

The “God” in Coaching

The Key to a Happy Life



When Science and Spirit merge in the coaching process, miracles happen. We achieve corporate wellness, loving families and a healthier planet.
Inner Peace brings World Peace.



Betska K-Burr, AMC

The “God” in Coaching

The Key to a Happy Life



Betska K. Burr

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Words from an Athlete

My name is Jessica Sedlock. I'm a distance runner and one of CLI's athlete experiments!

I am in the history books as being the North American Biathlon Champion for 2008/2009. While I have a Sports Coach, Betska K-Burr and John Burr are my Mind, Body, Spirit Coaches. I'm proud to report that I have improved my 10-km running time by over five minutes in just one year!



Two weeks ago, I competed in the Sun Run in Vancouver, B.C., and placed third in the woman's age 20-25 category. For those of you who have run a 10-km race before and are familiar with times, I am happy to report that I ran it in 37 minutes and 56 seconds. The Sun Run is the second largest timed 10-km event in the world and there were over 54,000 racers.

I would love to take credit for all of this success, but I know that it literally would not be within my grasp without the brilliance of Power Coaching® with Mind-Kinetics® (PCMK™).

I have found that athletes spend so much time training their physical bodies that the mental and spiritual aspects of sport are often overlooked. I have gone from working with sports coaches who have motivated me using fear to the PCMK™ process, which inspires me at the deepest core of my being. I can tell you that the difference is like night and day. You see, we are unaware of 90% of our beliefs because they are in our subconscious. PCMK's magical coaching tools work at lightning speed to help us find the unconscious roadblocks stopping us from finding and being our greatness. You really have to experience it to believe it!

One thing I get asked all the time as an athlete is "What the heck do you eat, girl?" People are often surprised to hear that I am a vegan and only eat plants! Having said that, I am absolutely convinced that a vegan diet, meditation, and PCMK™ is one of the most powerful combinations for success.

I am now a Certified Power Coach® helping others achieve their very best.

Love all of you very much. ☺

Jess

www.soulrunner.ca

Student Testimonial

When I first became aware of CLI, what I didn't know and didn't fully anticipate or understand, was the deep healing of my self that I would first experience with these remarkable coaching methodologies designed from a mind, body, spirit perspective recognizing the whole person.



For the first time in my life, I opened up to the concept of mastery instead of self-control and willpower. The subconscious tools and root cause methodologies were intrinsic to the major transformation that has happened in my life. It has impacted all my relationships, and most importantly, the relationship with myself. For the first few months, almost every time I sat down to self-coach, the messages came out strong and clear: I must do the work first. If I was frustrated with my husband, my solution was to do the work on myself first. If I was overwhelmed with my family situation, the solution was to do the work on myself first. If I was fearful about starting my business, the solution was to do the work on myself first. So, that's what I did. I self-coach every day. I work with buddy coaches. I hire a senior level coach.

The results have been astounding. My husband and I, for the first time in our 25 years of marriage, have clear, open, and honest conversations about issues and challenges, and we do it without getting defensive, blocking each other out, shutting down, getting angry, or tuning out. The language of our household has changed. The intentions of people in our household have changed. It's remarkable and peaceful and lovely. My oldest daughter used Power Coaching® with me and with Betska to get through a major trauma in her life. My clients experience the same results and are often astounded that others will notice the huge change in them. I have one client, who after two sessions had friends, family, and co-workers already commenting on how different and happy she was. That's because these methodologies are so quick and powerful. I am thankful every day.

Lisa Chell, Senior Certified Power Coach®

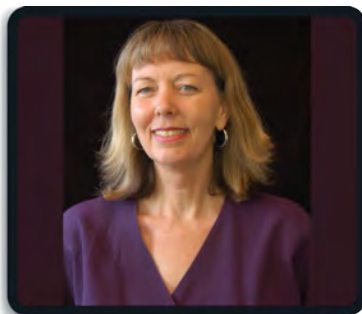
www.LisaChell.com



My Coaching Journey with Joan Weston, Senior Certified Power Coach®

I returned to Western Canada from London, England, in the spring of 2008. I had been working as a research fellow at the University College of London while completing my Ph.D. in Art History, and trying to set up a life and career over there. Various stresses and economic realities had plummeted me into deep depression, fear, and anxiety, and my isolation had triggered some post-traumatic stress that I hadn't even been aware I harbored. My property faced repossession, and my ability to concentrate on my work was severely impacted by my state of mind. I suffered from insomnia, self-destructive thoughts, anorexia, malnutrition, and nervous exhaustion. When I finally gave up and arrived back in B.C., I was sick in body, sick at heart, and weighed about 95 pounds.

Almost immediately, Joan Weston started to work with me in an intuitively gifted, deeply compassionate, highly professional way, calling on her comprehensive repertoire of coaching skills. One by one, the post-trauma symptoms and patterns collapsed, and the learned suicidal thoughts I'd battled since childhood completely disappeared.



It seemed that Joan always chose exactly the right process to release the charges, triggers, and emotions attached to difficult episodes from my past.

Joan was consistently attentive to my needs as a Coaching Client. Her immense sensitivity equips her to divine her clients' greatest good and safely, surely guiding them toward it. As the months rolled by, Joan and I traveled to many motifs, themes, and episodic memories from my past. Having grown up on a sailboat, my collection of traumatic events tended to focus on the elements, storms, and violent weather. I discovered the roots of many limiting beliefs, behaviours, and patterns. Very, very gently, Joan Weston guided me back to a state of health, love, trust, and confidence. I am now finishing my Ph.D., have a top London academic publisher interested in the results, and am assured of the likelihood of a post-doctoral fellowship or lecturing position in the near future. I am ensconced in a loving relationship for the first time in many years, and am grateful for, and profoundly enjoying, my life. I owe that

life to Joan Weston, my Coach, mentor, and friend. I give eternal thanks for her pure heart, generous grace, great skill, and noble spirit.

Yvonne Owens ~ Marie Curie Ph.D. Fellow. Victoria, B.C., Canada, 2011

Joan Weston is a CLI Senior Certified Power Coach® and Employment Counselor (the picture above is of Joan Weston)



Tributes from Colleagues

Thank you, Betska, for offering multiple paths to journey into . . . and portholes to peek into . . . the holistic world of body-mind-spirit-coaching. *The “God” in Coaching* documents and celebrates the wholeness of what modern-day, professional coaching is capable of offering the coaching client and the coach, when mastery of body, mind and spirit are present. If your coaching relationship does not include the spirituality of the coach and client—you are not experiencing or benefiting from the full potential of coaching. When you are ready for more than just productivity-coaching, bringing *The “God” in (your) Coaching* has to be your next level of professional development.



Your world will love you for it!

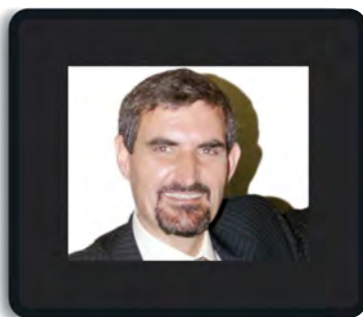
Peter J. Reding, MBA, MCC

Co-founder, Coach For Life, offering two ICF Accredited Coach Training Programs (www.coachforlife.com)

Author, *Positively Brilliant Self-mastery, Reclaim Your Authentic Self Now* (www.PositivelyBrilliant.com)



Having been involved in the world of coaching now for over 15 years and having trained over 8000 individual men and women as professional coaches, I now believe with every fibre of my being that coaching not only makes the most incredible, positive difference in our lives but also helps us to get back in touch with our true core values. It helps us to reconnect with the God within us all, to get to know that special person that is pure potential and total unconditional love. This book, I believe, is a must for every coach and aspiring coach, for everyone who is passionate about helping others to become fulfilled.



It is written by one of the most advanced and compassionate coaches on the planet today, a person whose every waking moment is devoted to helping humanity, a person I am delighted to call “friend”.

Gerard O'Donovan

Owner and Founder - Noble Manhattan Coaching.

www.Noble-Manhattan.com

President – IIC (International Institute of Coaching)

Author of *A Coach's Story*



With the rapid advancement of coaching, many new books about coaching have been published with the intention of helping coaches accelerate their coaching practices. But no expert before the publication of Betska K-Burr's book has assembled the variety of deeper levels or empirical, spiritual, psychological, and bio-neurological foundations that definitely will



enable coaches to transform themselves from being good to being great. This book with its clarity of definitions, brief, yet instructive cases studies, personal stories about changes in consciousness and their impact on coaching practice, ability to translate complex ideas into easy to understand coaching practices, engaging poetry, and helpful charts, is one of the first to focus on how the laws

of human development, the characteristics of contemporary society, and the evolution of consciousness all impact coaching outcomes.

The wide-ranging topics, all clearly necessary and neatly assembled into an integrated whole, even include a wonderful and often ignored section on how the seven stages of eating habits relate to coaching practice. The beginning chapters in this book provide a thorough and easily readable foundation for *what is probably the most revolutionary and effective model of coaching to be developed in the last ten years—Betska K-Burr’s Power Coaching® with Mind-Kinetics®*. In the later chapters, more details are provided to illustrate not only how this model works, but also—through the use of coaching session deconstruction—why the model works as well. *This model, known as “PCMCK™”, is truly unique, and I’m sure will serve as both a source of inspiration and as a beacon to light the path to coach effectiveness.*

This is a great book! I loved the mix of personal into the realm of concepts and practices. Betska, the way you write in this book is highly congruent with what you talk about in the book. You walk your talk! Your humour was noticed and appreciated!

Rey Carr Ph.D

CEO

Peer Resources

<http://www.peer.ca>



This amazing book has finally put into words what I have seen and experienced in my own life. I left behind self-limiting beliefs and discovered genius solutions to my own challenges. I stopped struggling with willpower and self-control and now embrace self mastery of mind, body and spirit. Love for my ‘self’ spills over into love for others and the planet. I have overwhelming gratitude to CLI and Betska K - Burr for these life changing methodologies. Read this book, give it to other coaches, share it with your loved ones.

Lisa Chell

Senior Certified Power Coach®

Certified Group Power Coach®

Speaker, Trainer



I have had the great pleasure of working with Betska on a variety of projects over the years and have thoroughly enjoyed the incredible passion and complete focus she brings to every conversation about coaching. I have met few coaches in my twenty-plus years within the industry who live and breathe coaching to such an extent. And fewer still have such a deeply holistic view of anything and everything that could influence the definitions, delivery and potential outcomes of coaching as Betska consistently demonstrates.



Noel Posus

Director and Master Coach

www.CoachingToolsAndResources.com,

www.IncredibleAwareness.com

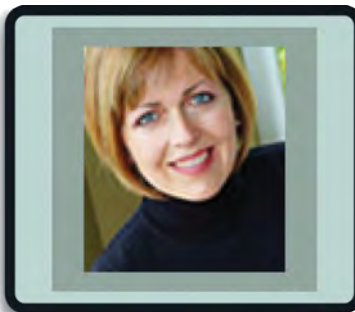


I found the book to be enlightening, entertaining, and educational to the core. Betska has woven her Coach Mastery of knowledge, experience, and insights into a beautiful coaching resource and guide.

This book definitely will go onto the second shelf of my bookcase where all my favorite coaching books are and next to *Flying by the Seat of Your . . . Plans!*

My heartfelt thanks to the author.

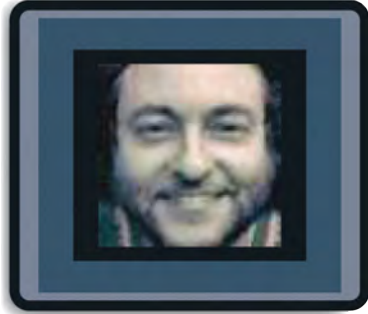
Sherry LeBlanc, MCC CEC www.leblanc-associates.ca



Media and Authority Reviews

The "God" in Coaching - The Key to a Happy Life, by Betska K-Burr brings a degree of wisdom and depth to the subject of coaching that you'd be hard-pressed to find elsewhere, a comprehensive approach encompassing all the dimensions of the human spirit.

James Bean, Spiritual Awakening Radio

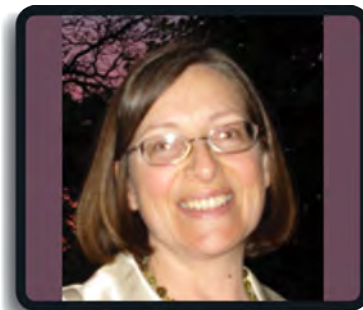


Betska K-Burr's book *The "God" in Coaching* shows you how to use the most powerful resource in the Universe to create your ideal life. She explains how your subconscious mind is programmed to live the life you're currently living and if you want more from life, you have to change that programming to reflect the life you want to live. It's Brilliant.

Murray Smith - *New York Times* Best-selling Author of *The Answer*



Betska K-Burr is a coach who practises what she shares in this light-hearted yet far-reaching exploration of the coaching profession's evolution. Betska uses helpful metaphors and a compassionate voice to outline the importance of holistically coaching mind, body, and especially spirit, and she does this with an open and loving heart. Betska is well aware of the challenges



humanity—along with the rest of Nature—is facing, and she has woven this book together confident that each one of us can contribute to global solutions.

Julie Johnston

Sustainability Education Consultant

GreenHeart Education

www.greenhearted.org



In *The “God” in Coaching - The Key to a Happy Life*, Betska K-Burr has written a book that is fascinating, educational, artistic, wise, insightful, and I would think helpful for everyone. By the title, the author certainly sets a high standard and it was not long into the book that I knew she was certainly reaching it. The gems of personal, profound quotes show that she has walked her talk and are instantly inspiring.



