

# COACHING FOR BEREAVEMENT

Using The ROSE Coaching Model

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PAULA KING

# COACHING FOR BEREAVEMENT using the ROSE Coaching Model

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This booklet is designed to provide an overview of the ROSE Coaching Model, which stands for:

- R** Reason and Meaning
- O** Optimism
- S** Self Identity and Strengths
- E** Empowerment

These four themes are crucial for individuals who are recovering from a bereavement and are in need of guidance and support. The ROSE model is a holistic approach that helps individuals understand the meaning of their loss, find hope, reconnect with their sense of self, and take action towards rebuilding their lives.

# INTRODUCTION

This booklet has been designed to provide coaches and mentors with some guidance on how we might work with our clients when they experience a bereavement. It is not meant to be a comprehensive guide but merely to provide some thoughts and reflections which might be useful as we work with our clients in this extremely sensitive space. It is useful to consider the following definitions:

## Bereavement

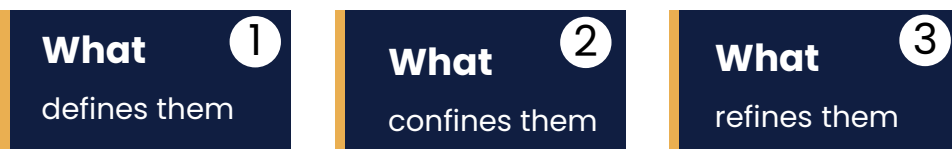
Bereavement is the state of experiencing the loss of a loved one through death. This can include the feelings of grief, mourning, and emotional pain associated with the loss. Bereavement can also refer to the period of time following the death of a loved one, during which individuals may experience a range of emotional and psychological responses, such as sadness, anger, guilt, and depression. The process of bereavement can be complex and different people may experience it differently. The length of time a person may grieve can vary and always remember that it is a very personal process. Grief is the natural response to loss and it's an emotional, physical, cognitive, and social reaction to a significant loss. The process of bereavement can be challenging but, with the right support and self-care, individuals can eventually reach a place of acceptance and healing. When appropriate coaching and the approach of a coach can be an extremely helpful support

## Living Bereavement

Living bereavement refers to the concept of experiencing loss while still living. It encompasses a wide range of losses that may not necessarily involve the death of a loved one but can still have a significant impact on an individual's emotional and psychological well-being. Some examples of living bereavement include:

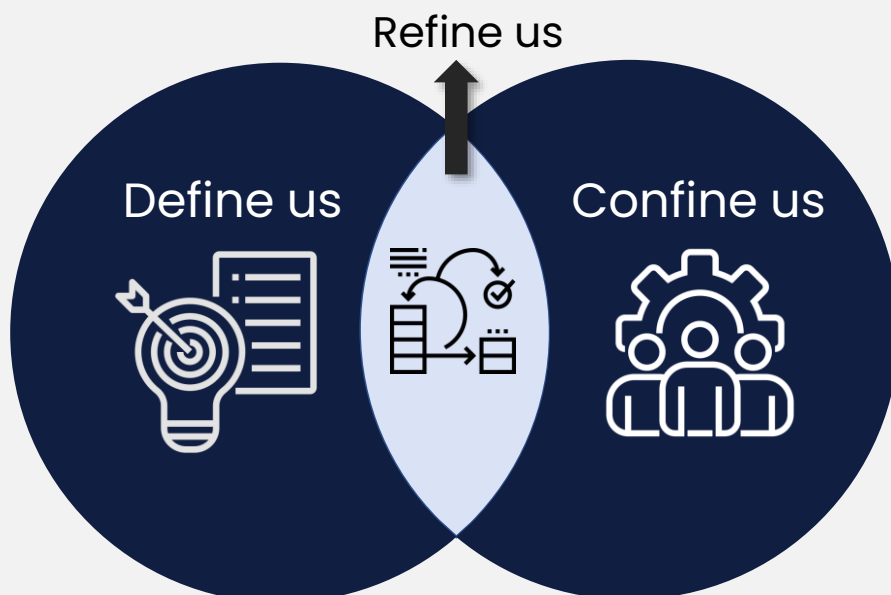
### Loss of a job:

Losing a job can be a significant loss for an individual. It may represent not just a loss of income but also a loss of identity, purpose and self-worth. Here it can be useful to explore with our clients three important areas:



This is a powerful method to assist your client to move from a negative viewpoint to a more positive view of their situation.

### Relationships that:



Loss of a loved one through, for example, Alzheimer's: A loved one with an illness such as Alzheimer's, which one of my clients is currently experiencing, can be devastating. She has lost her soul mate and is watching with her heart breaking as he loses his memories, personality and ability to interact which is deeply painful.

### **Child rejection:**

When a child is rejected by their parents it can be a painful and traumatic experience which can leave a sense of loss and abandonment which can last a lifetime. Equally when a child rejects a loving parent this can be equally traumatic particularly if there are grandchildren involved.

Other examples of living bereavement include:



#### **Loss Of A Relationship:**

The end of a romantic or close relationship can be a significant loss, particularly if it is unexpected. It is the loss of love, companionship, and intimacy and can leave a well of loneliness.



#### **Loss Of A Pet:**

For many people, their pets are a beloved and important part of their lives, and the loss of a pet can be deeply felt and painful leaving a gap which is difficult to fill.



#### **Loss Of A Home:**

A home can be a symbol of stability, security, and belonging. It is often linked to memories of raising children, creating a beautiful space where friends and

family have gathered over the years. The result of losing a home can be a traumatic and difficult experience.



### **Loss Of A Dream:**

Whether it is a career, a family or a life goal, the loss of a dream can be a difficult and a painful experience that can leave our clients with a sense of loss and disappointment.



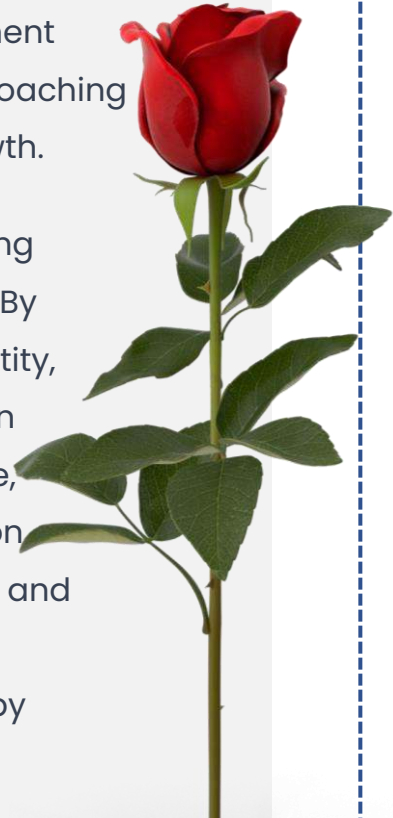
### **Loss of health**

Illness or disability can be a significant loss as it can take away our ability to do things we once enjoyed and, of course, it can also change our lives trajectory

The above are just examples of the two types of bereavement, I am sure you can think of many more but, remember, Living Bereavement can be just as difficult to process as the death of a loved one and can result in similar feelings of grief, mourning and emotional pain. As a coach, it is important that we navigate these situations with sensitivity and that we validate the emotions that come with living bereavement and provide support as our clients create strategies to cope and begin the healing process. We can assist our clients to, for example, identify their strength (VIA) values (using the Values Matrix) and identify resources.

