

Affirmation



(Positive) Affirmations is a tool that can be used by coaches to help individuals shape their mindset and develop or strengthen their belief system. It also helps reinforce their confidence and motivation.

This powerful tool can be applied throughout the SPARKLE stages.

S - Situation stage: the coach can use the tool to help the client see the positive aspects/capabilities the client has in the situation

P - Positioning stage: encourages the client to reinforce their vision of success

A - Alternatives stage: steer different types of actions in the desired direction

R - Route stage: affirmations keep the client focused

K - Key obstacles stage: helps the client resonate with their specific goal by boosting self-esteem and nurturing a can do attitude even when facing a challenge

L - Leverage stage: keeps the client driven towards their goal, fostering confidence and resilience

E - Evaluation stage: reaffirming their capabilities throughout the journey

Case Study (Excerpt)



The client had challenges with her confidence when performing tasks within her core role. During the coaching session the client brought the job description of her role and listed the required skill set for each responsibility. Then she rated herself on a scale of 1 to 10 in each skill based on how she felt about her current level. 1 was for I am not good at all, 10 stood for I am excelling at that skill. She had been in the role for the past 3 years and she continuously exceeded expectations. After completing this skillset list, she had rated herself low (below 5) on most skills, and that is when I applied this tool.

The first skill was stakeholder management. I asked her to write down the first thought that came to her mind about herself when she sees the skill: stakeholder management. She wrote: “I can’t work together with people; it seems I don’t have what it takes to manage different people in meetings.”

As a coach, I experienced in working with the client that this statement was not true, and I could give concrete examples when he had not behaved this way. This made it easier for the client to rephrase the sentences in a positive way.



Case Study (Excerpt)



I asked her to reframe this thought into a positive affirmation: How would you reframe this sentence if you would need to motivate yourself to work on this every day? The client responded: “I am building strong connections and I confidently engage with diverse people in meetings.”

The next skill was communication. We completed the same exercise and the coachee's first thought was the following: “I can’t communicate. It seems I can’t get my point across.” The client transformed this statement into the following: “I am a strong communicator. I express my thoughts effectively and clearly.”

It was beautiful to see how she was able to reframe her thoughts for all skills. This helped her feel more positive about herself and her confidence started to grow.