The book, which at face value might be thought of as a self-help manual, is that and so much more. *It is about the great power for healing by people helping one another. Deeper than that, the author involves personal health with societal health and the health of our Earth. This is what real holistic health means and the book gets it across brilliantly.* One refreshing aspect is that the author shares openly and generously who she is. This I think rightly infers that a good coach would be as open with a client as client with coach. Certainly for anyone wondering about the value of coaching, this book would be a most valuable read. For a book covering so many serious aspects of our life, I felt surprisingly light and refreshed after reading it. This is one book that can be read over and over with great pleasure and benefit.

Peter D. Carter, M.D.

Founding director of CAPE (Canadian Association of Physicians for the Environment)



Dedication



This book is dedicated to all the people in the world who are marching forward to speak courageously about what is right and just, and who take action to create a better world. My prayer is that you will continue to be a noble example of "love in action".

This book is equally dedicated to all the animals and creatures that bring us such joy. I can't imagine a life without hearing the singing of birds!



Acknowledgements

John Burr is my wonderful husband who also happens to be Co-President with me at Coaching and Leadership International Inc. John is a role model Coach and Instructor—always an inspiration for this work. I deeply appreciate his extraordinary wisdom in the coaching and leadership industries. Thanks, John, for your enormous support of everything I do.

Big hugs as well to our daughter Tania who has shown her genius world leadership from the age of 3 and who taught me how to be a better Mama.

To Rosie, our beloved poodle bichon, who dedicated her life to helping me develop PCMK™ and to be a stronger voice for coaching and leadership in the world. Rosie, thank you for continuing to help me from heaven. You are truly an angel.

To all CLI Power Coaches planet-wide who continue to study Coaching—you are true pioneers in this work. I thank you for all of your input over the years and welcome more of it as we join hands in growing this industry together.

To all Coaches, Coach Training Companies, Governing Bodies, and supporters who are committed to make coaching a known modality. Thanks for caring so much.

To Donald, Valentina, and Radient for your magical skills in typesetting, graphics, editing, and Public Relations. You are a terrific team. Thanks for blessing this book with your creativity.

Special thanks to Inderjeet, Jatin, Siri, and Sat, plus all staff at Apexcels - Centre for Professional Growth in India for your special love of PCMK™, your trust in me, and your attentive care to help everyone find their divine selves.

And lastly, I acknowledge Dr. Wayne Chih of the Oriental Health Centre in Sidney, B.C., Canada, for your unconditional love and guidance in helping me bring my body to optimum health. You are simply amazing.

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™ = CLI Trademark

® = CLI Registered Trademark

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Celebrity Foreword – Dr. Will Tuttle

Our world today is awash in conflicting information. We are barraged continually with conflicting messages that compete for our attention. Many of them are peddled by industries and interests that profit from our confusion about health, freedom, and happiness. There are “official stories” pouring out from governmental, corporate, medical,



media, and other institutions that undermine our confidence. We are portrayed as needing injurious medicines for health, surveillance for peace, and predatory financial institutions for economic prosperity.

Many of us know intuitively that relying on these official stories is disempowering and toxic to our health and happiness. We yearn for solidarity, authentic meaning, and the light of timeless and universal teachings that help us reconnect with our innate sanity and joy. Coaching has emerged as a powerful, positive force in our culture to re-empower us in these ways. As explicated in this book, coaching becomes a contemporary manifestation of an ancient wisdom tradition that helps free us from the deceptive official stories, and brings us into alignment with our inner resources of intuition, healing, and creative self-expression.

Whether you're someone interested in learning more about this blossoming field of coaching or you're a seasoned coach (or client), or you're simply someone yearning for greater insight into the spiritual, emotional, and social foundations of creating a fulfilling life, you hold in your hands a book that is rich in both practical tips and liberating wisdom. To me, *The “God” in Coaching* is a bible for actualizing our human potential.

In these pages, Betska K-Burr shares her profound understanding of the mind-body connection in a way that is both liberating and empowering. This provocative and pioneering book draws from a remarkably broad range of sources to create a new and

needed foundation not just for coaching, but also for living our lives in harmony with our purpose. This is, as she demonstrates, the key to inner peace and joy.

I encourage you to drink deeply from these pages. There is a wealth of insight to be gained. The positive transformations that unfold in our lives as we learn and practice the universal principles described herein benefit not just ourselves, but also our loved ones, and the whole human family, and the vast web of life as well. We are all connected, and the greatest gift we can give to ourselves and to our world is the gift of discovering and offering our talents, abilities, and perspectives—our unique blessing—to others. May the light of your awareness shine ever more brightly as you make continued progress on your path.

Dr. Will Tuttle, pianist, composer, educator, and author, has lectured widely throughout North America and Europe.

Author of *The World Peace Diet*, a #1 Amazon best-seller, he is a recipient of the Courage of Conscience Award.

An environmental, animal rights, and peace activist, and writer for 25 years.

Co-founder of The Prayer Circle for Animals and Circle of Compassion ministry.

On Board of Advisors of EarthSave International.

Travelling full-time with his spouse, Madeleine, in their solar-paneled RV for the past 15 years, he presents 100-150 lectures, retreats, workshops, and concerts annually.

A 31-year vegan and former Zen Buddhist monk, his Ph.D. from the University of California, Berkeley, focused on educating intuition and altruism in adults. He also has taught college courses in creativity, humanities, mythology, religion, and philosophy.

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Celebrity Foreword – Gurucharan

Gurucharan Singh, the great actor in one of the most popular comedy television serials ever in the history of India, is having name, fame, money, adulation of his fans, and even though he is a good hearted and loving soul, he was unable to control his anger. And because of this, he was ruining his relationships personally and professionally.



Then his guide and mentor Siri Khalsa introduced him to the creator of PCMK™—Betska K-Burr. Despite his busy schedule and at a loss of professional time and against many odds, Gurucharan attended Betska's 5-day programme at CLI's School for Power Coaching® with Mind-Kinetics® being conducted 1000's of miles away from his city. And this gesture and effort proved highly fruitful for him.

On Day 4 of this programme, Gurucharan had an opportunity to be coached by one of the trainee coaches (just 4 days in the making) using PCMK™ methodologies. This 90-minute coaching session conducted in front of the entire class brought enormous changes to Gurucharan. At the end of the session, he felt very light, in control of his emotions. He attained the freedom he wanted and was so happy and excited.

This showed and proved the strength and effectiveness of PCMK™ Methodologies. It's been more than three months now and this guy still gets angry but knows where to be angry and how to be angry, and stays in complete control. He is so much thankful to Betska K-Burr.

You will be curious to know how I know all this. I know because I AM—Gurucharan Singh—and this is my story and I am sure you also have so many stories where you want to come out of your problems like alcoholism, drugs, stress, pain, relationships, etc. I can very well say

that Betska's enlightening book *The "God" in Coaching - The Key to a Happy Life* will help you overcome and control your problems (like mine) and arrive at workable and innovative solutions.

You will have total freedom and control to always live life happily by God's grace.

Dear Betska, you are a very dear friend and I pray to God to fulfill your beautiful dreams of a peaceful and happy world and I really appreciate your dedication to achieve this wholeheartedly. Woooooo Hoooooo!!!

Nanak Naam Charhdi Kala, Tere Bhane Sarbatt da Bhalaa

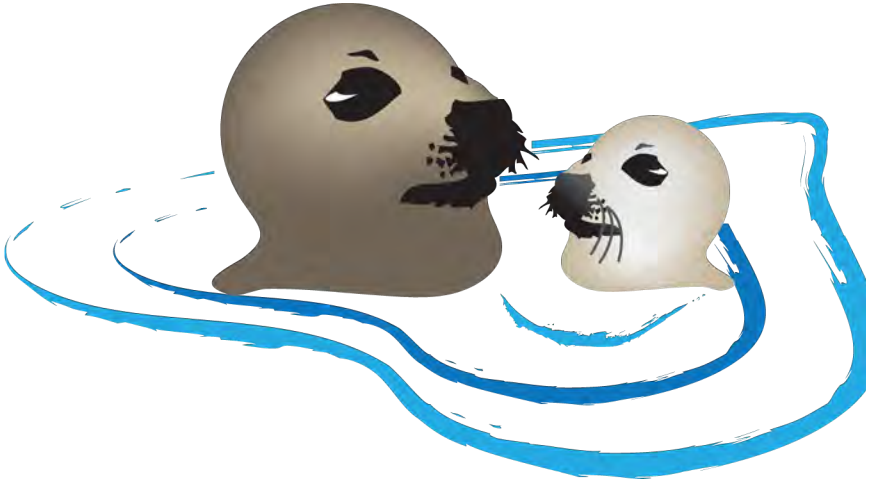
Gurucharan Singh

TV Serial Name: Taarak Mehta Ka Ooltah Chashmah (playing the character of Roshan Singh Sodhi)

Website : www.gurucharansingh.com



Introduction



I live in paradise. As I look out over the peaceful harbour, I see a baby seal taking a ride on Mama seal's back as Mama teaches her how to eat and to stay safe from the many visiting boats. The eagles soar and then rest on barren trees. The blue herons with their great bodies sit on the trees near the cottage. And our feisty little hummingbirds fight over the feeder food. In the distance, in the open ocean, the whales and porpoises frolic and entertain each other.

In this incredibly beautiful place gifted with the serene energy from the ocean and its creatures, the sky birds, the land creatures, the vegetation, and the freshest of air, this book is being born. I am eternally grateful to this inspirational matrix where the energies from each molecule blend to create a loving atmosphere.

How I pray that all humans and animals worldwide can co-exist in such a loving atmosphere without fear of being hurt. Alas, due to

the Law of Cause and Effect, our global, collective, unconstructive karma (cause) is creating more and more disasters (effect). As global temperatures have increased, so have the predicted disasters increased dramatically (The International Disaster Database).

Multiple earthquakes on several continents have shattered a peaceful life for millions. The Pakistan flood of mid-2010 is being called the greatest humanitarian disaster that the United Nations has ever had to face. More than 21 million people are affected, almost half of them homeless and 15 million in need of urgent humanitarian aid. In Niger, half of the population or four million people are facing starvation due to drought and flooding. In February 2010, I had the pleasure of a private audience with His Excellency, The Prime Minister of Bhutan. He told me that he is very concerned because when he looks at Mount Everest, it is now more black than white. This is a clear, visual example of the effect of global warming on our glaciers. If you are reading this book, chances are you too are concerned about the state of our planet. You too wish for us to get off this wheel of destruction.

What can help us? The answer is simple in theory and more challenging in reality. If each one of us commits to mind, body, and spirit mastery, then with this positive thinking, healthier bodies, and engaged spirits, we can work harmoniously together to develop innovative solutions and quickly turn our world into Heaven on Earth. I truly believe that we have such capability.

The reality is that in order for us to achieve Heaven on Earth, each one of us needs to find our own "heaven" inside which is the result of mastering our own mind, body, and spirit.

From a broad perspective, mind, body, and spirit mastery are "The Key to a Happy Life."

I own that I am a Rebel

The first thing you need to know about me is that I am a rebel. Most people who work and live with me will tell you so.

Being a rebel is a good thing! People know that they should never tell me that something can't be done because, as husband John will say, "Betska will find a way."

What drives me is an intense belief in the ability and inner power which is everyone's birthright.

We are powerful beyond belief; yet, most people are programmed subconsciously to live a limited life.

I invite you to imagine Utopia! This is a place where children and adults alike live their lives using their highest wisdom, having access to all knowledge. These genii would end our strife. These genii would create a world where fear is obsolete and love for self and others is the driving force for servant leadership.

Do I dream big? Uh huh. Join me in this dream and together we can do our best to create a legacy which leaves this planet in a much healthier state.

Mommy . . . You Heal Hearts

When Tania, our daughter, was nine years of age, we would tuck her in at night with a bit of conversation about our day. One evening, she told me that she was very excited as she had finally decided on what she wanted to be when she grew up. I listened intently as she explained that medicine was a science that deeply intrigued her. I said, "Well, honey, you will be fulfilling my dream. I had wanted to be a doctor but was never able to do so because my Dad said that Ukrainian girls just get married and have kids." Tania put her tiny hand in mine, looked me straight in the eyes, and said "But Mommy, you are a Doctor. You heal hearts."

That title and the image it conjured up has stuck me with ever since. She was right. I do heal hearts.

The word "science" is from the Latin "scientia", meaning "knowledge". The folks in the behavioural science field, abstract

empirical data by investigating what works and what doesn't work. In this field, we typically find psychology, social neuroscience, and genetics among others. Scientific coaching models can now be added to this field. It is a segment all on its own primarily because it combines human behaviour, neuroscience, cell biology, and quantum physics.

As the Head of Research and Development for CLI, this writer has lovingly committed a great deal of time and effort into the research and development of a set of Scientific Coaching Methodologies which produce (what science requires) a “correct prediction or reliable outcome”. Scientifically engineered coaching methodologies which create a shift at a cellular level in the brain body are, what I believe, the ticket for permanent, positive change in our thoughts, words, and actions. Shifts at a cellular level are the key to a happy life. As we will witness in future chapters, it is these cellular shifts which progress us to mind, body, and spirit mastery.

What is Coaching?

Just as there are many different coloured candies in a candy box, there are as many definitions of coaching. The numerous governing bodies in this industry have similar yet different definitions. In Chapter 2, Noel Posus takes us on a short journey to explore how coaching differs from therapy, counseling, psychology, psychiatry, and mentoring. In Chapter 5, we discuss the similarities and differences between the two closest cousins—Coaching and Therapy.

In that same Chapter 5, we present the evolution to a new Definition of Coaching. I bring it forward in the Introduction as a means to plant seeds for further discussion.

New Definition of Coaching

“Coaching involves profiling one’s life to determine strengths and areas of improvement, primarily the asking of questions in a professional manner to assist individuals and groups to raise their consciousness to understand unconscious or conscious motivation, to change unconstructive thoughts, words and actions into positive ones, to achieve goals, to solve challenges, and stream in genius solutions for permanent positive change.”