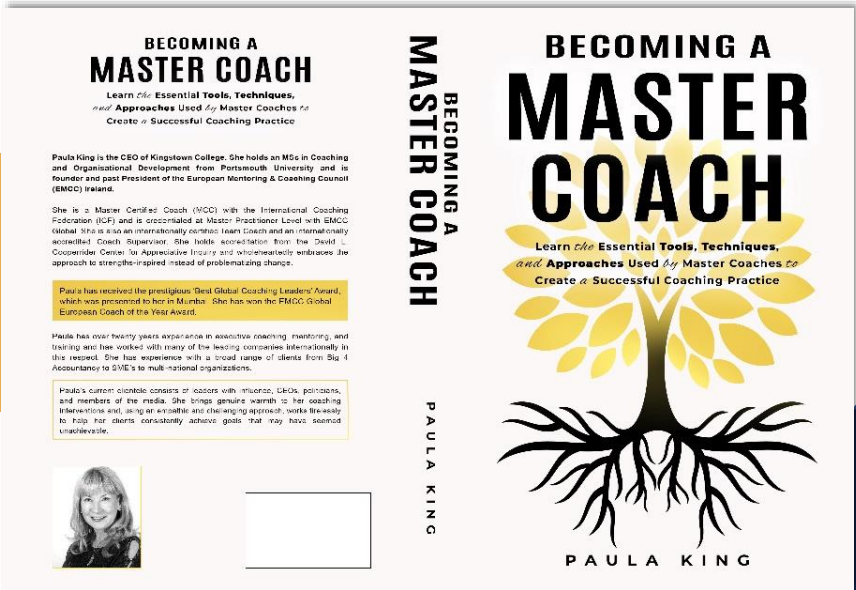
In this way, **the ROSE Coaching Model** provides a structured and holistic approach to helping individuals navigate the process of bereavement. The model provides a framework for understanding the different aspects of the bereavement experience, and for identifying the key areas where coaching can be most effective in promoting healing and growth.

**The ROSE Coaching Model** is a powerful tool for helping individuals who are recovering from a bereavement. By focusing on reason and meaning, optimism, self identity, and empowerment, coaches can assist their clients in understanding the meaning of their loss, finding hope, reconnecting with their sense of self, and taking action towards rebuilding their lives. It provides a structured and holistic approach to helping individuals navigate the process of bereavement. The model is underpinned by the concept of compassion and non- judgement.



I will expand a little on the ROSE Model now but, remember if you would like to access more tools, techniques and approaches do read :

**BECOMING A MASTER COACH**  
 Learn The Essential Tools, Techniques, And Approaches Used by Master Coaches to Create a Successful Coaching Practice



## Section: 1

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# REASON AND MEANING

# WHAT IS PURPOSE?

## ***Lets explore some definitions of human purpose and meaning:***

Human purpose and meaning are abstract concepts that have been discussed and debated by philosophers, theologians, and psychologists for centuries. Here are some of the most commonly cited definitions:

### **1 Personal Significance:**

According to this definition, human purpose is the individual significance that people assign to their lives. It refers to what people believe gives their lives meaning, and what they want to achieve or accomplish.

### **2 Transcendent Meaning:**

This definition views human purpose as something beyond the self, something that transcends the individual and connects them to something larger than themselves. This might include religious beliefs, spiritual practices, or a sense of interconnectedness with all of humanity.

### **3 Existential Meaning:**

This definition views human purpose as something that is created through individual choices and actions. People are seen as responsible for creating meaning in their own lives, and must take deliberate steps to find and pursue their purpose.

#### **4 Cultural and Social Meaning:**

According to this definition, human purpose is shaped by the cultural and social norms, values, and expectations of the people around us. People are seen as adapting and adopting the purpose that is most valued in their culture or community.

#### **5 Evolutionary Meaning:**

This definition views human purpose as something that has evolved through natural selection over the course of human history. People are seen as having certain innate drives, such as the drive to survive and to reproduce, that give their lives meaning and purpose.

It is important to note that these definitions are not mutually exclusive, and that different people may find meaning and purpose from a combination of these sources. Additionally, the definition of purpose and meaning can vary from person to person, and from culture to culture. The most important thing is for individuals to find a sense of purpose and meaning that is meaningful and fulfilling to them, regardless of the specific definition they choose to adopt.

Identifying one's purpose is important for a number of reasons, particularly for psychological well-being. Having a clear sense of purpose provides our clients with a sense of direction, motivation, and meaning in life. This can lead to greater satisfaction, happiness, and a sense of fulfillment. When people have a strong sense of purpose, they tend to have a positive outlook on life, and are more likely to engage in healthy behaviors and practices, such as exercise and self-care. Additionally, a sense of purpose can help individuals weather challenges and hardships, as they have a clear sense of what they are working towards.

On the other hand, losing one's sense of purpose and meaning can have negative effects on psychological well-being. People may experience feelings of aimlessness, boredom, and dissatisfaction with life. Without a sense of purpose, individuals may struggle to find motivation, and may engage in behaviors that are detrimental to their health, such as substance abuse, overeating, or other forms of self-harm. Additionally, a lack of purpose can lead to feelings of hopelessness, depression, and anxiety.

Finding and maintaining a sense of purpose is crucial for psychological well-being and overall happiness. When our clients have a clear sense of what they want to achieve, and why, they are more likely to lead fulfilling and satisfying lives. This is why it is important for individuals to identify their purpose, and for coaches to support their clients in this process.

## What tools can we as coaches use to assist our clients to identify purpose and meaning for their lives?

### **1 Self-reflection and introspection exercises:**

Encouraging clients to reflect on their values, passions, strengths, and experiences can help them identify what is most important to them and what they want to achieve in life.

### **2 Journaling and writing exercises:**

Writing prompts and exercises can help clients clarify their thoughts and feelings, and identify what they want to achieve in their lives.

### **3 Assessment and personality tests:**

Tools such as the Myers-Briggs Type Indicator, StrengthsFinder, or the Purpose Assessment can provide insight into clients' preferences and strengths and help them identify potential areas of purpose.

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**Visualization and mindfulness practices:**

Guided meditations, visualization exercises, and mindfulness practices can help clients connect with their inner selves and tap into their intuition, which can be a valuable source of insight into their purpose.

To expand on the above another powerful tool that a coach can use is called "Solution-Focused Brief Coaching" (SFBC). SFBC is a client-centered, goal-directed and strength-based approach that focuses on what the client wants to achieve, rather than on their problems. It helps the client to identify the desired future state, and to generate solutions and actions that can lead to that desired state.

A coaching tool which is very popular is "Narrative Coaching". Narrative coaching is a process that uses storytelling and reframing techniques to help clients make sense of their experiences, and to identify new possibilities and opportunities. It helps clients to rewrite the story of their lives, to integrate their past experiences, and to create a new narrative that aligns with their values, goals, and aspirations.

"Goal Setting" and "Action Planning" techniques assist our clients to set specific, measurable, achievable, realistic, and time-

bound goals, and to develop a plan of action to achieve them. "Goal Setting" and "Action Planning" techniques assist our clients to set specific, measurable, achievable, realistic, and time-bound goals, and to develop a plan of action to achieve them.

Coaching can also include "Role-playing" and "Mock Scenarios" to help clients to practice new behaviours, new ways of communicating and to build their confidence.

We can also use a favourite approach of mine which is the approach of "Appreciative Inquiry" (AI) a strengths-based approach that focuses on what works well and what gives life to individuals, organizations and communities. AI helps clients to identify their strengths, to appreciate the positive aspects of their lives and to mobilize them to achieve their goals.

Appreciative Inquiry (AI) is a strengths-based approach to change and problem-solving that focuses on what is working well in a person or organization, rather than what is not working. It was first developed by David Cooperrider and Suresh Srivastva in the 1980s as a method for organizational change and has since been applied in a variety of fields, including coaching.

In the context of bereavement, AI can be used to help individuals find meaning and purpose in their loss, and to focus on their strengths and resources in order to move forward in a positive way. For example, a coach may use AI to help a client identify and

celebrate the positive aspects of their relationship with the person they have lost, and to use those strengths and resources to create a new vision for their future. AI approaches that can be useful when working with clients experiencing bereavement include:

**1 The Discovery Phase:**

This is the initial phase of AI where the coach and client explore the best of what has been in the client's past experiences. This phase is used to identify the strengths, values, and resources that the client can draw on as they move forward.

**2 The Dream Phase:**

This phase is used to help the client imagine their future. They are encouraged to envision a positive future and to think about what they want their life to look like.

**3 The Design Phase:**

Once the client has a clear vision for their future, the coach will help them design a plan to make that vision a reality. This includes setting goals, creating an action plan, and identifying the steps they need to take to achieve their desired outcome.

**4 The Destiny Phase:**

This final phase is where the client begins to implement their action plan, and where the coach helps them to monitor their progress and make any necessary adjustments.

