

Mick Cope's book also contains this coaching tool, which can be utilized to help the client map his or her own emotions and then unfold the reasons for the movements between the shifts in emotions (they can signal with little arrows from which condition they got to another one). When the client notices that he or she is moving in the wrong direction, it is easier to change and avoid the stimuli triggering the wrong direction.

The client should jot down their feelings every 30 minutes:

- what impact the emotions have (pleasant or unpleasant);
- what the level of intensity is.

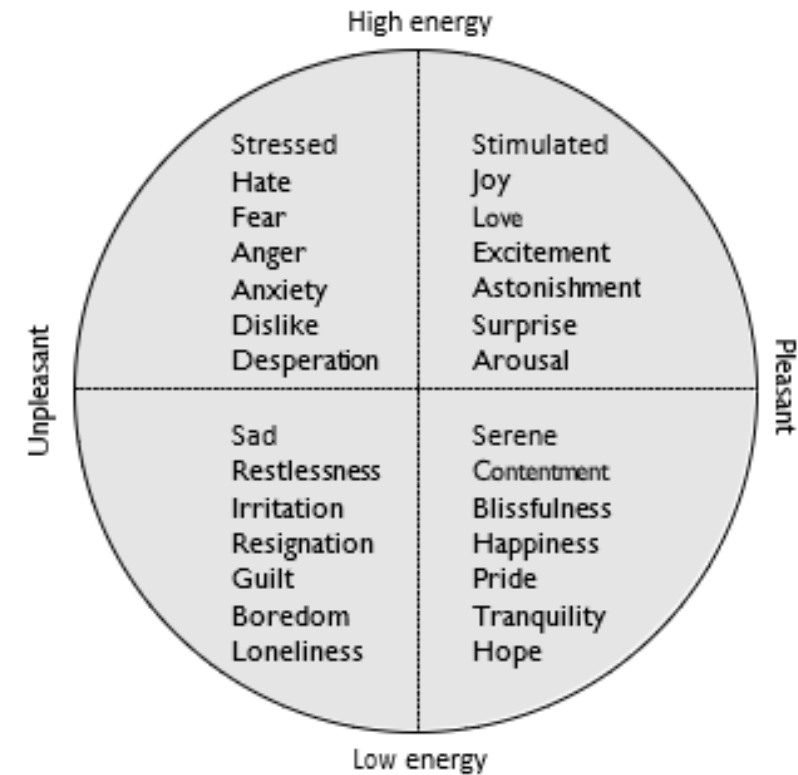
There are more than two thousand words expressing emotions that guide the clients in identifying theirs. When it is difficult to describe an emotion, it is sufficient to indicate which quarter it falls in and what level of intensity it manifests. We can observe the stages the client completed and what moved them along. If the clients create this type of chart, they can visualize how their feelings impact their performance. With the coach's assistance, they can elaborate on preventive and individual technical strategies during the disclosure process.

When the coachee begins proceeding towards the 'Stressed' zone, he and the coach should try the following- listen to music, read jokes or mantras or any customized solution.

Mick Cope: The Seven Cs of Coaching: The Definitive Guide to Collaborative Coaching. Financial Times Prentice Hall, 2004.



In general, doubt and isolation trigger stress and fear. Therefore, if we can diminish the client’s insecurity to a minimum level by teaching him or her how to be well-prepared, we simply have to focus on reducing feeling of isolation. This can be achieved temporarily with the support of a coach, and later with a trusted friend, spouse, or colleague who can assume this role.



Case Study (Excerpt)



My client, the director of a large multinational company, had already participated in a 'presentation- technique' training and media-training. Her video-recorded performances were analyzed with the help of a specialist. They had tried nearly everything.

Nevertheless, she was stressed before her presentations, and whether she was to give a lecture in the media or before hundreds of guests at the company, she always had a shot. Things were under control for quite a long time. She only requested a meeting when she felt she should have two shots instead of one. The reason she decided to contact a coach was that her father died of liver cancer, and she didn't want the same thing to happen to her.

We discussed the process: why she was stressed, what could be done, what she could do to be well-pre- pared. We discovered that she was already using all the state-of-the-art techniques and that the preparatory stage could not be any better. I introduced eMap to her, explaining its utility and how to use it. Although she was a bit skeptical, she said it would be worth exploring. She had recorded her emotions and their level of strength for an entire day prior to the presentation. After this test it became evident that even during the day when the presentation came to mind, her emotions were a bit unsettled, but the real issue was addressed in the five minutes preceding her lecture. When was asked to define her wishes from afar, she replied as follows:



Case Study (Excerpt)



- She wished that someone would distract her, i.e. she could forget about being stressed for five minutes.
- If someone were praising her, it would give her hope.

We killed two birds with one stone. When she felt that she needed her shot, she called me. I was cognizant of the fact that my task had doubled, namely to keep talking to her, using only positive reinforcement. We tried it twice, and it worked. On the third occasion I suggested to her that she should call some- one else- not because I felt this task to be burdensome, but because it was in her interest not to become dependent on me with a twenty-year career still ahead of her. She asked for the opportunity to call me and thought of the person, other than me, to choose for the task. On the fourth occasion, she called her mother, who, having survived her husband's alcoholism, was more than willing to help her daughter.