Whew! What a mouthful! Because I like to simplify things, here’s a simple definition of coaching”.

Simple Definition of Coaching

“Self-discovery for genius solutions.”

Coaches see themselves as agents of change. We do three things:

1. Ask good questions;
2. Stimulate Client thinking and take them to a place where they can “think outside the box”;
3. Encourage the client to self-develop innovative solutions to challenges and goals.

Optional Role: If the Client requests, we can provide additional solutions.

Therefore, Coaching is not therapy, consulting, or training. It stands uniquely alone on the behavioural sciences podium.

Who could learn coaching skills?

Another simple answer—Everyone!

Executives and all employees could learn coaching skills to coach themselves every day and to coach each other to think more clearly and innovatively.

Government officials could learn coaching skills to self-develop genius solutions to our huge, planetary challenges, then coach their employees and colleagues to step up their game to do the same.

Parents could learn coaching skills because, as a whole, our young people are drifting into drugs, abuse, too early sex, and depression.

Teens could learn coaching skills because with easy-to-use self-coaching tools, they can bypass the frontal lobe, which is not fully developed until their early twenties, and go into their superconsciousness to instantly self-develop solutions to challenges and goals. This is such a gift for teens as these years are undoubtedly the most challenging part of one's life.

All Helping Professionals could self-coach and learn coaching skills to support others in their growth.

In short, every adult and young person will benefit when they are taught how to self-coach and to coach others for mind, body, and spirit mastery.

Stephen Covey, a corporate icon who was one of the first to bring spirituality into the workplace, captures the necessity for whole-brain thinking as he says,

“When a person has access to both the intuitive, creative, and visual right brain and the analytical, logical, verbal left brain, then the whole brain is working.”

- Stephen Covey

With whole-brain thinking, everyone can make everlasting change.

How Inner Peace Brings World Peace

As I was writing *The "God" in Coaching*, I had just one goal in mind:

If, by sharing these new scientifically engineered coaching methodologies, more and more people acquire inner peace, then surely world peace is within easier reach.

Frankly, there is no other way to achieve world peace. It must come from inner peace.

At the end of this Introduction, there is a graphic illustration of how inner peace brings world peace.

World peace is achieved as more and more individuals find inner peace through mind, body, and spirit mastery. As a servant leader uplifted through mind, body, spirit mastery, we can dedicate our life to creating peace, love, unity, comfort for all beings (including food and water for all), harmony, spiritual elevation, compassion for all beings, and a safer world for children of all species.

By training our mind to think positively, we eliminate fear and judgment of self and others. The end result is greater cooperation and harmony to solve global challenges. Greed disappears and is replaced with a desire to ensure that all beings in the oceans, on land, and in the air are comfortable on this planet.

With healthy bodies we eat less, sleep less, and use this extra energy to create a better world around us.

With spiritual mastery, we connect with our higher self to raise our own consciousness and therefore act with greater wisdom for more effective and noble decision-making. Corporations and governments will stop lying to the public. People will stop stealing things that are not

theirs. Corporations will stop manufacturing and selling us food, drink, and goods that are unhealthy for us. Animals can live without fear of being needlessly slaughtered for food, leather, fur, make-up, glue, and a variety of other products.

Human's hearts will finally begin to realize that when we stop the killing of animals, we can also transfer that compassionate love to stop the killing of our fellow human beings.

In summary, in order to be good stewards of mother earth and thereby replenish her greatness, we must first be good stewards of our own mind, body, and spirit.

From inner peace comes outer (world) peace.

The "God" in Coaching is a book that takes you on this journey to find the ultimate in inner peace through coaching for mind, body, and spirit mastery. Thanks for joining me on this journey.

Notes:

1. Whenever you see the word "God" in the text, simply substitute it for the word or phrase that represents your interpretation of "God".
2. All of the names and situations mentioned in the real-life coaching stories are fictitious to protect the confidentiality of the Clients.
3. All references to Power Coach in this book are to a CLI trained Power Coach®.
4. Power Coach® is a trademark and registered trademark of CLI, Coaching and Leadership International Inc.

The Model for Inner Peace which Brings World Peace

A Safer World for Children of all Species



Strategies for Inner Peace

Mind Mastery

- Positive Thinking
- Get Coaching
- Hang out with Positive People
- Uplifting Books, DVDs, TV

Body Mastery

- A non-killing, non-violent Vegan Diet, lots of raw food
- Fresh air
- Exercise

Spirit Mastery

- Daily Meditation and Retreats
- Live a virtuous life such as:
 - Always tell the truth
 - Refrain from taking what is not yours
 - Refrain from alcohol, drugs . . . and that which distorts thinking
 - Love and commitment to family
 - Refrain from killing anything

Mind Mastery

- Positive Thinking = no blame and judgement = positive habits
- Greed disappears



Body Mastery

A Vegan Diet = a healthy body = less disease = less of a burden to society

Spirit Mastery

- Daily Meditation = more wisdom = better decision-making
- Corporations and governments stop lying to the public
- People stop stealing things
- Corporations stop selling us food and drinks that are bad for us
- Animals are no longer slaughtered for food
- Human hearts transfer that love of animals to stop the killing of humans

Inner Peace Brings World Peace

World Peace is achieved as more and more individuals find peace through mind, body, spirit mastery.

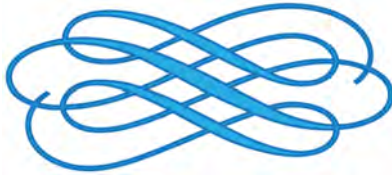
As a servant leader, we can be dedicated to creating Peace, Love, Unity, Comfort, Harmony, Spiritual Elevation, Compassion for all beings, and a safer world for children of all species.



“The peace and love we most often talk about and seek we have within ourselves.”

Supreme Master Ching Hai

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Chapter 1



Our Godself

A kindergarten teacher was observing her classroom of children while they were drawing. She would occasionally walk around to see each child's work. As she came to one little girl who was working diligently, she asked what the drawing was. The girl replied, "I'm drawing God." The teacher paused and said, "But no one knows what God looks like." Without missing a beat, or looking up from her drawing, the girl replied, "They will in a minute." Clever girl!

In the Introduction, we discussed the importance of mind, body, spirit mastery in terms of creating world peace through inner peace. Mind, body, spirit mastery simply means living more from our Higher Power or our *Godself* which is wise, positive, kind, and compassionate versus from our lower self which is negative, lacking in confidence, blaming, and judgmental.

Whatever we believe *God* to be, that is correct. Because whatever that definition is, that is our truth. There are those who believe in one *God* as a higher being outside of our bodies. There are others who believe

we have *God* inside of us. Still others believe in many gods where there is a *God* of water, a *God* of the earth, a *God* of the air, and so on.

Having coached Clients on six continents, it would seem natural that I have coached people of all major faiths. They are Christian, Buddhist, Hindu, Jewish, Sikh, Muslim, Baha'i, Krishna, Ching Hai, agnostics, and atheists. I have also coached people who aren't sure what they believe in or what their *God* looks like! And that's okay. I am certain as a Coach that as long as my Clients can achieve great faith in themselves, then they also have achieved great faith in *God*—whatever *God* means to them.

“Our *Godself* is defined as that perfect part of ourselves which has all the answers. It is that part of us which has mastered our mind, body, and spirit. We are whole and one with the universe. Our *Godself* is an Ahimsa state of non-violent thoughts, words and actions.”

In this perfect *Godself* place, we are in the highest frequency (or *vibration* in quantum physics terms) which is love. Our animal co-inhabitants are examples of love in action. A dog, horse, cat, pig, cow, sheep, goat, or lama twirl their bodies in excitement at seeing you and shower you with their unconditional love. Another example happens when you come home from work and your little girl giggles and eagerly jumps into your arms to smother you with hugs and kisses. At that moment the world is perfect. The love emanating from that child makes us feel so special. In that moment all of life's challenges disappear. If in every moment in life we could maintain that love level we felt as that child hugged us, we would think, act, and speak from that place of perfection which is our very highest frequency level. However, within minutes of putting the child down, we often return to our imperfect self which displays negative self-talk, judges self and others, and can cause harm to other sentient beings.

The “God” in Coaching is a book about using a scientific coaching approach to help us achieve mind, body, spirit mastery which means in every moment having positive thoughts, words, and actions, and operating from that place of perfection.

With mastery on all three levels we achieve a state of no limitation. Everything is possible. This unimaginable sense of freedom generates an innovative and resourceful ability to achieve all of our goals in life including an inner commitment to leave a better planet for our children and children of all future generations.

I continue to study the fully enlightened spiritual Gurus of history, who by the very nature of their job are the greatest Coaches in the world because they make us question ourselves! If we use their meditation method, they work with us from the inside out. In this lifelong study, I realize that my grand discovery is that the original Guru of each faith taught their disciples about the most beautiful and most powerful word in the world . . .

Love

It took me awhile to figure out that Love is what every single one of my Clients is looking for. It might, however, come under the guise of numerous possible goals unique to each individual.

- I want to be a more effective communicator with my employees.
- I want to be a better manager of my time.
- I want my husband to show me that he loves me.
- I want to sing like the most popular singer!
- I truly wish for my teenage son to connect with me and to talk to me, to tell me his problems.
- I am worried that my daughter is taking drugs. How do I help her be drug-free?

Under each one of these goals is a deep desire to be the most loving, the wisest, the most generous, and the most kind and caring person. True?

Is that you? Yes, I think so, and that is why you may be reading this book.

Scientific coaching models create the environment where, in every session, our Clients connect with their brilliant *Godself* which results in innovative solutions to challenges and goals. Coaching is an enlightening vehicle with which to achieve this noble state.

For all challenges and goals, in scientific coaching models, we connect to the *Godself* which is our perfect self complete with all of the answers/solutions. Because it is that perfect self, we can equate our *Godself* to love which we all know is the highest frequency a human can achieve.

Some coaching icons refer to this in-the-moment connection to our *Godself* as *Self-Realization*. At the end of the coaching session, armed with a doable plan, Clients move forward successfully. Of course, as we master our mind, body, and spirit we eventually arrive at a permanent state of self-realization.

Two coaching stories come to mind to share with you. One is a corporate story of "Frank, The Arrogant Leader" where Frank's enormous ego was preventing him from becoming an optimum internal resource for his company. The second is a delightful life coaching chronicle of "Amelia, The Princess."

Under all of the layers, there is just one thing we are all looking for—Love.

Love in the Corporate World Frank, The Arrogant Leader

Since the early 90s, coaching corporate executives has been a passion of mine. It is a passion because I have been one of them since the mid-80s. I know the pain which exists in the corporate world. The

backstabbing, egos, insincerity, mistrust, stress, dishonesty, and lack of faith can wear us down. We come home exhausted from playing the game. We wish that the CEO would do something to make our lives easier.

But that is passing the buck. That attitude results in our remaining in victim mode. A True Leader, at *any* rank within the organization, loves themselves and their organization so much that they are committed to going inside self and finding the courage and the ability to suggest and implement change. These True Leaders become the role models, and inevitably the Senior Leader will notice and want some of the True Leader's magic. Why? Because it is contagious.

“These True Leaders become the role models within the company, and inevitably the Senior Leader will notice and want some of the True Leader's magic. Why? Because it is contagious.”

Frank is the New Business Manager of a corporation. This young and hugely successful company is headed for even greater success. Barry, the wise CEO, knows that his Leadership Team has split in consciousness. In other words, they appear to be on different trains going in different directions. Each Leader has ulterior motives and Barry is quite clear in his thinking that the company will only achieve its lofty goals and vision if he can bring the Leadership Team back together into one consciousness.

Each of the ten Leaders has their own challenge: one is depressed and doesn't think he has the ability to lead his team; another is in total judgment and is completely convinced that the Senior Leadership Team is responsible for all of their challenges; while another has so many personal challenges, it is difficult for him to become focused and thereby keep his employee group marching forward. In other words, the organization is spiritually stuck. Barry hired CLI to work with his Leadership Team on a massive awakening programme that involves

consultation, Human Resources (HR) development, personal coaching, workshops, leadership webinar/teleclasses on specific competencies, and mentoring.

And yes, Barry, the CEO is also receiving coaching sessions and is engaged in most stages of the contract. He needs to participate in order to be able to lead his Leadership Team once they have transformed. Barry also understood before signing the contract that CLI *would only take on the contract if he participated*.

Every new coaching Client begins their coaching journey with a full complement of profiles. Corporate Clients do a self-assessment of their leadership competencies using a minimum of five profiles. For example, they complete a "Values-based Competency Profile" customized to their organization which assists them in identifying clearly if they truly are demonstrating values such as *respect* and *honesty* in the workplace. In addition, they complete a profile which shows their subconscious behaviour in the workplace. See Chapter 9 – "What Colour is My Halo?" for more in-depth information on profiles. Using these profiles, they prepare a list for their Coach on which leadership competencies they could improve upon and which strength competencies they truly deserve to celebrate on a daily basis.

Frank has the biggest ego. He believes that he is always right and that everyone else on the Leadership Team is a complete idiot. He believes that their meetings are a waste of time and if only they would listen to his ideas, they would save a lot of money and energy. I was gifted with the opportunity to be Frank's CLI Power Coach®. My learning was so profound.

Frank has probably had this ego for most of his 40+ years. On the home front, he told me that just like his colleagues, his wife is also "a loser". Studying one of his profiles which showed his unconscious behaviours, Frank profiled out as being aggressive, self-centered, egocentric, domineering, and forceful.

Clearly, Frank is a Leader whom many would put in the obnoxious category and many would run quickly to stay clear of him! In First Nations' terms, the longest distance in the world is the one between a man's head and his heart. Frank was a great example of this. One would think that it would take years for someone like Frank to turn this fat ego around. Some Coaches would venture to say that Frank would never transform such intense behaviour.