It's important to note that AI is not the only approach that can be used when working with clients experiencing bereavement, and it's important for coaches to tailor their approach to the individual's unique needs and circumstances

# References

Here are some academic references that provide evidence for the definitions of human purpose and meaning mentioned above:

1. Journaling: Emmons, R. A. (1999). Why gratitude is important: Personal and interpersonal benefits. In J. Brandtstadter & R. M. Lerner (Eds.), *Action and self-development: Theory and research through the life span* (pp. 361–381). Thousand Oaks, CA: Sage.
2. Assessment and Personality Tests: Holland, J. L. (1997). *Making vocational choices: A theory of vocational personalities and work environments* (3rd ed.). Odessa, FL: Psychological Assessment Resources.
3. Goal setting: Locke, E. A., & Latham, G. P. (2002). Building a practically useful theory of goal setting and task motivation: A 35-year odyssey. *American Psychologist*, 57(9), 705–717.
4. Visualization and mindfulness practices: Khoury, B., Lecomte, T., Fortin, G., Masse, M., Therien, P., Bouchard, V., ... & Hofmann, S. G. (2013). Mindfulness practices for health: A clinical review. *Psychotherapy and Psychosomatics*, 82(6), 330–338.
5. Personal Significance: Sheldon, K. M., & Kasser, T. (1998). Pursuing personal goals: Skills enable progress, but not all progress is beneficial. *Personality and Social Psychology Bulletin*, 24(12), 1319–1331.
6. Transcendent Meaning: Frankl, V. E. (1946). *Man's search for meaning*. New York: Washington Square Press.
7. Existential Meaning: Sartre, J.-P. (1956). *Being and nothingness: An essay on phenomenological ontology*. London: Methuen.

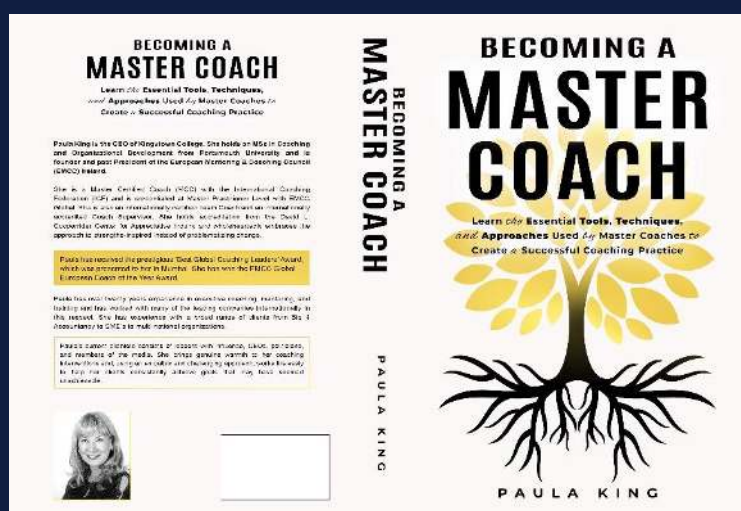
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8. Cultural and Social Meaning: Durkheim, E. (1912). The elementary forms of religious life. London: George Allen & Unwin.
9. Evolutionary Meaning: Wilson, E. O. (1975). Sociobiology: The new synthesis. Cambridge, MA: Harvard University Press.

These references provide an overview of some of the most influential and widely-cited perspectives on human purpose and meaning.

It is important to note that the field of purpose and meaning is vast and that these references are just a small sample of the available literature.

There are many other academic references that explore different perspectives and theories of purpose and meaning, and that offer additional insights and perspectives on this complex and multifaceted topic which coaches and mentors will find fascinating reading.



Here are some suggestions for coaching tools which are explained in *Becoming a Master Coach* which you might find useful when working in the space of human purpose with your clients:

- **Goal Setting** → Chapter 7
- **Values** → Chapter 12
- **101 Elements of a Person** → Chapter 9
- **Transpersonal Coaching** → Chapter 44

## Section: 2

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# Optimism

# Lets Look At A Definition Of Optimism

*“Optimism is a mental attitude characterized by hope for the future, the belief that good things will happen, and a general confidence in success. ”*

## **Now a definition of hope:**

*“Hope is a feeling of expectation and desire for a certain thing to happen. It is a positive emotion that gives people the strength to keep going in difficult situations, even when there are obstacles in their way.”*

**(These definitions are based on a common understanding of the term and not tied to a specific reference or source.)**

Optimism can be especially important for a person going through a bereavement because it can help them to cope with the loss and move forward in a positive way. A bereavement can be a devastating experience, leaving the person feeling overwhelmed, helpless, and lost. However, having an optimistic outlook can help the person to see the situation in a different light and find hope in the future.

A coach can play an important role in helping a person going through a bereavement to develop and maintain an optimistic outlook. A coach can assist in a number of ways, including:

**1****Providing a safe and supportive environment:**

A coach can create a safe and non-judgmental space where the person can openly discuss their feelings and experiences related to the bereavement.

**2****Encouraging a focus on the future:**

A coach can help the person to focus on their future goals and aspirations, rather than dwelling on the past. This can help the person to develop a sense of purpose and hope for the future.

**3****Teaching coping strategies:**

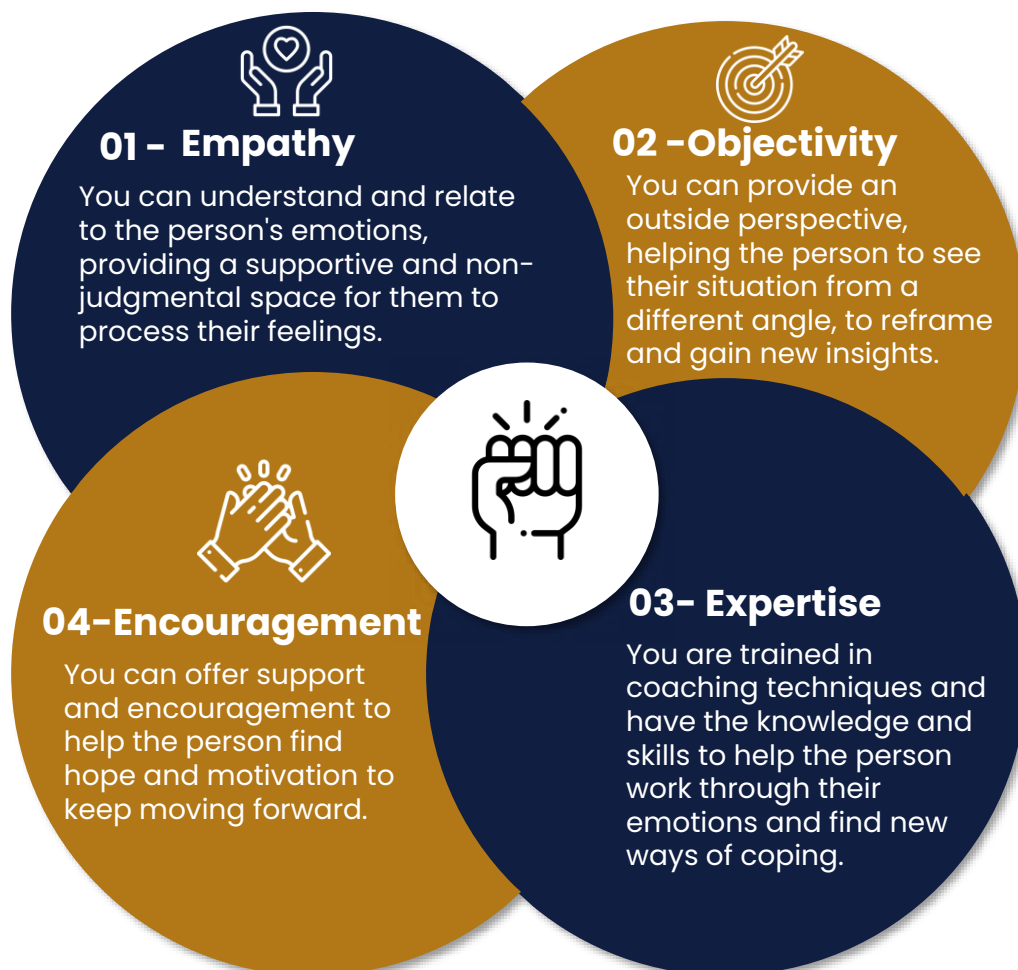
A coach can provide practical techniques and strategies for dealing with grief, such as mindfulness, relaxation techniques, and exercise. These techniques can help the person to manage their emotions and regain control over their life.

