the Flip It Reason/Feel to identify your current perspective

ACTIONS

Write down all the ideas/actions you can take that would shift your issue. They should be in the spirit of your new empowering perspective. Offer yourself a reward.

ACTION 1 **ACTION 2** **ACTION 3**

Deadline

Deadline

Deadline

WORKSHEET

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International Coach Academy

[Download the FlipIt Worksheet here.](#) For use throughout your studies, with your peer coaching, and with your paid clients.

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