It took us just six sessions—using CLI's Power Coaching® with Mind-Kinetics® or PCMK™. Having worked with these amazing methodologies since 1995, I had full confidence that the tools would do the job. Even if I wasn't "on my game" as it were during any given session, I knew that these scientifically engineered methodologies would weave their magic and help Frank become the Leader he truly wanted to become and couldn't because of massive, unconstructive beliefs about himself and others. While his IQ appeared to be extremely high (I'm guessing 155 or so) his EQ or Emotional Quotient was extremely low since he simply couldn't connect with himself or others on an emotional level. That part of him had shut down long, long ago.

After six sessions, Barry commented, "Wow, I am amazed at Frank's transformation. He even smiles now." I'm sure that on some level, Barry was questioning if Frank would continue to be this new person that he had become. From my experience as a Coach, Barry didn't need to worry. The results are permanent.

Throughout this book, we share examples of how scientifically engineered coaching models can take a seemingly impossible task as in Frank's transformation and make it a doable undertaking. While I can't say that coaching complex situations is "easy", once a Coach understands the science of shifting human behaviours from a coaching perspective, develops their own strong, intuitive ability, and practises mind, body, spirit mastery themselves, then coaching someone like Frank *is a joy vs. a chore*.

“While I can’t say that coaching complex situations is “easy”, once a Coach understands the science of shifting human behaviours from a coaching perspective, develops their own strong, intuitive ability, and practises mind, body, spirit mastery themselves, then coaching someone like Frank is a joy vs. a chore.”

In these sessions, Frank learned many things.

1. The behaviours that he didn’t even like about himself!
2. The subconscious Root Causes of his unconstructive belief systems. Emotionally, Frank was still a child when it came to respecting others. He had stopped growing in that area at the age of 12.
3. Once he discovered and owned his unconstructive beliefs about himself and others, he anchored new, positive ones in his subconscious to replace the negative ones. Then, it was time for him to develop plans on “How to communicate better with others in terms of words, thoughts, and actions (including body language),” “How to show people that I have faith in them,” and “How to work in harmony with people who might not be as bright or as quick as I am.”
4. Frank worked on identifying his largest block in life which was that he always assumed the worst. He continually spoke negatively to himself. Nothing was positive. This pattern was the reason why he, for most of his life, had difficulty connecting with himself and with others on an emotional level.
5. Acknowledging and honouring his wife’s many strengths, seeing her in a totally different light, and truly loving her for the first time in their marriage of 22 years was a major accomplishment.
6. Having worked for several sessions on mind mastery, Frank also decided to receive coaching on body and spirit mastery. He was

determined to become healthier and to reconnect with *God* through yoga and daily walks.

Where then in this coaching story is the *Godself*?

Godself #1: Mind Mastery: Frank's behaviour was atrocious because he had disconnected from that loving part of himself due to some abuse as a young adult. By reconnecting to his all-knowing, brilliant *Godself*, Frank let go of some unconstructive belief systems and replaced them with positive ones. The geni of history such as Einstein, Plato, Confucius, Bill Gates, and Steve Jobs all understand that *Godself* means the use of our full power (IQ + EQ).

Godself #2: Spirit Mastery: Living in a material world where *money* was the driver in life, Frank realized that he didn't want to play that game any more. The craze for more and more money was driving him away from what mattered most to him and that was *being a good person*. The corporate world, along with events from his youth, had turned him into a self-proclaimed monster instead of the loving person he knew he was inside.

Godself #3: Body Mastery: With mind and spirit mastery clearly under way, Frank was ready to look after his body with a clean and pure vegetarian diet, exercise, and yoga.

In summary, PCMK's coaching methodologies helped Frank master his mind, body, and spirit. Frank quickly became a valuable Executive instead of a *pain in the neck*. If Barry had had to fire Frank, it would have been a very expensive choice. PCMK™, therefore, saved Barry and his company a lot of money—I'm guessing somewhere around half a million Canadian dollars in severance dollars and employee replacement costs. And they were rewarded with a new employee—the new Frank!

Love on the Home Front

Amelia, The Princess

A CLI Power Coach® called me up one day to ask if I would coach Amelia—an 11-year-old child. Amelia had been wetting her bed every single night since she was five. Imagine what her life was like waking up soaking wet in the middle of the night. She couldn't lead a normal life in terms of having sleepovers with friends, going camping with the Girl Guides, or going on vacation with friends. In addition, she was having difficulty in school with focus and with her grades. In the beginning, I said “no” to coaching Amelia because this Power Coach® is advanced in her training and is a good Coach. I told her to coach Amelia herself. One month later, the same Power Coach® called again to say that she and Amelia had done some great work; however, she still felt that because I have more tools in my toolkit I should work with Amelia. Fair enough, I agreed.

Amelia had to take a ferry boat to The CLI Coaching Room. Accompanied by the Coach and with the full permission of her mother, Amelia arrived 3 hours later—all 80 pounds of her—and was all but swallowed up by the size of the coaching chair. Because coaching is *all about the Client*, I asked Amelia what she wanted to work on this session. Her main challenge was “My mother loves my brother more than me.” Her #1 goal was “I really want to live with my Dad.” Her parents had separated many years before.

Not once did she mention her bedwetting nor was she aware that I knew about it.

We coached for approximately 90 minutes and during the PCMK™ session, Amelia streamed in an image of her being married to a Prince. As a Princess, she arranged to have many horses on the palace grounds that were therapeutic horses. Emotionally, spiritually, mentally, and physically challenged children were invited to come and ride the horses, and were often healed by the love emanating from the horses. Because this image came from her highest creative centres

(later we refer to this as the Client's *Godself* or electromagnetic field), it was the perfect solution to her challenge and goal.

Amelia decoded the image to find these solutions.

1. Since she didn't feel great love from her Mom, perhaps she could volunteer at a horse farm just down the road from their apartment. She would benefit from receiving the love from the horses. She felt that it would help her a lot.
2. Maybe her Dad was having some challenges of his own and needed to live by himself for a little while longer. Maybe he was still suffering inside from the marriage separation. Amelia hadn't thought of this before.

After Amelia had put together her Action Plan, she hit what we call *another frustra*. (More in Chapter 13 on this phenomenon.) This meant that while she had released a lot of her emotions around her challenge and goal and had developed solutions to them, she immediately hit another wall or *frustration*. Her peaceful physiology shifted into a limp, disempowered one as she said "I will never be a Princess."

To a CLI Power Coach®, this despair usually means that something quick has to happen here in the coaching process because the client is not leaving feeling peaceful and content. Since Amelia already had an Action Plan, I asked permission to mentor her.

I took her tiny little hand in mine and together we walked over to a full length mirror. I asked, "Amelia, what does a Princess look like on the outside?" She replied, "Well, she usually has a cute little nose, a clean haircut, little ears, a slim body, and sometimes they have dimples." I asked, "And when you look at the young lady in this mirror, what do you see?" Amelia replied in a stuttering quiet voice, "Well, I, I, I, have a cute little nose don't I? And my hair with the straight bangs is quite cool. My ears are small and gosh, I never noticed my body before. It is slim and healthy. My dimples are not very big though. But that's okay." To which I asked, "Does this mean that maybe you are a Princess on

the outside then?” With her face lighting up in a smile, Amelia replied, “Well, I guess it does! Oh my!”

Continuing on this reflective journey, I asked her, “Amelia, what does a Princess look like on the inside?” She replied, “Well, I guess she is kind, sweet, loving, and generous.” I asked, “And when you look at the young lady in this mirror, what do you see?” Getting more and more excited as she spoke, Amelia replied, “Well, I guess I am quite kind and sweet. I know that I can be loving and generous.” To which I asked, “Does this mean that maybe you are a Princess on the inside then?” With her face scrunched up in happy tears, she responded, “Yes, Betska, I am a Princess on the inside and the outside. I just couldn’t see it before.”

I only coached Amelia that one time. One year later, I chatted with Amelia’s mother on a business topic. I had never communicated with her before. When I asked how Amelia was doing, her mother shared the happy news. Immediately following the PCMK™ session, Amelia stopped bedwetting forever. And her dream of living with her Dad came true. All a great cause for Amelia to celebrate.

In summary, how did we use *The “God” in Coaching* to help Amelia achieve her dreams?

PCMK’s scientifically engineered coaching methodologies identified the Root Cause of her bedwetting (not feeling loved) even though that was not what she was working on at an intellectual level. The process created the space for Amelia to stream in genius solutions to her challenge of not receiving enough love from her Mom and cleared the emotional roadblocks in the way of her living with her Dad. By letting go of the emotional attachment to her need to live with her Dad, she was able to manifest it on a physical level. In other words, she achieved such amazing results because she tapped into the highest part of her—her *Godself*—for the Root Cause and the solutions. Upon finding the Root Cause, the Client permanently shifts their behaviour because once the learning is achieved, they no longer have a reason to hold on to those behaviours.

The Coach's intuition to use the reflective mirror mentoring approach was also significant in the transformation.

Amelia, because of Power Coaching®, had found the *Princess* within herself. Being a Coach is truly the best job in the world!

The Road to Personal Leadership

Many people spend more money, time and effort to clean their clothes and their home than they do in caring for their mind, body and spirit. If we took the same amount of money, time, and effort and put it towards caring for our mind, body and spirit, it would eventually bring us much closer to an ideal state of having a happy life.

Will Tuttle, Ph.D. in his #1 international Amazon bestseller *The World Peace Diet* proclaims:

Our cultural predicament—the array of seemingly intractable problems that beset us, such as chronic war, terrorism, genocide, starvation, the proliferation of disease, environmental degradation, species extinction, animal abuse, consumerism, drug addiction, alienation, stress, racism, oppression of women, child abuse, corporate exploitation, materialism, poverty, injustice, and social malaise—is rooted in an essential cause that is so obvious that it has managed to remain almost completely overlooked. In trying to solve the social, environmental, and individual problems we face while ignoring the underlying cause that generates them, we are treating symptoms without addressing the root of the disease. Such efforts are ultimately doomed to failure. Instead, we need to build a web of understanding and awareness that helps us see the connections between our food choices, our individual and cultural health, our planetary ecology, our spirituality, our attitudes and beliefs, and the quality of our relationships. As we do this and act on this understanding, we contribute to the evolution of a more harmonious and liberated shared

experience of life on this beautiful but misunderstood planet.¹

“ . . . we need to build a web of understanding and awareness that helps us see the connections between our food choices, our individual and cultural health, our planetary ecology, our spirituality, our attitudes and beliefs, and the quality of our relationships.”

– Dr. Will Tuttle, *The World Peace Diet*

In his eloquent writing style (please do read his book, it’s amazing), Dr. Tuttle goes on to say:

When we cannot make connections, we cannot understand, and we are less free, less intelligent, less loving, and less happy. The most crucial task for our generation, our group mission on this earth, perhaps, is to make some essential connections that our parents and ancestors have been mostly unable to make, and thus to evolve a healthier human society to bequeath to our children.¹

My interpretation of Dr. Tuttle’s writing is that at the deepest levels of our consciousness, we all yearn to achieve authentic spiritual union with our *Godself*—that original part of us that is all loving, all knowing, and all wise.

With this ability, we will begin actually to see and to appreciate the greatness within our fellow humans and see the breathtaking loveliness of our Earthly home. We will stop ravaging our forests and oceans and stop systematically destroying our natural world with neglectful practices such as oil spills and producing unsafe levels of greenhouse gases such as methane, carbon dioxide, nitrous oxide, and hydrogen sulfide. If we don’t, where will our children live?

Once again, I believe that Coaching has come onto the planet to support the young and the older to connect to that pure power within and to help ourselves and our Clients become the best we can be. The result will be a healthier planet. In order for each of us to take on the most powerful personal leadership possible, coaching for mind, body, and spirit mastery is essential.

“. . . I believe that Coaching has come onto the planet to support the young and the older to connect to that pure power within and to help ourselves and our Clients become the best we can be. The result will be a healthier planet. In order for each of us to take on the most powerful personal leadership possible, coaching for mind, body, and spirit mastery is essential.”

With everyone practicing mind, body, spirit mastery, we can indeed reap joy, peace, freedom, and find the wisdom we need for a sustainable world. Personal leadership can begin as young as 3 years old. Using value-based learning resources (see “Learning Resources” at the back of this book), we can encourage connection with our brilliance at a very young age. I taught our daughter Tania how to go into her subconscious mind to dig out unconscious, negative beliefs at the tender age of 5. Today, she is a Leader in all areas of her life.

One of Carl Jung’s notable contributions to the field of human behaviour was his definition of the character of *the shadow archetype* that is what the self is and includes but denies and represses. For example, in Frank’s case, his shadow side included the lack of respect he had for others. Until he engaged in coaching, he denied and repressed his unconstructive behaviours and actions.

As we become increasingly aware of our shadow side, we think, act, and speak less and less in harmful ways. We begin to think, to act, and to speak like the Leader we truly want to become; someone who can leave a legacy of positive value to the world.

"Our lives begin to end the day we become silent about things that matter." "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

– Dr. Martin Luther King Jr.

Pretenders

All about me are pretenders.

They lie and they cheat and they steal and they ridicule and they hurt.

It is the same everywhere I go.

Deception, yet in all actuality, it is only themselves whom they lie to,
cheat out of,

steal from, hurt, and deceive.

For when one denies one's self, when one pretends to be what one is
not, when one must cheat, steal from, ridicule, and hurt others to feel
superior to one's fellow man,

one is merely deceiving one's self.

One is hiding from one's own fears and shortcomings.

One is a coward.

For a "Real Man" is in touch with his heart.

He need not lie, cheat, steal, ridicule, or hurt others.

He feels no need and gains no superiority in deception.