**4****Supporting the person's growth:**

A coach can work with the person to identify areas in their life that they would like to change and support them in making positive changes. This can help the person to feel more in control and give them a sense of accomplishment.


As a coach, you bring several strengths that can help a person going through a bereavement to move forward positively.

**These strengths include:**




**In terms of tools, techniques, and approaches, a coach might use the following:**

- 1**




**Active listening**

By truly listening to the person's experiences and emotions, you can help them to feel heard and validated.
- 2**



**Reframing**

You can help the person to see their situation in a new light, by reframing their thoughts and beliefs about the bereavement.
- 3**



**Goal-setting**

You can help the person to identify and set goals for their future, giving them a sense of purpose and direction.

4



### Mindfulness

You can teach mindfulness techniques, such as meditation and breathing exercises, to help the person manage their emotions and reduce stress.

5



### Positive self-talk

You can help the person to develop a more positive outlook by encouraging them to practice positive self-talk and replace negative thoughts with positive ones.

6



### Grief education

You can provide information about the grieving process and help the person to understand what to expect as they move through it.

A coach brings valuable strengths and can use a range of tools, techniques, and approaches to help a person going through a bereavement to move forward positively. By providing a supportive and empowering environment, a coach can help the person find hope and optimism when in a space which can appear dark and frightening at times.

One of the most powerful approaches, in my opinion, that we, as coaches, can utilise is the approach of Positive Psychology.

***The field of Positive Psychology is founded on the belief that people want to lead meaningful and fulfilling lives, to cultivate what is best within themselves and to enhance their experiences of work, love and play.***

<https://www.authentic happiness.sas.upenn.edu/content/about-us>

4

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Positive psychology is a scientific field that focuses on the study of positive emotions, strengths, and virtues, as well as how they contribute to a person's overall well-being. The work of positive psychology can be particularly important for a coach working with a client who has experienced a bereavement as it can help the client:

### Enhance resilience:

Positive psychology can help the client build resilience and develop coping strategies to handle difficult emotions, thoughts, and behaviors related to the bereavement.



### Find meaning and purpose:

Positive psychology can help the client identify their values and beliefs and how they can use them to find meaning and purpose in their life despite the loss.



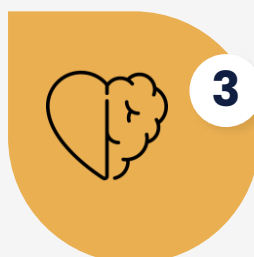
### Promote well-being

By focusing on strengths, positive emotions, and purpose, positive psychology can help the client increase their overall well-being and lead a fulfilling life.



### Increase positive emotions:

Positive psychology can help the client focus on positive emotions such as gratitude, hope, and joy, and incorporate them into their daily life to counteract feelings of sadness and grief.



The work of positive psychology can provide a holistic and empowering approach to support a client through the bereavement process and help them build resilience, find meaning, and promote well-being.

From the work of Positive Psychology we learn that a strengths-based approach is a coaching approach that focuses on the positive aspects of a client's life and character, rather than solely on their weaknesses or challenges. This approach can bring several benefits to a coach working with a client who has experienced a bereavement, including:

1

**Empowerment:**

By focusing on the client's strengths, the coach can help the client feel empowered and more in control of their life. This can be particularly important for clients who are grieving as they may feel a sense of loss of control over their life.

2

**Increased resilience:**

A strengths-based approach can help the client build resilience, as they focus on their positive qualities and personal strengths to overcome challenges. This can be especially helpful in the grieving process as clients may need to find new ways to cope with their loss.

3

**Positive outlook:**

A strengths-based approach encourages clients to focus on their positive qualities and strengths, which can help them develop a more positive outlook. This can counteract negative thoughts and emotions associated with bereavement and improve overall well-being.

4

**Motivation:**

By focusing on the client's strengths and positive aspects of their life, the coach can help the client find meaning and purpose. This can increase motivation and encourage the client to move forward and build a new life after the loss of a loved one.

## 5 Improved self-esteem

A strengths-based approach can help clients build self-esteem and confidence as they focus on their positive qualities and accomplishments. This can be particularly important for clients who are grieving, as they may feel a sense of low self-worth.

Indeed a strengths-based approach can bring many benefits to a coach working with a client who has experienced a bereavement. By focusing on the client's positive qualities and strengths, the coach can help the client build resilience, find meaning and purpose, and improve overall well-being.

***Positive psychology research focuses on positive emotions, positive character traits and enabling institutions.***

The key principles of a strengths-based approach include:

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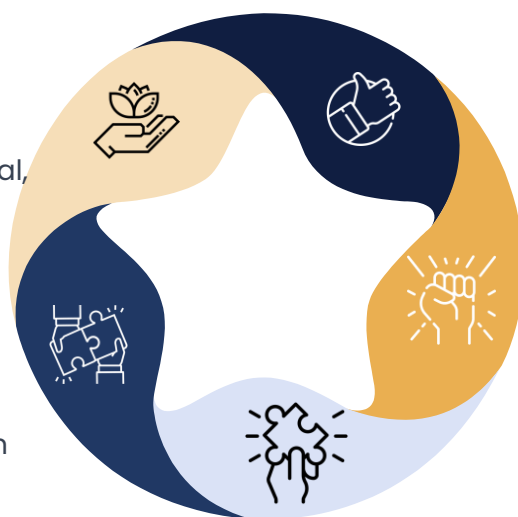
### Holistic perspective

A strengths-based approach considers the client as a whole person, taking into account their physical, emotional, social, and spiritual well-being.

4

### Collaboration

This approach emphasizes collaboration between the coach and client, and encourages the client to take an active role in their own growth and development.



1

### Positive perspective

This approach focuses on the client's positive qualities and strengths, and encourages the client to view their challenges from a positive perspective.

2

### Empowerment:

By focusing on the client's strengths, the coach can help the client feel empowered and more in control of their life.

3

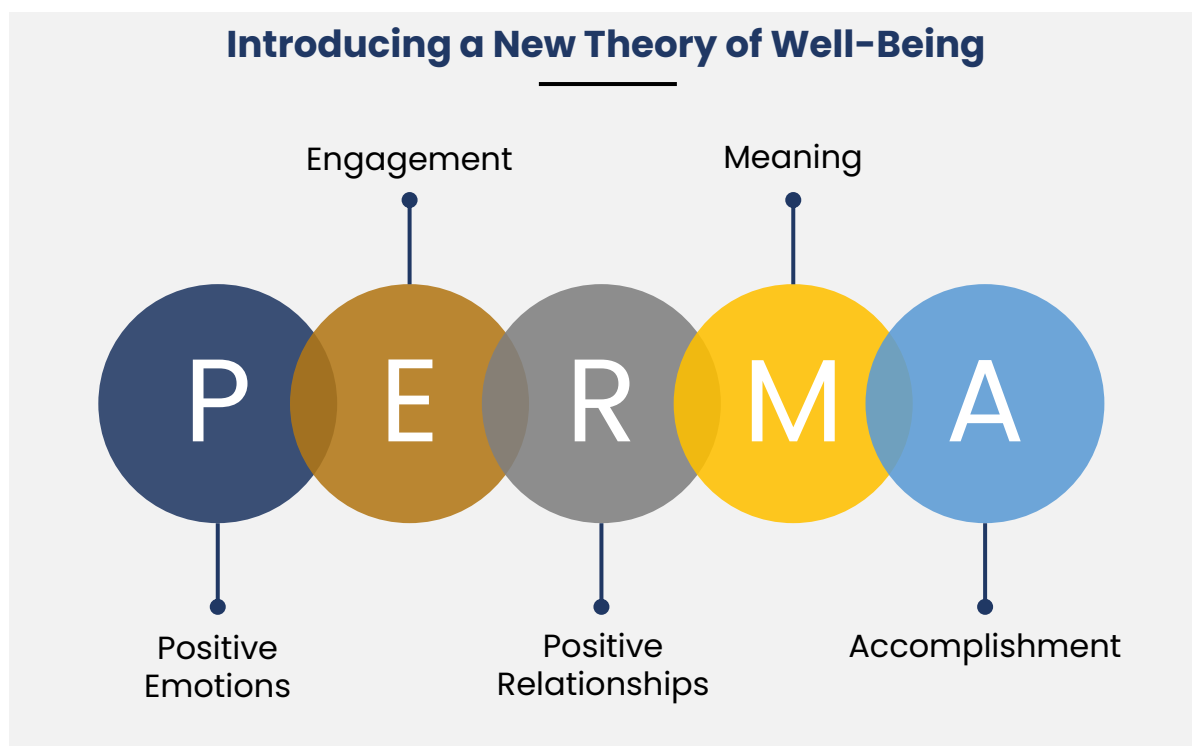
### Solution-focused

A strengths-based approach focuses on finding solutions to challenges, rather than solely addressing problems.

