

# The 7 Most Important Things To Know About Your Client

I've written more than two dozen personal assessment tests. One test even has 500 questions, each designed to help the coach fully "see" that many aspects of a client. Yet, these 500 questions fall into only 7 core categories. The purpose of this article is to list, detail and illustrate the 7 primary aspects of a person. (Yes, including you. Feel free to use yourself as a model as you read and try this material "on". I've heard positive reports from coaches who deliver their craft based on these 7 areas. Sure makes it simple. Enjoy.

## Aspect #1

### What they are not clear of.

A mentor of mine said once, "Our lives are spent doing what we are not clear of." Or, to restate: Until we get clear, we do the same things over and over again in a futile attempt to get clear so that we can move on and express our values.

## Aspect #2

### What their 4 Personal Needs are.

Each of us has a unique set of Critical Needs that, until completely satisfied, keep us away from our potential.

Needs are those conditions in life that we MUST have to FULLY be ourselves. The Needs Satisfaction Process assists the client to identify, articulate and satisfy these critical needs. Please refer to the 28-page Needs & Values Program booklet. Most people are motivated (even compelled) by unknown or unsatisfied needs. Until these are taken care of, coaching requires effort by both parties.

## Aspect #3

### What their Special Gifts are.

I believe that everyone has a special, unique gift to share with others. However, few people move far enough along the path of personal and professional development to be able to orient their lives around their gift.

Much of the work the coach does is to uncover the stuff in the way of the client seeing clearly and being that gift.

## Aspect #4

### What their Core Values are.

Values are those activities, which turn you on. Things like creativity, learning, playing, loving, etc. Values are what we tend to do after our needs are met and after we are complete with the past. Values are not morals; values are our essence. Please refer to the 28-page Needs & Values Program booklet.

## Aspect #5

### What they really want for themselves.

Most people do not know what they really want. Yes, they

have a wish list and a "should want" list. But, because most folks still don't have their needs met and values clear, their wants are muddled or exaggerated. The coach can help a person discern what they really want - what will make them happy. These wants may be the same as the original list (or very different); it's just that the person will want, not crave or need, them. Wants are optional, they add to a life, they don't "give" life, as a value or need does.

## Aspect #6

### How well they are doing in life's six areas.

Coaches can measure the quality of a person's life in six areas: Relationships, Health, Career, Money, Recreation and Personal Development. It is important to know exactly how a client is doing in all six areas so that you can direct the coaching to bring all areas up to the desired level. (Tendency is to have 1 or 2 areas with low, low scores.) But the coach needs to have an overview in order to make the biggest difference.

In the area of personal development, the coach will know the following six things about the client:

- ❖ How willing are they to grow and be more
- ❖ How able are they to get what they want
- ❖ How well does the client relate with others
- ❖ How being-oriented is the person
- ❖ How attractive is the person to what is possible?

These latter six are outlined in the Personal Profile.

## Aspect #7

### What they want for others.

When we are well taken care of and in good shape, it is natural to want to give and assist others. Some people have what is called a vision for others or for the world that motivates them. Others want the people around them to be happy and healthy. Anyway you look at it, it is a sign of advanced personal development when your client wants to help others, can afford it (time, love, money) and is motivated by choice (vs need or compulsiveness). See special article on Wanting For.

That's it! When you know, and help the client to see, these 7 aspects of themselves, the client is finally home and on the path to effortlessness.

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