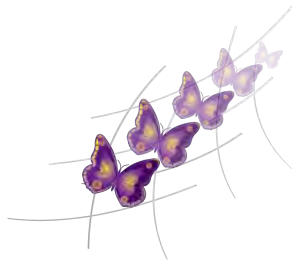
No, he is always true to himself and always follows his heart.

He does not pretend.

- Robert Sciarrillo

This poem defines ultimate personal leadership. It means living a noble life of honesty, non-judgment, no blame, no stealing, no killing, and no disrespect.

Your Matrix, My Matrix, Our Matrix



On a recent trip to Mumbai, India, I listened to a conference Speaker explain “The Butterfly Effect”. I was mesmerized. Apparently, unbeknownst to me, the concept of “The Butterfly Effect” has been around a long time. In essence, it means that if a butterfly flaps its wings in India, the energy from that flapping can be felt in North America or anywhere else in the world for that matter.

Recent quantum physics proves that this concept is now reality.

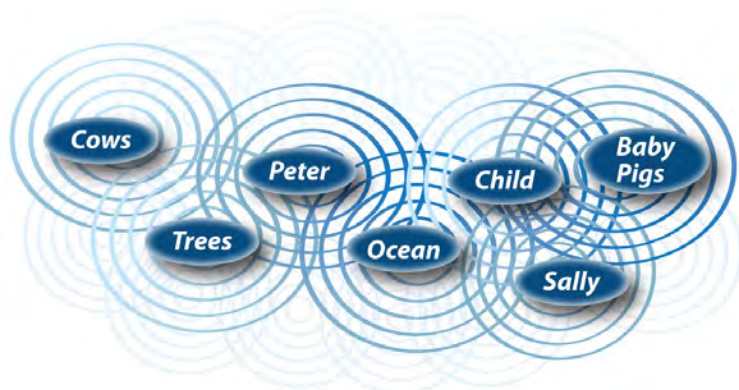
But we don’t need science to tell us that. If we are sitting around a boardroom table and a colleague is angry at us, we can feel that anger coming right at us!

I call this phenomenon merging matrices. What scientists are discovering is that we are literally fields of energy. At our core, we are not made of matter at all, at least not in the material sense. Einstein and others have concluded that “Energy and matter are interchangeable.” We are a fascinating ball of energy capable of shifting and changing at any given moment in time. If we are thinking negative thoughts, our energy field feels heavy. If we are thinking positive thoughts, those positive thoughts carry a higher frequency (vibration) and thus our energy field feels lighter and more joyful. People can sense it.

In plain English, each one of us has our own energy field or energy matrix. As a Professional Speaker, I am constantly fascinated by how a conference room changes its energy dynamics as each new person walks into the room. Of course, Professional Speakers are always

hoping that the room will be filled with positive thinkers because that positive energy makes for a room filled with a large number of positive energy fields or matrices. It is so much easier to speak in a room with such a high frequency!

Model of Merging Matrices



In the Model of Merging Matrices, the circles around the names are the energy waves we give off from our physical bodies. While we might think we are independent islands of energy, we are being affected constantly by each other's energies as witnessed by the waves of energy intersecting with each other. Have you noticed that you might be having an absolutely splendid day and out of the blue you start to feel sad? You know it's not your own sadness. It could realistically be that your child is feeling sad and you are picking up on those energy waves. Those sensitive to nature can also pick up on the fear that cows and pigs have when they are being slaughtered for food. They also can be affected by the energies of nature such as the oceans dying or of the lovely energy of a new rose in bloom.

Recently, as I was coaching a Royal Princess (a real one this time!), she reminded me about Masaru Emoto's book *Hidden Messages from Water*. Mr. Emoto had pasted words like *love* and *hate* on separate bottles of water and then froze the water. Looking through a microscope, he could see that the ice crystals coming from the *love* bottle had a

higher frequency and therefore looked like crystalline diamonds. Very beautiful. The ice crystals coming from the *hate* bottle had a lower frequency and therefore were ugly, dark, and sinister looking. Mr. Emoto's research clearly demonstrates that since the human body is made up mostly of water, we should be careful what messages we put into our *brain body*. The coaching session with the Royal Princess was all about positive thinking and how we can use more positive thinking to shift the world into a healthier state. Royalty play a major role in the transformation of our planet because they can communicate their thoughts to their subjects. I pray that more Leaders in the world will become like this Royal Princess whose caring and compassion is beyond words. She made a profound request that each of us consider sending lots of loving thoughts to the dying oceans to help raise their frequency and potentially heal the oceans.

But how could just sending loving thoughts to the oceans possibly work? It works because we are each a part of one large energy *matrix*. Consider this at your next boardroom meeting! Try sending someone you dislike a bucket of rainbows and experiment with how it could possibly shift the distasteful energy they keep sending you.

Earlier on in my career, I wondered how it is that children will take on the same unconstructive patterns of their parents to repeat generational patterns such as alcoholism and all types of abuse including sexual, drug, and physical abuse. Mony Vital, esteemed author of *Ageless Living*, has this to say about matrices:

Because they are in the parents' energy matrices and are born from these two energy matrices, babies carry the energetic frequencies of the parents, beginning at the moment of conception. Because we are energetic beings, who resonate with the frequencies of the surrounding 'matrix', we naturally imitate, accept, and adopt these resonant frequencies.²

Now here is the good news! Generational patterns can be changed. I have witnessed it with my own Clients. In Chapter 7, we'll study Lipton's work about beliefs being our blueprint and the controller of our DNA programming. The new biology unravels the mysteries of how our environment influences the behaviour of our cells without changing the genetic code. How kewl is that?!

Even the most resistant will acknowledge that things are shifting. Human beings essentially are spiritual beings awakening from our belief that we are just material beings living in a material world. We are made up of atoms and are a complex matrix of at least 50 trillion cells.

"Our destiny as a species is to eventually achieve a state of vibration so high as to be pure light, just like the mystics and prophecies of every religion have predicted. We know, finally, what human life is all about. The truth is out. There is no way to go back to sleep."

- James Redfield, author of *The Celestine Prophecy* and others

We are spiritual beings learning how to wrap our heads around the fact that we are spiritual. We are figuring out how to raise our frequency to think faster, to be healthier, to be wiser, and to live longer.

How does all of this relate to *The "God" in Coaching*? Simple. We are all connected to each other. As we use advanced, scientifically engineered coaching methodologies to raise our own frequencies and thereby become more noble human beings, we positively affect everything around us. Our *Godself* shines through.

Here's a question for you to ponder.

"How is it that a fully enlightened Master (fully self-realized) still has bad days?" One would think that they would have a very peaceful life. Ask me for the answer next time you hear me speak!

What is Intelligence?

“Ninety-eight percent of the atoms in your body were not there a year ago. The skeleton that seems so solid was not there three months ago. The configuration of the bone cells remains somewhat constant but atoms of all kinds pass freely back and forth through the cell walls, and by that means you acquire a new skeleton every three months. The skin is new every month. You have a new stomach lining every four days, with the actual surface cells that contact food being renewed every five minutes. Even with the brain, the content of carbon, nitrogen, oxygen, and so on is totally different today from a year ago.”

- Deepak Chopra, *Quantum Healing*

For years we have been under the misconception that intelligence is only in our bodies. The question that follows then is . . . if the cells in our bodies keep dying and are replaced by new ones, how is it that our *body mind* has a memory and can remember events from our childhood and what we ate for breakfast a year ago??? If the cells die, how come the memory doesn't die with them? Where is that memory stored? The answer is that while the physical cells die, the conscious and subconscious memories are energetic. Hence, when the new cells replace the old cells, a memory energy transfer takes place. And when we have a magnificent “ah ha” coaching moment which carries a magnificent solution to a challenge or goal, that brilliant part of us is actually in the all-knowing superconscious or electromagnetic field around us. There is still much for us to learn with respect to filling in all of the blanks.

However, what is truly fascinating is that the human being must have infinite intelligence because when scientists look inside us, the atoms literally have no end. All they see is energy.

Intelligence, therefore, is more than the intelligence we find in every single cell membrane (Chapter 7). It is also in our own electromagnetic field around us. Without this magnificent life force energy, our bodies would be undirected, formless, chaotic, and turn to dust.

By using Scientific Coaching Methodologies, Clients connect with their *Godself* or this above-mentioned electromagnetic field (EMF) which is that all-knowing wise part of us which literally surrounds our physical body. Future chapters explain this phenomenon in greater detail.

Finding our Phoenix



The phoenix represents loyalty, royalty, and rising from the ashes.

No matter how difficult was our childhood or any part of our life, we can change ourselves and thus our future. We can change our destiny. Using PCMK™ religiously for many years, I have felt myself change inside.

“We CAN change our destiny.”

By changing our beliefs we can rise anew. First, we must find and dismantle some old, unconstructive behaviours in order to have some ash to rise from! From the ashes of our old behaviours we can take on new behaviours.

Believing that we can create our own reality is the first step to creating our own new phoenix.

If we can focus our thoughts and intentions on positive things of a higher frequency, we will immediately be placed in a new reality—a better reality. By doing so, we can rise above the mediocrity of the mass consciousness and lead a more meaningful existence. Make sense?

Our choice is either to create our own prisons or our own success.

If we find doubts, fears, insecurities, and other negative emotions residing in our energy matrix, then we can address them, find the Root Cause, and change our destiny.

“You must be careful what you notice, talk about, or give your attention to because that is what you are identifying with, and that is what you invite and bring into your life. If you notice, talk about, and identify with war, crime, disease, financial problems, disharmony, this is what you are inviting into your own life.”

– Catherine Ponder

Relating to health, the World Health Organization (WHO) states that “Health is more than the absence of disease. Health is a state of optimal well-being.” And now that we know our beliefs create our bodies, we can pay attention to what we believe about our health. For example, if our parents died from cancer, our own subconscious mind might be replaying that parental pattern as well. In other words, we might subconsciously be creating cancer in our own body. It’s best to check it out and remove it. Once a positive belief about our health is received by the subconscious, it sends a direct signal to the immune system to carry out that belief. Therefore, it is best to be mindful of our subconscious beliefs around anything, including our health.

Many years ago, I remember coaching Bob on his prostate cancer. When I asked him, “Bob, I know that you don’t want to have this

cancer; however, somehow it is serving you. You are holding on to it for a reason. How is it serving you?" After a second, Bob's face lit up like the full moon and then he replied, "Oh my God, Betska. I just realize why I have this cancer. I got it so that I could figure out how to get closer to God." Shortly after that session, Bob's cancer went into remission because the disease was no longer serving him.

Our power lies in acknowledging the choices we make every day. The Law of Choice allows us to do that. We can choose to do what is good for us or choose to do what is not good for us. It's very simple.

The "God" in Coaching is a book about changing our destiny in order to have a happier life.

Living in a State of No Limitation

Mony Vital Ph.D. once again opens our eyes to the possibility of ageless living. "Discarding the institutional (religious and government) myths and beliefs that pain, misery, judgment, and pretending are an integral part of normal and ordinary life, will be a must to do and to your greatest benefit."³ Vital's work has changed my thinking drastically. I truly have begun to question everything around me. I am even questioning if we need to die at the age of 80. Why can't we die at the age of 400? If we change our beliefs, can we achieve it? I think we can.

Sometimes, we do harmful things to ourselves and others because it is *the norm*. For example, we may drink alcohol, smoke cigarettes, or do cocaine because it is *the norm* in our circle of friends. Yes, we know these substances are extremely damaging and we know that the marketers and lobbyists prefer that we think otherwise. When we partake of these substances, we are sending a clear message to our children that it is acceptable to abuse our body. With our matrix interacting with their matrices, they may be taking on our patterns of substance abuse automatically. Therefore, a great gift to give our children is one of breaking out of our own addictive patterns.

As a Coach, I see men, women, and children giving away their power to someone outside of themselves in order to be *accepted* by society. Because my Clients break free of this paradigm and seek higher knowledge from within their own enlightened Higher Power, I can sleep at night knowing that another candle has been lit and that the world will have gained another enlightened leader.

With science now proving that our beliefs control our biology including our DNA and our health, in order to transform ourselves into an ideal state of mind, body, spirit mastery, we need to clear out old subconscious programming—the old beliefs that no longer serve us. There are no shortcuts. And we can no longer use our genes as our excuse.

Using PCMK™, our Clients easily find the subconscious beliefs and change them to create a new, positive outcome. A new reality. A better life. A life of no limitation. A life of possibilities.

If we have a positive belief in our conscious mind but an unconstructive belief in our subconscious, we will carry out the unconstructive belief because it is the subconscious which is running the show. Scientific Coaching Methodologies allow our conscious mind beliefs to be congruent with the beliefs in our subconscious. Our body then can act on those positive beliefs.

The “God” in Coaching brings forward the new knowledge of cell biology and breakthroughs in the science of changing behaviours to help us all become more innovative and resourceful. We then can fully participate in life and fully own the greatness which is already a part of us.

In Summary

Personal leadership means complete mind, body, spirit mastery and enjoying the journey of self-discovery. The Leaders who make mind, body, spirit mastery their goal know that by doing so, they are embracing a lifetime commitment to serve, to help others and to lessen the suffering in the world. As they raise the frequencies in their own

matrix, quantum physics says that they are, by default, also raising the frequencies of the people around them. Such a gift!

Love is the comforter in our matrix. It is with love that we develop a stronger character.

Each and every one of us needs to have a Coach to help us find our blind spots and subconscious beliefs.

A masterful Coach can guide their Clients to work on all three masteries of mind, body, and spirit. As the Client achieves balance in all three, they perceive themselves to have unlimited possibilities. Once fully aligned with their own *Godself*, they will believe they exist in a world without limitation. They feel freedom to create anew whatever they wish to create.