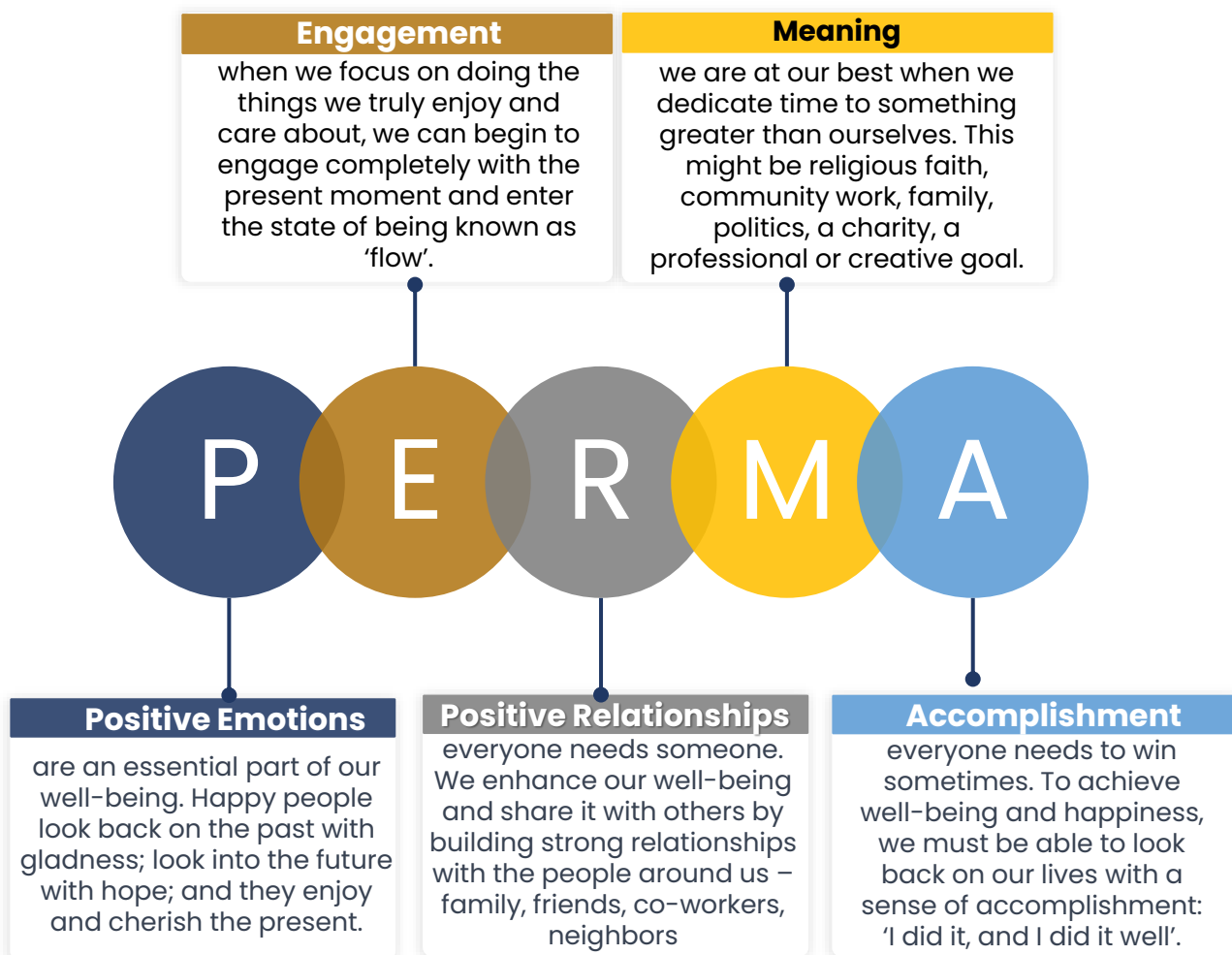
The goal of a strengths-based approach is to help the client identify and build on their strengths, increase their resilience, and find meaning and purpose in their life. This approach can be particularly beneficial for clients who are experiencing a significant life change, such as bereavement, as it helps them find hope and resilience in the midst of their challenges.

Therefore a strengths-based approach is a client-centred, solution-focused approach that emphasizes the client's positive qualities and strengths, and seeks to help the client achieve their goals and overcome obstacles through collaboration and empowerment.

A beautiful model from the work of Positive Psychology is the PERMA model which I use frequently with my clients who have had a bereavement. I love the model because of its positivity and the hope it brings to my clients purely by working through each element. This is how it works:



Each element not only contributes to the well-being of our clients when they have had a bereavement but is also definable and measurable independently of the other elements, and can be pursued for its own sake. These separately measurable elements allow for more comprehensive research and development of interventions that could build a fulfilling and flourishing life and create hope when, sometimes, we feel there is no hope. A coach works through each element discussing actions which might bring their client towards a more optimistic outlook for the future.



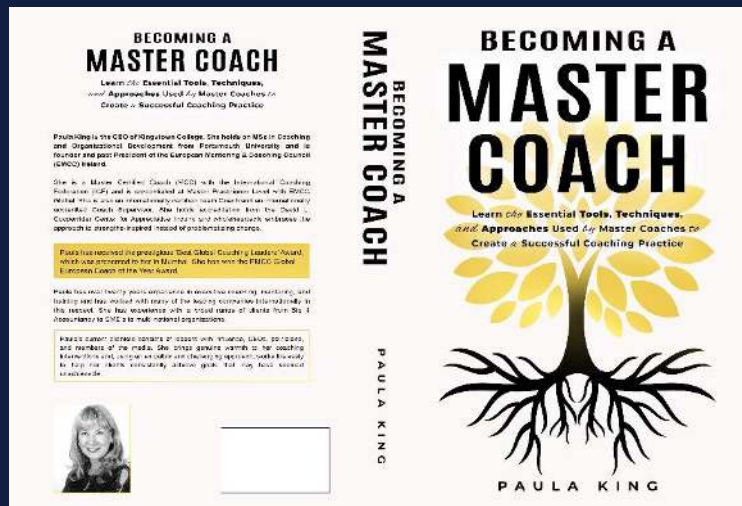
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1. Peterson, C., & Seligman, M. E. (2004). *Character strengths and virtues: A handbook and classification*. Oxford University Press.
2. Linley, A., & Joseph, S. (2004). *Positive psychology in practice*. John Wiley & Sons.
3. Seligman, M. E. (2002). Positive psychology, positive prevention, and positive therapy. *Handbook of positive psychology*, 3-12.
4. Proctor, E., Linley, P. A., & Maltby, J. (2009). A strengths-based approach to well-being: A review and critique. *Journal of Happiness Studies*, 10(3), 365-382.
5. Park, N., & Peterson, C. (2006). Moral competence and character strengths among adolescents: The development and validation of the Values in Action Inventory-Adolescent. *Journal of Adolescence*, 29(6), 891-909.
6. Pratap, J., & Singh, N. (2019). Positive psychology in practice: A strengths-based approach. *Journal of Positive Psychology*, 14(4), 400-408.

These references support the idea that a strengths-based approach in coaching can lead to improved well-being, increased resilience, and a focus on solutions rather than problems. They provide a solid foundation for the use of a strengths-based approach in coaching, and offer insights into its theoretical and empirical underpinnings.

# References



Here are some suggestions for coaching tools which are explained in *Becoming a Master Coach* which you might find useful when working in the space of human purpose with your clients:

- **PERMA** **Chapter 13**
- **Focusing on Strengths, Behaviours and Resources** **Chapter 16**
- **VIA Character Strengths** **Chapter 16**
- **Defensive Pessimism** **Chapter 15**

## Section: 3

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# Self Identity

(Including Future and Current Self)

# Self Identity

Self-identity and belief systems are central to our sense of self and play a significant role in shaping our attitudes, behaviors, and emotions. A bereavement can have a profound impact on these aspects of our lives, as it challenges the beliefs and values that form the foundation of our identity.

Self-identity refers to the set of beliefs, attitudes, and values that a person holds about themselves and their place in the world. It is shaped by our experiences, relationships, and cultural background, and helps us define who we are and what is important to us.

Belief systems refer to the set of beliefs and values that a person holds about the world and their place in it. These beliefs can be religious, spiritual, cultural, or philosophical, and provide a sense of meaning and purpose in our lives.

A bereavement can challenge these beliefs and values, as the loss of a loved one can cause us to question the meaning and purpose of our lives. This can lead to feelings of confusion, loneliness, and sadness, and can cause us to question our beliefs about death, the afterlife, and our own mortality.

Moreover, bereavement can also challenge our self-identity by forcing us to confront the loss of an important role or identity that we held, such as a spouse, parent, or child. This can cause us to question who we are and what our place is in the world, leading to feelings of disorientation and uncertainty.

Self-identity and belief systems play a critical role in shaping our sense of self and our attitudes towards life. A bereavement can challenge these beliefs and values, leading to feelings of confusion, sadness, and disorientation. It is important for individuals who have experienced a bereavement to seek support and guidance, so that they can process their loss and develop a new sense of self-identity and meaning in their lives. When appropriate, a coach can be the ideal support as a coach is trained to listen to a clients 'self-talk' ascertain if this self-talk is serving their client and, if not, assist them to reframe.

When working with a client's belief system, coaches can use several tools, techniques, and approaches to ensure that these beliefs are serving the client's well-being and growth. Just some of these include:



**1 Reflection and self-discovery:**

Encouraging clients to reflect on their beliefs and values, and how these impact their thoughts, feelings, and behaviors. This can help clients gain a deeper understanding of themselves and their belief system, and identify areas that may need to change or be strengthened. I find it useful to encourage my clients to keep a

## **2 Challenging limiting beliefs**

Challenging limiting beliefs that may be holding clients back or impacting their well-being. This can involve exploring the evidence for and against these beliefs, and helping clients develop new, more empowering beliefs that serve their goals and values.

## **3 Values clarification**

Helping clients identify their core values and explore how these values are reflected in their beliefs and behaviors. This can provide a sense of clarity and direction, and help clients make decisions that are aligned with their values and goals. Remember the Values Matrix coaching tool can be very powerful whilst working with you clients in this space.

## **4 Mindfulness and stress-management techniques**

Teaching clients mindfulness and stress-management techniques, such as deep breathing, meditation, and progressive muscle relaxation. These techniques can help clients regulate their emotions and reduce stress, making it easier for them to reflect on their beliefs and values and make positive changes.

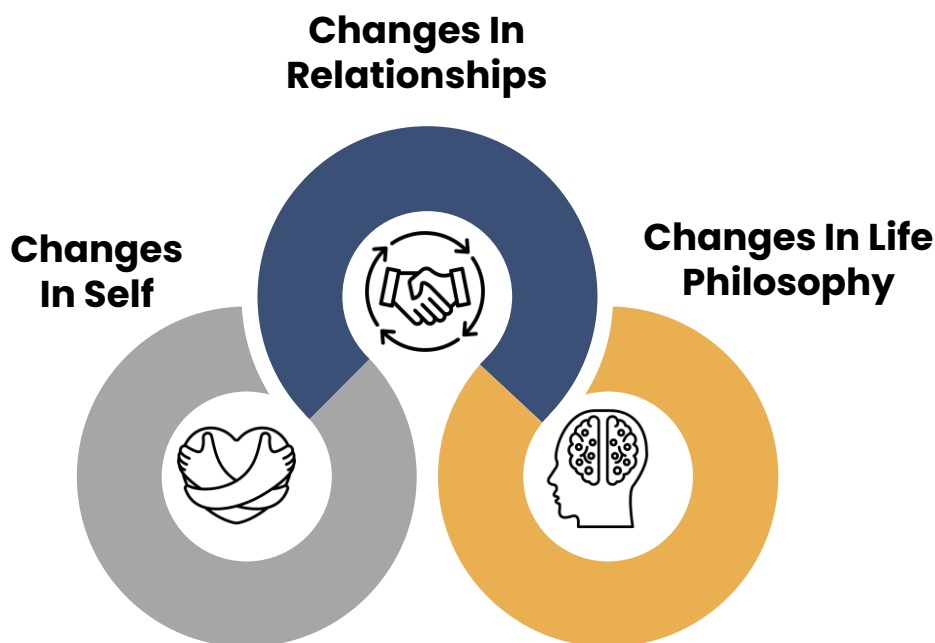
## **5 Goal setting and action planning**

Working with clients to set meaningful and achievable goals, and develop action plans to help them achieve these goals. This can help clients align their beliefs and behaviors with their values and aspirations, and foster a sense of purpose and fulfillment.

The above are just suggestions. Of course, a coach has a range of tools and techniques at their disposal when working with clients to ensure that their beliefs are serving their well-being and growth. By working with clients to explore their beliefs and values, challenge limiting beliefs, and set meaningful goals, coaches can help clients develop a sense of clarity and direction, and support them in making positive changes in their lives.

Understanding that personal transformation and growth can be a pathway to adaptation following a major loss or trauma the astute coach will listen for descriptions conveying such positive outcomes or themes suggesting that possibility.

**Generally, these types of positive outcomes fall into three categories:**



Changes in self may include developing greater compassion for others or realizing one's latent personal strengths and capacities. Changes in relationships may include drawing closer to loved ones or coming to value connections with people over acquisition of material possessions. Changes in life philosophy may include greater existential awareness of the preciousness and brevity of life or resolving to live more authentically in the moment (e.g., smelling the roses along the way). Posttraumatic growth is a very real concept following a bereavement as much of the literature will

inform us and this definitely a space for coaching as our clients start focusing on the strengths they need to focus on to move forward positively.

Be aware, as a coach, that a bereavement can have a negative impact on our self-esteem, particularly in the space of Living Bereavement e.g. the loss of a loved job or not achieving the promotion much longed for. So

### ***what is self-esteem?***

Self-esteem has varied definitions. Thus, it is best to narrow our definition to one that propels and moves our conversation forward by ensuring we are on the same page.

We can define self-esteem as:

***“Appreciating one’s worth and importance, and having the character to be accountable for oneself and to act responsibly towards others.”***

***“What we think of ourselves is what we become; what we become in turn affects what we think of ourselves.”***

Self-esteem is a fundamental and much-talked-about concept.

If your clients have high self-esteem, they are more likely to believe in their chances of accomplishing their goals. They will feel worthy of the rewards of working to create a brighter future even with the loss of a loved one. This higher confidence and feelings of worthiness will lead them to work harder to pursue their dreams and visions and create strategies which will assist them on this, often challenging, journey.

A bit like a self-fulfilling prophecy, believing you can achieve your goals, and working harder to achieve them, greatly increases your chances of success.

When a client has low self-esteem, the opposite is true. They do not believe in their ability to achieve success and would feel unworthy of the rewards brought on by success. This sense of unworthiness can be magnified during a time of loss and grief.

Personal effectiveness largely depends on self-esteem, which is how we value ourselves as human beings and how positively we view our current ways of thinking, feeling, and behaving.

Self-esteem levels are changeable, and you can work with your clients to assist them to do something concrete about how they think and feel about ourselves at this point in their lives.

## **Essential Ways To Help Coaching Clients Develop and Maintain High Self-Esteem In a time of Bereavement:**

It's vital to help your clients focus on maintaining high self-esteem by going out of your way to help them identify and remove the things that bring them down from their lives. Similarly, help them identify and be more welcoming of the things, people, or factors that raise their self-esteem.