When we put *The "God" in Coaching* we are helping our Clients secure mind, body, and spirit mastery. This allows them to live in an ahimsa state of compassionate thoughts, words and actions. They are free of unconstructive judgments of self and others and therefore can achieve anything they wish because in this state they can freely activate their full potential. Achieving this state is the key to a happy life.



World Leadership

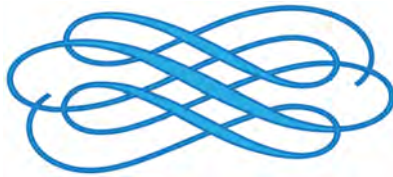
We can only live to our fullest
when we lead with an open heart.
We can only show compassion
when we act with an open heart.

Two legged's of masculine bent
who have hidden their feminine self
drown your ego forever
for the world needs your nurturing leadership—now.

All Leaders, take aim to replace the crime with generosity.
Replace the poverty with richness for all.
Replace the dying oceans with life anew.
Replace the methane with healthy air.

World leaders, your time has come.
Remove the mask of greed and power.
Secure your future—be kind.
Save our planet—be loving.





Chapter 2



The Evolution of Coaching

Just as the choice of picture above indicates, I see coaching as a vehicle for putting wheels on our life! Coaching inspires us to *take action* and to create a better life for ourselves.

In my mind, I have this picture of each of my Clients as being a train! Each has their engine at the front (their brain) and the cars behind the engine representing the different areas of their life. Our Client's *train*, if you will, can move much faster down the track when we help them clean out the heavy, unconstructive thinking that currently is filling their cars. Positive thinking frequencies are much lighter and therefore the Client's train can whiz down the tracks into a highly successful future!



“I see coaching as a vehicle for putting wheels on our life! Coaching inspires us to take action and to create a better life for ourselves.”

Coaching as a means of helping others has been around since time immemorial. Wise parents, grandparents, and teachers, for example, are quick to realize that asking someone a series of “how” and “what” questions to elicit conversation and self-generated answers is far more empowering than simply giving advice. A no-brainer really. Ask any teenager! They often don’t want our advice. Much to our chagrin, they want to figure it out for themselves!

Who were the original coaches? I suspect that the cave people would raise their hands at this question. If Fred (caveman) couldn’t solve a challenge, then Wilma (cavewoman) might have asked him a simple question such as “Well Fred, what new beliefs do you need to adopt in order to build us a house that is run on solar and wind energy?” Or Wilma could have asked, “Hey Fred, what could you do differently?”

In more recent history, famous spiritual coaches include Lao Tsu, Krishna, Nanak, Buddha, Christ, Mohammed, Bahauallah, Kirpal Singh, and Supreme Master Ching Hai. As we study the scriptures of any of these great, fully enlightened Saints, we notice a common coaching philosophy—every being has all the answers within. Christ said, “Know ye not that the kingdom of God resides within you?” Supreme Master Ching Hai says, “We have forgotten how truly great we are.” Each of these Masters has provided us with the profound understanding that

our real power comes not from our logical left brain but from our ability to connect with our birthright—the universal wisdom or almighty *Godself*.

On the attached graph, we pause to think about the evolution of coaching from the perspective of society becoming increasingly conscious of self and the mind, body, spirit connection.

A child's first coaches are their parents. Then the educators are added into the mix and, if the child is fortunate, they acquire a spiritual teacher who can guide them to a virtuous way of living.

Over the past century, as the planet became more conscious, we acquired a thirst for more knowledge of human behaviour. Witness how the Psychology 101 classes are filled to the brim in universities! People are fascinated with the subject.

From this consciousness, Helping Professionals such as Coaches, Consultants, Trainers, Mentors, Sports Coaches, Counsellors, Therapists, and others offered their services to support an individual in living a better life. Over the years, a variety of different methods have been developed without any concrete evidence that their work had a lasting effect on the body. Organizations such as The Institute of HeartMath have been pioneers in proving that certain behavioural tools actually affect our heart rate and breathing which could be translated into possible cellular change.

In the mid 1990s when coaching was the latest upstart profession, talk coaching began to grow in popularity. While talk coaching was being promoted, I had my nose in my own behavioural lab developing new Scientific Coaching Methodologies for a permanent, positive cellular shift. Little did I know that while I was researching, two other scientists were also having fun!

It was Neuroscientist Candace Pert and Cell Biologist Bruce Lipton who have studied and reported on behavioural change at the cellular level. Chapters 7 and 8 study their all-important findings

which have forever changed our understanding of the mind, body, and spirit connection. At this same time in history, from the 1990s to the present, knowledge of epigenetics surfaced revealing the mechanics of each cell’s brain and receptor and effector proteins. With the help of spiritual teachers, we relearned The Universal Laws of Human Behaviour—often referred to as The Laws of Nature (Chapter 10). Then, from a perspective of higher learning, our eyes have been opened to the knowledge of electromagnetic fields and the integrated use of the EMF, biology, quantum physics, and the Coach’s intuitive ability.

With additional spiritual support from Pert and Lipton, I continued to research and to develop Power Coaching® with Mind-Kinetics® which many have told us is a part of a group of scientifically engineered coaching methodologies which possibly could be the next evolution from “Talk Coaching” models which primarily depend upon a Client’s willpower to generate results.



The Evolution of Coaching



Fred and Wilma
(cave folks)

Parents, Grandparents,
Uncles, Aunts . . .

Spiritual Masters
(Christ, Buddha,
Ching Hai . . .)

Greater knowledge base of human behaviour
and knowledge on how to ask ?'s
Psychology, Sports Coaching, Consultants, Trainers, Mentors,
School Teachers . . .

Talk Coaching Models or conversational models
primarily using questions to stimulate logical left brain responses
and rely on a Client's willpower to generate change

Knowledge of mind, body,
and spirit connection:
left and right brain;
conscious, subconscious,
superconscious

Knowledge of
epigenetics –the
mechanics of how
cells function

Understanding
of The
Universal Laws

Knowledge of integrated
use of electromagnetic
fields, biology, quantum,
physics, and how to shift
Client behaviour at a
cellular level

Coaching based on scientific principles
which create permanent,
positive change at a cellular level
resulting in the Client
streaming in innovative solutions
from the superconscious
for whole brain thinking.

For some of the content for this Chapter, I sought help from award-winning coach Noel Posus of Australia who graciously gave me permission to extract from his brilliant document *Understanding Life Coaching – How and Why it Works*. Thanks Noel! In a few short years, Noel has become a recognized leader in the international coaching industry, a Master Coach with a couple of decades’ experience as a professional educator, coach, and author. Let’s see what Noel has to say about the history of Coaching. To see the full document, visit one of his websites at www.coachingtoolsandresources.com.

Business and life coaching, as a profession, became formalized in the mid-1990s. Thomas Leonard, considered the father of modern-day coaching, is honoured for the vision, wisdom, and courage he so wisely used to kick-start the rebirth of coaching in these modern times.

Life Coaching first appeared in the personal and professional development market in 1980, with Thomas Leonard being the first practitioner to call himself a Life Coach. Since then, coaching has spread around the world, and tens of thousands of coaches of various types offer a wide variety of specialist coaching services.

Coaching was born from a number of fields of research and industries including humanistic psychology, counselling, adult education, organisational development, and corporate training, consulting, mentoring, sports coaching, and the rise of the human potential movement of the 1960s. The ‘toolkit’ used by today’s coaches is comprised of information, research, models, and strategies which have been developed from these various other professional services for over seventy years.

The term “coaching” was first coined in 1926, and the first published paper on the subject was published in 1937, with over 300 academic papers written since then. The notion that life coaching is an ‘American fad’

can easily be disputed when we explore the number of citations of clinical study and evidence within the scientific and academic communities.

Adding to that, thousands of articles have been produced for publication in journals and magazines for leadership, management, healthcare, sports, the arts, parenting, education, and of course in publications, radio, and television for the general public.

Currently, the coaching industry is benefiting from the new fields of coaching psychology and positive psychology, where clients are worked with using theoretically grounded and scientifically validated techniques to help clients reach goals in their personal and professional lives. This approach is called evidence based, and is the foundation for the next phase of growth in the coaching industry.

The research and the application of the findings are focused on human change and the enhancement of performance and wellbeing.

Coaches can provide assistance across a number of general areas, such as:

- Identifying goals and how to achieve them;
- Enhancing self-leadership and leadership of others;
- Improving career growth;
- Changing habits related to healthy living;
- Increasing sense of self-worth and confidence, in order to achieve their objectives;
- Establishing, growing, and maintaining successful relationships;
- Learning new skills from goal achievement through to communication;

- Overcoming barriers, including self-limiting thinking and habits;
- Raising self-awareness in order to make more confident and positive choices.

There are also a large number of highly specialised coaching practitioners in the areas of:

- Health & Wellness;
- Education;
- Relationships;
- Career;
- Spirituality;
- Social, Community, and Altruism;
- Finance and Wealth.

There are as many different 'styles' of coaching as there are individuals to assist. This is because the coach is focused on the needs of the client, what they want to achieve, how they learn best, how they may need support and/or challenge, and what tools and strategies may be the most effective for the client. The coach adapts to the needs of the individual, versus from their own preferred style of coaching.

This means that coaching is nearly always customised to the unique situation and needs at any given time.

However, there are also varying definitions in the academic, coaching practitioner, and general public perspectives of what coaching is. These definitions can be significantly different, and sometimes even in conflict with each other.

Definitions of Coaching

Noel explains the various aspects of coaching.

One simple way of defining coaching is that the coach works with a client to assist them to raise awareness, to make decisions, and to modify behaviour or take action. The client sets the agenda of what they want to achieve, and the coach facilitates a process by which the client can achieve their desired outcome.

The coach doesn't provide the solution, give instructions, or direct the client on a course of action to take. Instead, the coach uses a number of tools and strategies to achieve the following:

- Clarifying objectives in a specific, measurable, achievable, relevant way including time frames for the goal;
- Identifying the inspiration and/or motivation behind the objective;
- Defining the client's core values, or in other words, what's most important to them and therefore is the basis for decision-making;
- Exploring and sometimes challenging the beliefs, attitudes, and choices of a client;
- Inventorying the strengths, skills, potential, and opportunities;
- Identifying potential obstacles and limitations and co-designing solutions for them, before and/or as they occur;
- Reframing or re-designing self-limiting belief systems into positive, realistic, and relevant new models of thinking;
- Teaching and sharing personal and professional development information tools, techniques, and

strategies and working through various application options relevant to the client;

- Creating an action plan for goal achievement;
- Celebrating accomplishments, both the milestone moments as well as the end result;
- Supporting the individual throughout the process in a non-judgemental, unbiased, and solution focused approach;
- Encouraging the client to acknowledge their achievements and skills and inspire them to continue their development journey.

Below are some more useful definitions of coaching along with a few explanations and further clarification.

“Coaches work with individuals and groups to achieve their desired outcomes. We do this through a combination of sophisticated training, expanding awareness, and designing supportive environments which inspire growth.”

- Dave Buck, CEO – Coachville

This is a very important definition of coaching as it breaks down previously upheld beliefs that coaches only ask a series of questions to help the client achieve their own outcomes. Although this questioning approach is very much a part of coaching, coaches typically access many more tools in the process.

For example, coaches provide training to the client in a number of areas as may be relevant to the client’s need, such as how to set and achieve goals, how to change habits of thinking or behaviour, and time management skills (more appropriately called “schedule choice management”).

Additionally, the coach often assists the client to explore all parts of their life and not just the environment where their goal is focused on. For example, if a client presents some rough goals around career, it also may be appropriate to explore complementary environments of knowledge, family, social, or financial.

There are ten core environments that life coaches explore with clients to ensure all that environments are supporting the client, as much as is reasonable and realistic for them to do so. These environments are:

- Health – mental, physical, and emotional;
- Knowledge and Learning;
- Social;
- Financial;
- Family;
- Partner;
- The Partner Within – or the relationship with oneself;
- Spirituality (also considered a component of health);
- Career and/or Business;
- Giving to Others;
- Giving to Self (attending to one's own needs versus simply the relationship with oneself).

Another definition is:

“Coaching is unlocking a person’s potential to maximise their own performance. It is helping them to learn rather than teaching them.”

- Timothy Gallwey, author of *The Inner Game*
series of books

Gallwey’s definition comes from his background in sports coaching which he used to develop his ‘inner game’ concept across numerous fields from sport to music to the workplace. His reference to performance is a key component of how coaching is defined today. . . .

Types of Coaching

There are a number of major areas of coaching. Here are some brief descriptions.

Life Coaching: The generalist Life Coach assists people in achieving objectives and greater satisfaction in all areas of their life, including work/life balance. All forms of coaching at one point or another include a generalist life coach approach.

Life Cycle Coaching: A Life Cycle Coach assists people going through major transitions in life, ranging from teenagers growing into young adults, university students entering the job market, new relationships, ending relationships (including divorce), major life redesigns (like a sea or tree change), and retirement. There are many transitions that one might go through and these coaches specialise in navigating those changes.

Career Coaching: A Career Coach focuses works almost exclusively with individuals who are either considering or going through a career transition of some sort. This could include developing the confidence required for interviewing, identifying new career

directions, improving performance to become more attractive for promotion opportunities, working through the special needs of a relocation or transfer, returning to the workforce after an extended leave, and so on. Career Coaches often use assessment and profiling tools to assist their clients.

Health & Wellness Coaching: As health and wellness management is one of the biggest reasons why an individual may seek out a coach, it is also one of the biggest specialty areas within the coaching industry. There are many different sub-types of Health and Wellness Coaches, and in most cases they work as part of an overall 'Wellness Team' with their clients. The team also may include the client's doctor, personal trainer, nutritionist, naturopath, and other wellness specialists. In this team environment, the coach often focuses on identifying the future-focused goals of the individual and supports them in leading their own wellness team.