Below are simple tips you can employ to talk about self-esteem with your clients when you feel that their self-esteem needs some improvement:

### **1 Appreciativeness**

Motivate your coaching clients to be deliberate about appreciating all the blessings and good things in their daily lives. When we encounter a loss we can be inclined to focus on only the loss and not the positives which are still there in our lives.

Ideally, when you realise that your clients are struggling with low self-esteem issues, please encourage them to dedicate a few minutes of their day to achievements appreciation. This practice will help your clients overwrite limiting beliefs that keep them from seeing and appreciating themselves and the good things in their lives.

**REMEMBER:** Remind the client that the essence of a daily appreciation practice is to take stock of what's good in their lives, including the benefits.

One way to do that is to motivate the client to journal a statement that highlights what they are grateful for and how it benefits their lives.

**For example:**

*"I am grateful for the kindness my friends and loved ones are giving me as I navigate this loss."*

2

**Questioning the inner critic**

Within each of us is an inner critic that goes out its way to dig up and highlight anything negative about our life situations..

Whenever we fail to question the inner critic, it fosters negative beliefs, and, as you know, negative beliefs create a negative reality.

On the other hand, when we question and challenge the opinions of the inner critic, we realize that most of its opinions are irrational or founded on unproven, often faulty assumptions.

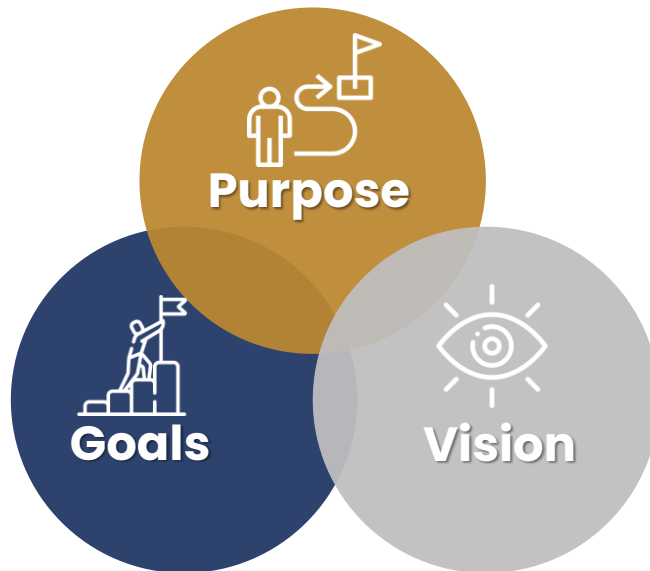
One way to help your coaching clients question, challenge, and silence the inner critic is to motivate them to engage in positive self-talk whenever they hear that negative voice within them. When your clients do this deliberately and consistently, they will effectively overwrite existing negative beliefs with positive ones that increase their self-confidence and self-faith. If you have not had the opportunity to explore the learnings from Neuroscience I would definitely encourage you to do so as it is so helpful in this space.

**3****Know yourself and what you want**

Our clients can compare themselves to other people and find themselves focusing on why this loss has happened to them and not to someone else.

That's why as a coach, it is important to do everything in your power to help your clients realise that comparing themselves with other people is a futile effort.

After all, are we all not unique people destined to live unique lives driven by different purposes and objectives? Failing to realise this is fodder for self-neglect, and, as you know, self-neglect makes it more challenging to learn and clarify vital things like your:



Learning about these aspects of ourselves makes it easier to see the joyless nature of comparing ourselves with people other than ourselves—who we were yesterday—, which makes it easier to embrace our uniqueness.

Motivate your coaching clients, particularly a client who has a loss to use personal objectives to measure day-to-day progress.

By seeing the progress they've made towards their core objectives, they'll feel more self-assured, which will increase their self-esteem and capacity to move towards the life they want to create for themselves.

**4****Shun perfectionism and embrace doing your best**

We both know that trying to be perfect every moment of the day is a recipe for failure and not worth the effort.

**Motivate** your clients to stop pursuing the ever-elusive “perfect life” and instead focus on doing their best in the present. As they start creating new strategies and designing, with your assistance, their lives after a loss there will be times when they don’t get the perfect result but this does not mean they are a failure.

Motivating your clients to do their best at any given moment is a powerful self-esteem catalyst that can help them realise that they are capable—not to mention worthy of good things.

**5****Cultivate positive relationships; let go of negative ones**

***“Don’t let negative people rent space in your head.  
Raise the rent and kick them out.”***

*(Zig Ziglar)*

Negative people can be toxic, so toxic that they can reinforce limiting beliefs and drain your emotional energy. Do your level best to help your coaching clients take stock of the people in their lives, identify, then distance themselves from the negative ones.

Motivate your clients to avoid arguments with negative people and focus more on spending time with people who positively impact them.

There are many other approaches you can use to help your coaching clients develop their self-esteem. The five approaches I’ve mentioned above are nothing more than a starting point to help you and your client to start moving in the right direction.

# References

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Here are some academic references that provide further information on the tools, techniques, and approaches that coaches can use when working with clients' belief systems:

1. Neff, K. D. (2003). Self-compassion: An alternative conceptualization of a healthy attitude toward oneself. *Self and Identity*, 2(2), 85-101.
2. Ellis, A. (1962). *Reason and emotion in psychotherapy*. New York: Lyle Stuart.
3. Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55(1), 68-78.
4. Seligman, M. E. P. (2002). *Authentic happiness: Using the new positive psychology to realize your potential for lasting fulfillment*. Free Press.
5. Snyder, C. R., & Lopez, S. J. (Eds.). (2002). *Handbook of positive psychology*. Oxford University Press.

These references provide further information on the concepts of self-compassion, cognitive behavioral therapy, self-determination theory, positive psychology, and the benefits of goal-setting and action planning. They provide a deeper understanding of the tools and techniques that coaches can use to help clients identify and challenge limiting beliefs, develop positive and empowering beliefs, and promote well-being and growth.



## Section: 4

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# Empowerment

# Empowerment

Experiencing a bereavement can give our clients a sense of being out of control of their lives. It is important to assist them to move to a place of empowerment by working with them to assist them to create an action plan as they move towards their future.

Creating an action plan is a crucial step in empowering a coaching client who has experienced a bereavement. An action plan provides a roadmap for moving forward and helps the client focus on the steps they need to take to achieve their goals and find meaning in the wake of their loss. The following are some of the benefits of creating an action plan in this context:

## **1 Clarity and direction:**

An action plan provides clarity and direction for the client, helping them focus on what they need to do to move forward and create a sense of purpose in their lives. This clarity can reduce feelings of confusion and uncertainty, and provide a sense of control and mastery over their situation.

## **2 Empowerment:**

An action plan empowers the client by providing a concrete and achievable set of steps that they can take to achieve their goals and move forward. This sense of empowerment can increase motivation, build resilience, and promote positive change.

**4****Sense of accomplishment**

By working through their action plan and completing each step, the client can experience a sense of accomplishment and progress, which can boost their confidence and self-esteem.

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**4****Improved well-being**









By taking concrete steps to move forward and find meaning in their lives, the client can experience improved well-being and reduced symptoms of depression and anxiety.

**4****Positive outlook**

An action plan can help the client adopt a positive outlook and focus on the future, rather than dwelling on their loss and the past. This positive focus can help the client develop a new sense of identity and meaning in their lives, and promote recovery and growth.

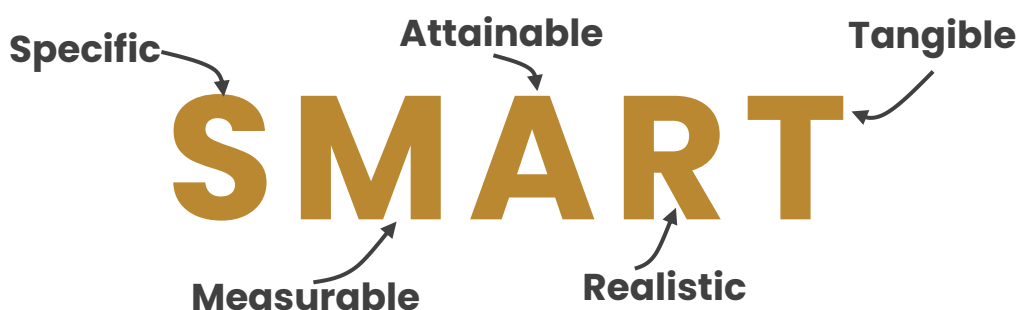
Creating an action plan is an important tool for empowering coaching clients who have experienced a bereavement. By providing clarity, direction, and a roadmap for moving forward, an action plan can help clients focus on their goals, improve their well-being, and develop a positive outlook as they navigate their grieving process.

There are various tools, techniques, and approaches that a coach can use when working with a client who has experienced a bereavement to help them create an action plan:

 <p><b>Active listening</b></p> <p>By actively listening to the client, the coach can gain a deeper understanding of their needs and goals, and help them identify their priorities and focus areas for their action plan.</p>	 <p><b>Goal-setting</b></p> <p>The coach can help the client set specific, measurable, achievable, relevant, and time-bound (SMART) goals that will provide structure and direction for their action plan.</p>	 <p><b>Reframing</b></p> <p>Reframing can help the client shift their focus from negative and limiting beliefs to more positive and empowering beliefs that will support their progress.</p>	 <p><b>Cognitive behavioral therapy (CBT):</b></p> <p>CBT is a technique that can help the client identify and challenge limiting beliefs and negative thought patterns that may be holding them back, and develop more positive and empowering beliefs.</p>
 <p><b>Mindfulness</b></p> <p>Mindfulness can help the client become more present and focused, and reduce feelings of stress and anxiety that may be hindering their progress.</p>	 <p><b>Self-compassion</b></p> <p>Self-compassion can help the client adopt a more supportive and caring attitude towards themselves, which can increase resilience and promote positive change.</p>	 <p><b>Visualization</b></p> <p>Visualization can help the client create a vivid mental picture of their future, which can provide motivation and inspiration as they work towards their goals.</p>	 <p><b>Action planning</b></p> <p>The coach can help the client develop a step-by-step action plan that will provide a roadmap for their progress, and help them track their progress and celebrate their achievements.</p>

These tools, techniques, and approaches can be customized to the needs of each individual client, and can be combined in various ways to create a comprehensive and personalized action plan. The goal is to provide the client with the resources and support they need to move forward, find meaning in their loss, and create a fulfilling and purposeful life.

So let's remind ourselves of two of the most common coaching tools that a coach can use when working with a client who wishes to create an Action Plan. Let's start with one of the most popular **SMART Goals**:



Asking powerful coaching questions you can assist your client to navigate each of the above areas. If you have not used this tool in some time don't worry you can read page 85 of *Becoming a Master Coach*.

## The 7 Principles of Setting A Goal

You can use the following model to help yourself—and your coaching clients—establish clear, achievable goals:

1

Ensure the goal you are working for is something you want genuinely, not just something that sounds good!

When setting goals, it is imperative to remember that your goals must be consistent with your values. We will look at values later in the materials.

2

A goal cannot contradict any of your other goals!

3

Develop goals in these six key areas of human life:

1. Family and home
2. Financial and career
3. Spiritual and ethical
4. Physical and health
5. Social and cultural
6. Mental and educational

4

Write your goal in the positive instead of the negative.

5

Write your goal in complete detail.

6

By all means, make sure your goal is high enough. **Think BIG!**

Far too many people limit themselves when setting goals, perhaps through fear. Move beyond the fear! Shoot for the stars!

7

Create an 'Action Journal' and keep a daily note of the actions you have taken to move closer to achieving your goal

I will also remind you of another very popular coaching tool the GROW model which is useful when creating an Action Plan. I have explained this below\;

## The GROW Model

Here's a brief explanation of the model and its constituent components:

### Goal

Coach and client agree on a specific aim, objective, and topic for discussion.

### Reality

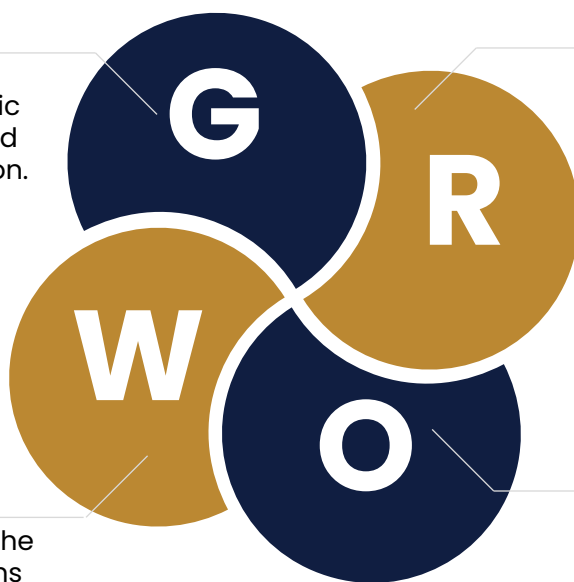
The coach invites the client to engage in self-assessment and offers specific examples to illustrate their point.

### Options

The coach elicits the client's suggestions by asking effective questions and guides them towards making choices.

### Wrap-up/Will

Coach and client commit to action, define a timeframe for the objectives, and identify how to deal with possible difficulties.



Here's an illustration of the model:



# References

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Here are a few academic references about action planning:

1. Locke, E. A., & Latham, G. P. (2002). Building a practically useful theory of goal setting and task motivation: A 35-year odyssey. *American psychologist*, 57(9), 705–717.

This paper presents a comprehensive overview of the theory of goal setting and task motivation and its practical applications. It covers the key principles of action planning and the benefits of setting specific, challenging goals.

2. Gollwitzer, P. M. (1999). Implementation intentions: Strong effects of simple plans. *American psychologist*, 54(7), 493–503.

This article introduces the concept of implementation intentions, which are specific plans that link a desired goal to an action. The author argues that these simple plans can be a powerful tool for action planning and goal attainment.

3. Gable, S. L., & Haidt, J. (2005). What (and why) is positive psychology? *Review of General Psychology*, 9(2), 103–110.

This review article provides an overview of positive psychology, including its key principles and applications. It discusses how action planning can contribute to well-being and happiness by fostering a sense of purpose, direction, and control.

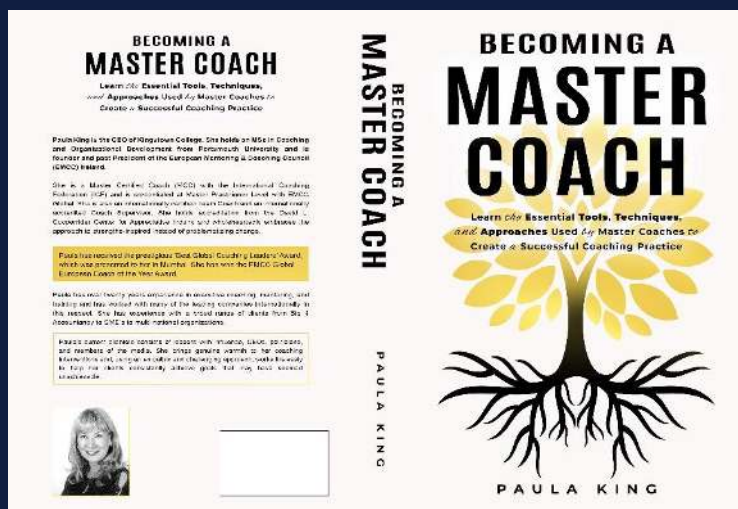
4. Sheeran, P., Taylor, S., & Seymour, J. (1999). Predicting health behaviour. *Health psychology review*, 3(1), 19–48.

# References

This article reviews the theories and empirical evidence that have been used to predict health behaviors. It includes a discussion of how action planning can influence health behaviors, particularly in terms of goal setting and motivation.

5. Emmons, R. A. (1999). *The psychology of ultimate concerns: Motivation and spirituality in personality*. Guilford Press.

This book provides a comprehensive overview of the psychology of ultimate concerns and its implications for personality and motivation. It includes a discussion of action planning and how it can contribute to the development of personal meaning and purpose.



Here are some suggestions for coaching tools which are explained in *Becoming a Master Coach* which you might find useful when working in the space of Action Planning with your clients:

- **The Core Foundations of Coaching** Chapter 2
- **The 3 Step Coaching Technique** Chapter 19
- **AI SOAR Model** Page 43