Business Coaching: Business Coaches have a specialist understanding of how business operates and how businesses can achieve their objectives through successful self- and team leadership. The coach often works with the business owners to get clear on the objectives, and coaches them around how best to lead their team to achieve the results. Many of these businesses are small to medium businesses where coaching the leaders becomes a combination of life coaching for them, and business coaching for the business.

Workplace Coaching: A workplace coach, or team of coaches, works with organisations or teams within an organisation, to achieve very specific business outcomes. In most cases, the process begins with a thorough exploration of the scope of work, desired objectives, and potential strategies for achievement. Then, a customised programme is designed and the coaches work specifically within that programme, coaching all members of the team. There are many variations in this

field and it typically requires extensive experience in coaching programme design.

Executive Coaching: This field of coaching has become one of the most successful subsections of the industry in the past decade. Executive Coaching is almost entirely focused on leadership skills. The coach works with the leader on identifying their current leadership skills and strengths, works through solutions for areas not yet a core strength, and helps the client set and achieve objectives in both self-leadership and leadership of others. In some cases, the Executive Coach also may work with the leader on designing and implementing a succession plan so that the leader is freed up to pursue their next leadership challenge or objective.

There are many other specialty types of coaching, such as:

- Spirituality Coaching;
- Parenting Coaching;
- Coaching For Teens;
- Coaching for the Non-Profit Sector;
- Corporate Social Responsibility Coaching;
- Recovery Coaching for those who've recently finished a recovery programme;
- Coaching for those going through a legal matter, to support them emotionally through the process in all of these areas. The coach either has a specialist background in the area, including the appropriate credentials and qualifications, or they work as part of an overall team of other specialists.

For example, in Recovery Coaching, the coach works with qualified recovery specialists, Counsellors, and medical professionals in alcohol, drug, and other addiction areas, and helps the clients establish long-term goals to

get on with the rest of their life once the initial recovery intervention process has helped the client get to a stage where long-term goals can realistically be explored. It is a team approach, and the coach is never replacing, or performing the services, of the qualified recovery practitioner.

For any type of coaching, it may be important for the client to interview their coach to truly understand their areas of expertise, credentials, and qualifications. Additionally, it may be helpful to explore how working with the coach can be part of an overall team approach. For example, if the client's name is Claire, the coach could be assisting her to create 'Claire's Team' which supports her in all of her objectives and special needs areas.

Coaching versus Counselling and Other Helping Professions

These definitions, and those similar to them, tend to identify how coaches typically work with people who are feeling functional now and simply want to achieve greater performance. They also indicate that the clients do not self-identify a need for counselling or therapy. However, this is not always the case and therefore some definitions and descriptions about what other helping professionals do may be useful.

Many helping professions use the same, or similar, tools and resources; however, the application and approach is often different, based on the needs of the individual and the skill sets of the professional.

- **Coaching:** Essentially, coaching focuses on the strengths and abilities of the client in a positive and affirming way, to assist them in achieving current and future goals. It is a solution-focused approach, and coaches are, generally speaking, experts on individual change management. Coaches typically work with individuals who identify as fully functional

and are seeking to increase their performance and general life effectiveness and satisfaction.

- **Counselling:** Counselling is often focused on working through particular issues which may be affecting the client's current sense of wellbeing. This can, therefore, also be past focused at first, to identify issues and potentially work through a healing process. It is also solution focused in many cases. There are many types of counsellors, and many varying approaches, some of which far more resemble the positive and future focused coaching approach.
- **Psychology:** Psychology can be very pathology focused, or in other words, identifying issues, including disorders, and then designing treatment plans to assist the individual to either overcome, or more effectively manage issues and disorders. There is also a growing movement of positive psychology which focuses on new ways of thinking and behaviour which are positive, future, and prevention focused, specifically looking at the development of happiness in our everyday lives.
- **Psychiatry:** Psychiatrists are medical doctors who can diagnose disorders and disease. They provide a service very similar to psychology and are also able to prescribe medication as part of the overall treatment programme.
- **Mentoring:** Mentoring has historically been focused on helping an individual by sharing the experience of someone who has already become successful in the area the individual is seeking assistance in. It can often include providing direction and advice. Today, we are seeing mentors using a more 'coach approach', meaning that they are providing less advice, and challenging the individual to achieve their own conclusions and solutions, while combining the mentor's topic expertise.

Most coaches maintain relationships with other helping professionals, including counsellors and psychologists. We do this for two reasons; first, for our own professional development and to work with individuals with specific expertise which we can learn from and share ideas; second, as a referral network in which to better serve our clients.

In some client-coach relationships, an issue may come up which sits outside the coach's area of expertise or qualifications. In these situations, the coach will discuss with the client that the issue is not something the coach is capable or qualified to address. The coach will also ask the client how they would like to address the issue and if they are open to considering seeking out the assistance of another more qualified helping professional. In these cases, the coach can assist the client further by making a referral.

Referrals are not endorsements or recommendations. The coach will sometimes provide a short list of referral professionals, or direct the client to a listing of professionals on the Internet. The coach will also often help the client research their own counsellor or other professional, first by helping the client be clear about what they are seeking the other professional for and the type of assistance they need and want, and then by supporting the client through the process of interviewing and selecting the professional.

Coaches sometimes work directly with the other professionals, setting agreements about who is going to do what and to clarify boundaries and how to respond to the client's needs which respect to all members of the team. This is of course only ever done with the client's expressed permission to do so. However, coaches and other professionals do not typically share information about the client back and forth with each other. The conversation is only about

developing strategies that are client focused so that both the individual and team objectives are met.

Thanks so much, Noel, for all of this valuable information!

Governing Bodies for the Coaching Profession

There are many organisations around the world that support the coaching industry in one way or another.

Governing bodies within any profession are to be valued. Until such time as the coaching industry is more regulated and the industry as a whole agrees on the definition and philosophy of coaching, the current governing bodies are doing their best to raise the standards and ensure that Coaching is looked upon as a profession. For example, some of the professional bodies claim that mentoring is coaching. The two governing bodies that see coaching as primarily a vehicle for self-discovery are:

the International Institute of Coaching (IIC); and

the International Coach Federation (ICF).

These governing bodies both have rigorous oral examination processes and written examinations depending on the level of credential sought. The IIC has the highest designation in the industry which is the Accredited Fellow Coach. For this designation, the Coach must submit, among other things, a research paper proving a high level of results or a return on investment (ROI) for their Clients.

These are some of the many benefits to being accredited as presented by the IIC.

1. You can present yourself to Clients with a standardised and approved approach which ensures integrity, transparency, and safety for the Client.
2. You will help support the growth of coaching as a profession.

3. You will have your coaching qualification, expertise, and training endorsed by an internationally recognised standard that is inclusive of all coaching models which meet the definition of coaching.
4. You will be included in the Coach Referral Service providing opportunities for both individual and corporate coaching.
5. You can upgrade your membership status as you progress professionally. This ensures that top level coaches have access to top level Clients and can charge top level rates.
6. You can display your accredited coach logo on your marketing materials signalling to your potential Client that your expertise has been validated by a professional body.
7. You can join the volunteer leadership teams and share your expertise! This is an ideal opportunity to add value, influence, and drive issues relevant to the coaching industry.
8. You can join many of the interest groups of these governing bodies thereby raising your own profile, heightening awareness of both your business and your own personal mastery.
9. You will demonstrate to your Clients that you are committed to your own self-development by engaging in a structured, continuing, professional development programme. Clients, therefore, have the confidence in dealing with individuals who themselves practise and demonstrate commitment to personal growth and lifelong learning.

The Research

Although there have been a few hundred research studies conducted on the field of coaching, there has been admittedly a small amount compared to other disciplines. A quick Internet search will provide you with many studies. A great resource for ROI is Peer Resources. Canadian Rey Carr offers his members ready access to all types of information on coaching, mentoring, and peer assistance. I

am a proud member and encourage you also to become a member. To become members, go to www.peer.ca/PRN.html.

The coaching models which rely on willpower coaching will have a more difficult time to prove permanent, positive, behavioural change while the scientifically engineered models have a much easier time proving change. Chapter 7 provides information on how PCMK™ was tested.

Co-President John has this statement at the bottom of his emails . . . “We don’t need science to tell us things happen - we know things happen. We see them, we hear them, we feel them, we sense them. We need science to help explain ‘why things happen’.”

For this reason, Helping Professionals around the world are ecstatic about and are celebrating the findings of scientists Candace Pert and Bruce Lipton. Their work helps Coaches better understand cell biology and the mind, body, spirit connection and is helping us raise the bar on the quality of our coaching.



I dream

Why is it we believe we must die young
when many have lived
for hundreds of years?

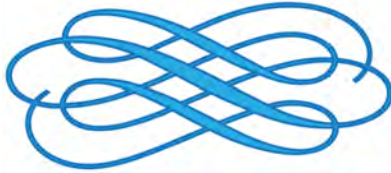
It's as if we wish a short life
to lessen the pain of a troubled world
of drugs, murder, and so much strife.

What if we believed we could live forever?
What if all beings had peace?
What if everyone was kind?
What if there was food and water for all?
Such a joyful planet to behold
We would have heard The Almighty's call.

I dream of healthy oceans.
I dream of the freshest air.
I dream of trading versus money.
I dream of happy childhoods
and animals playing with us freely
with no fear of becoming someone's food.

The animals are so relieved,
Their fear of being killed long gone.
Cows and pigs and chickens and geese
and fish and bears and swans and larks
are so happy that their feelings finally have
been felt with the opening of humans' hearts.





Chapter 3



The Evolution of Humankind & The Gender Quake

As always, the evolution of humankind is a controversial issue! It usually evokes all types of emotions.

If we rely solely on looking at the tangible in terms of studying archaeological ruins for an understanding of human evolution, we miss out on knowing that history goes back much further. We have a better chance of knowing the whole truth about the evolution of humans by searching inside and seeing it for ourselves. If they wish, meditators can go into the second level of consciousness and see their past history. Commonly called the Akashic Record, this energetic record can tell us everything that has happened in the universe. Then the origin of species becomes very clear. There is no debate.

This chapter addresses six topics:

1. The Nine Stages of Spiritual Development in a Given Lifetime
2. Our Choices Created Our Current Reality
3. The Move to an Empathic Civilization
4. The Gender Quake
5. The Seven Stages of Human's Eating Habits
6. The Five Levels of Consciousness.

As we explore each of these topics we will also investigate how they are relevant in the coaching industry.

In given lifetime, because we are a spiritual being living in a physical body, the average human being goes through 9 different stages of spiritual development. As we develop, our *mistakes* are not truly mistakes because we created them in order to learn something. These 9 stages apply to all beings around the planet. What changes is the intensity of a human's action in each level. For example, in Stage IX, the First Nations peoples in Canada take being an *elder* as one of the most important parts of their lives. Having spent decades acquiring wisdom, they readily share it with the young people and create special events to do so. How I wish every culture would think this way.

In other words, these 9 stages apply to everyone around the world because spirituality is not affected by race, religion, or culture. Spirituality comes from the soul rather than from the ephemeral self, ephemeral meaning that which we can't take with us when we die. As a CLI Power Coach®, I have coached people in most of the major religions and therefore speak from experience.

The Nine Stages of Spiritual Development in a Given Lifetime

I DEPENDENCY (Ages 0-3) Experience love Fussed over	IV PERCEPTION (In our 20s) Awakening: I am not sure why I act this way	VII INTROSPECTION (Ages: 40s and 50s) Desiring full power = greater IQ + EQ + NQ + GQ
II RELATIONSHIPS (Ages 4-10) Friends, Mom/Dad Realize I must fuss	V REMEMBERING (In our 30s) What from my past makes me act this way?	VIII SERENITY (Ages: 50s +) Greater stages of peace
III CONSISTENCY (Ages 11-20) Striving for a balance Wrestling with logic	VI MY FUTURE (In our 30s and 40s) Desire for inner peace, security, and happiness Where is it? How to obtain it?	IX WINDING DOWN (Ages: 60s +) What legacy am I leaving?

“I have coached politicians, royalty, street people, senior executives, star athletes, actors, drug addicts, and people of different ages, religions, colours, and cultures. Inside, we are all the same. Our deepest desire is to know our true self and from that place each of us wishes to live a life of peace, joy, love, and compassion.”

Stage I: Dependency. In most circumstances, adults do their best to give their babies lots of love, knowing that their little ones can't look after themselves. As babies, on a spiritual level we are still very connected to spirit. Have you noticed how many young children see angels? They see auras very clearly and naturally will reject people with dark energy fields.

Stage II: Relationships. From ages 4 – 10, children begin to branch out and experience more in-depth relationships with friends and family because physically, they are more able to *do things*. Suddenly, if they are aware, they realize that they must start loving people back on the physical level such as doing nice things for others. At this stage, around the age of 4, the curtain begins to come down. Because we are moving more into the world, many children lose their connection to God. Something exciting to consider is that the Indigo and Diamond children born in the 1990s and early 21st century are coming in with higher frequencies and therefore their chances of remaining connected to God are much greater. Considering the state of the planet, we welcome these new leaders of tomorrow who will lead with both logic and heart and work towards stabilization to overcome the chaos we currently endure as a global community.

Stage III: Consistency. From ages 11 – 20, with our frontal cortex not fully developed, we wrestle with logic! Teens often have difficulty accepting the wise advice of their parents. A teen's life can be somewhat overwhelming with studying, sports, music lessons, volunteer activities, friends, and so on. More and more teens, being aware of the tremendous benefits, are also adding daily meditation into the mix. They are learning how to balance their lives. It is this stage that needs the most love and attention from parents. While teens may appear to be rebellious, truly their rebellion is simply a cry for more love and understanding. Conscious parents learn good coaching skills to help their teens self-discover their own solutions. In this way, the teen won't feel that their parents are trying to fix them, control them or arrange their lives without mutual respect and dignity.

Stage IV: Perception. In our 20s, we begin to awaken more so to the consequences of our thoughts, words, and actions. We begin to wonder why we act and react in certain ways. But we are having so much fun in party central, sometimes we forget to truly look at our self and change ourselves for the better! The ego starts to vacillate between having inferior ego (lack of confidence), superior ego (aggressiveness), and heavenly ego (wise actions). [See Chapter 13 on these different aspects of ego.] In this new Golden Era, we are seeing more and more young people in this stage taking on greater leadership roles compared to past decades. They easily stand up for what they believe is right. These enlightened young people are questioning how their elders have been running the planet. They even question the monetary system. They question everything. Thank God.

Stage V: Remembering. In our 30s, almost like clockwork, we begin to remember our past—the good and the stressful. For some, the memories are very painful. For others, the memories are like canvases of beautiful rainbows. Especially if we have children, we can become introspective for the reason that we want to be the very best parents possible. We wonder if our upbringing gave us some unconstructive patterns which conceivably we could pass on to our children. We also become more conscious of celebrating happy moments in our lives.

Stage VI: My Future. While Stage V is about remembering, Stage VI involves actually doing something about the remembering! In our 30s and 40s, we become acutely aware of our desire for inner peace, security, and happiness. Stage VI is about creating a better life. We wonder “Where is it? How do I attain it?” Certainly in the coaching world, this is the group that asks for coaching the most. Now we know why! The Clients with the unhappy memories have a need to become peaceful about their memories. They want to discover what they are learning by holding on to these memories and their related emotions.

In the mid 30s onwards, pre-menopause begins to creep in. As Dr. Christiane Northrup has plainly pointed out, if we don't deal with the unhappy memories from our early years, we will have a very difficult

menopause. Not *could* but *will*. Have you noticed the men and women in your life who have not dealt with their emotional, intellectual, spiritual, and physical unconstructive patterns and who are downright miserable? This is because at this stage, they are fighting themselves. After menopause, without the clearing of these patterns, our body begins to break down in the spots where the emotions and patterns are still stored and therefore these individuals age quite quickly.

Once we let go and receive the coaching, we discover all kinds of cool things about ourselves. We begin to see that what on the surface appears to be an unconstructive pattern is really a gift in disguise! For example, because we suffered emotional abuse under a corporate manager in our 20s, in our 40s we might write a book on leadership to share with the world the characteristics of poor leadership and ways to bring enlightened leadership practices into business. I have always said "Under every rock there is a gift. Find it and move on."

Stage VII: Introspection. In our 40s and 50s, particularly in the wealthier countries, we are growing a little weary of the shallowness of the material world. Coaching in Stage VII is vital to help us break through the loneliness that engulfs us as we realize how far away we have moved from our *Godself*.

Humans in all countries wish to be successful in all seven areas of life: career, financial, family, social, health, spiritual, and intellectual. It is at this stage that we usually find ourselves looking for deeper meaning in our lives.

Some of us return to church, a temple, or other holy place while a growing number learn meditation methods to reconnect with our true selves. Many rediscover the power of prayer. We move towards a desire for full power which means having greater IQ (Intelligence Quotient) + EQ (Emotional Quotient) + NQ (Noble Quality) + GQ (God Quality)¹. The EQ simply means being in greater touch with our emotional selves and our wisdom. NQ is a desire to be more noble and loving towards all beings, humans and animals alike. 100% GQ is our ultimate destination as a selfless being.

As a fully evolved human we selflessly serve the planet with complete dedication and commitment towards creating a safe and loving environment for all beings. Everything and everyone is treated as being highly valuable and precious.

Stage VIII: Serenity. In our 50s, we are seeking even greater stages of peace. If we haven't dealt with issues that trouble us from our early years, we can really feel it sitting in our hearts like heavy stones weighing us down. Because we feel ourselves going homeward soon, we try to seek *Oneness* with God. My coaching experience is that very few people make this shift because they are too caught up in what society expects from them. They lack the courage to buck the materialistic world and fully reconnect with their Higher Power. Instead, they may conduct religious rituals (such as praying to a wooden statue) that keep them on a superficial level with their *Godself*. They grow increasingly frustrated when peace eludes them.

Working with a good Coach, the Coachee or Client enters a new peaceful era of life having left behind the guilt and anger built up over a lifetime and prepares to give back in Stage IX.

Stage IX: Winding Down. During ages 60+, we are conscious of "What legacy am I leaving?" Inside we have a desire to give back. But, the mind, body, and spirit begin to deteriorate due to the fact that we have been programmed to believe we have to die at a certain age. Just imagine if we did not have this culture of death? Wow! All of these folks in their 60s would become alive again and use their almighty, positive power and wisdom to help the world. Instead of slowing down, they would speed up! I like this vision, do you?

Coaches, get ready to coach our cherished elders - the Stage IXers. With proper nurturing steps and encouragement it is possible to bring their mind, body and spirit back to optimum health. The world could use their best wisdom—what do you think?

Betska's Blindness to Killing is Never Right

Living in France in the mid-1970s was an eye opening experience for a girl born on the Canadian prairie. At the time, it appeared to me to be a highly sophisticated world.

I would wake up to the market sounds of "Mes oranges sont les plus belles!". (Translation "My oranges are more beautiful than theirs!") On Sunday mornings I would join the French in the long line-ups to purchase warm croissants, chocolate brioches and tarte aux myrtilles. Yum. I would watch the children gleefully hitting each other over the head with the fresh long baguettes they had just purchased.

While enjoying a café au lait (I drank a bit of milk back then because I wasn't aware of the torturing of animals in the dairy industry), I thoroughly celebrated how the French treated their pet dogs as special human beings. For example, the dogs were invited in to restaurants. Knowing their place, they were obedient. I am grateful to the French for showing the world how to treat our furry friends graciously.

Life in France was thrilling for a 21-year-old! I learned how to cook delectable seven course meals. Again, not being aware of the brutal and senseless slaughtering of animals for food, I happily prepared meat, fish, and dairy meals. I also learned how to select the best wines for the main segments of the meal blissfully unaware of the killing effect of alcohol on our brain cells, relationships, liver, and so on.

Working at the Canadian Embassy in Paris (across from the home of the elegant designer Christian Dior) provided me with a unique opportunity in that women were not often accepted for my role as a Foreign Service Communicator and Diplomatic Courier. I was lucky and thankful for "the guys" (fellow colleagues) who watched over me and fiercely protected me.

One day as I worked the midnight shift, Brigitte Bardot and her group of animal activists were demonstrating outside the Canadian Embassy. Ms. Bardot was one of the early crusaders to alert the world

to the brutal killing of baby seals in Canada every year. Back then I didn't understand what the fuss was all about. In fact, I thought she was an eccentric woman and I (sadly) scorned her.

Today, I ask forgiveness of the seals and of Ms. Bardot for my blindness. She was right. We have no right to take the life of another being. All sentient beings deserve to live.

I share this story to admit to you how unconscious I was in my earlier years. If I had known that the meat/dairy industries are the greatest cause of global warming, that eating flesh and dairy is hugely unhealthy for my body and that the killing and harming of another living being is against The Law of Love which adds negative merits to my spiritual bank account, this information would have changed my life. But I was blind and could not "see".

I have often asked myself "How is it we are so blind that we torture our animal friends and complacently let 16,000 children die from hunger every day?" I believe the answer is that our unconstructive thoughts, words, and actions cover up our God Quality. In my earlier years, my God Quality had been significantly covered over rendering me selfish and non-compassionate.

I truly didn't care about world hunger, dying oceans, and escalating crime rates. I didn't hear the whales pleading with us to stop polluting the oceans. I didn't hear the cry of the babies born with fetal alcohol syndrome. I didn't hear the excruciating wails of the mama cow as her baby was taken away from her in order for the mama to feed humans her milk instead of the baby. I couldn't see or hear the pain nor did I care. If I did, it was always someone else's problem.

When I think back to those days, not many others seemed to see or care much either except for the Saints like Brigitte, Mother Theresa, and other silent and vocal heroes who obviously had a much higher GQ than most of us. This reality begs the question "What happened in our evolution to reduce our God Quality?" The answer to this is now simple. With the exception of a few courageous souls, most people

on the planet have either become consumed with providing only for themselves or they don't have the self-confidence to speak out against the current global atrocities and stand up and fight for what is right and noble. Many in leadership positions seem to have lost touch with their real power—their GQ. Their decisions are often made for political or economic reasons versus for what is the most loving thing to do.

“With the exception of a few courageous souls, most people on the planet have either become consumed with providing only for themselves or they don't have the self-confidence to speak out against the current global atrocities and stand up and fight for what is right and noble. Many in leadership positions seem to have lost touch with their real power—their GQ. Their decisions are often made for political or economic reasons versus for what is the most loving thing to do.”

Our Choices Created Our Current Reality

To study the roots of this evolutionary disaster of our intelligence, there are at least a couple of schools of thought.

The first takes us back to the matriarchal societies where for years the women made the men protect them, gather food for them, build shelters, and so on. Finally men, having had enough of being controlled, discovered their ability to be in charge. The table turned and men started to have the control and refused to give it back! In the past 100 years, the pendulum has started to swing the other way where the foundation is in place to honour women as valued family members and role models in society.

The second school of thought studies the physical nature of men and women. Men are generally born with a larger bone structure and are socially conditioned to use their muscle at a very early age. Women are generally born with a smaller, more delicate body structure and are

socially conditioned to develop their tolerance, patience, and nurturing abilities.

In many cultures, the loving, wise intelligence of the female has made the mother a beloved family member deeply cherished and respected as the matriarch. Women's wisdom is revered. For example, in some First Nations tribes, the women go into the Long House for a few days to celebrate their menses together. When they come out, the male leaders of the tribe eagerly ask the women their opinions on various important tribal issues. Many women know that the days following their menses are often their most creative and intuitive.

Sadly, there are other circumstances where because of physical differences, men have learned to think that they are superior to women—"muscle = superiority". A big man, for example, may have trouble listening to a "little woman". Men for centuries have exploited women using many means including religion to put women down and enslave them into their control. With the exception of a few cultures and heroic individuals, women for centuries have accepted these controlling antics. Today, women continue to be paid less than men and have not risen to leadership positions in the same numbers as men. How many female Presidents or Prime Ministers do we have in the world? At the time of writing this book, we note a total of just 18.

Have you watched the video entitled *Dear Woman*? Google the title to find it on YouTube. Released by www.consciousmen.com this video moves both men and women to tears. On behalf of all men, a score or more of men in the video apologize to all the women on the planet for their unconscious abuse. They apologize for de-humanizing women and actively tormenting and treating them like lesser beings for most of recorded time. The torrent of tears that poured down my face would not stop. They apologize for stopping women from being leaders in religion, justice, governments, and corporate bodies. They apologize for their sexual, emotional, and spiritual abuse. As I watched, more of my tears streamed uncontrollably as if I was healing for millions of women over the centuries. They invite men around the world to join

them in welcoming women and their feminine nurturing ability into leadership roles in order to fix our ailing planet. As conscious men, they call upon us to *honour the masculine and feminine as equally powerful forces*.

The John and Betska Story

My husband John has a football player physique, strong and muscular. In Chapter 13, I share the details of my story where I recall a traumatic childhood with little emotional and spiritual support. Because of abuse at a young age, my heart shut down. In addition, having spent many years in the corporate world, I took on competitive, analytical, and unemotional masculine traits in order to survive in an all male world. Therefore, when I married John, I was unable to open my heart to truly loving him and our daughter Tania. John was very patient with me and day by day he used his loving, kind, compassionate, feminine characteristics to help me become the loving and generous person I so longed to be. It was John who woke me up to love.

On the flip side, John will tell you that I taught him how to stand more on his own for independence. Together we learned about the four killers: alcohol, tobacco, drugs, and meat. Today, we live a purer lifestyle with benefits for our own personal health and for the planet.

This short story speaks volumes.

“In reality . . . it is not whether we are born in a male or female body that truly matters. For the planet to heal, each male and female on the planet needs to take on the responsibility of exhibiting the positive characteristics of both their masculine and feminine selves.”

Imagine if our entire world was appreciative of both masculine and feminine qualities. Imagine a world where men and women co-exist with mutual respect and dignity. Some individuals, households, and cultures have achieved this balance and live in peace and harmony.

Others are still struggling to overcome prejudice and social conditioning that perpetuates inequality in our society. Within each of us, to varying degrees, are masculine attributes of strength, power, stamina, endurance, and protective instincts along with the nurturing, wise intelligence of the feminine quality. We can develop these attributes to better take care of and love ourselves and to better love, protect, and serve others.

In the past several centuries, it is men who have been leading the world. With the attacking “predator” instincts of males, which ironically come from his desire to protect his loved ones and a fear of a lack of food, water, and shelter, many men have lost the power of positive thinking, constructive solutions, and Ahimsa. Competitive instincts have produced a selfishness that has created our most serious global issues of killing others, world hunger, global warming, drug addictions, sexual exploitation, human trafficking, and on and on the list goes. Where have the women been in this sad story? Men and women who better develop their *Godself* can greatly help themselves and contribute to a more peaceful and loving world.

These global issues have brought on numerous fears and many men and women have lost the belief in an ever-generous, loving God. Instead, they replace unconditional love, with a fear-based God. For example, we might think “I am going to hell. I’m going to be punished.” Our collective fears add up to one big world fear. Every time we are fearful, we forsake God because there is no such thing as a vengeful God. With the mind creating everything, we create hatred through our own distorted thoughts, feelings, and actions. For instance, we think that more and more money will make us happy and keep us safe. In reality, the greediness over money and material wealth has led much of society away from their true *Godself* resulting in severe health problems, threats to public safety, and costly environmental damage.

The masculine instincts have taken us to war. To fight for what? To win what? Power? Females leading with the masculine traits are disruptive to the peacefulness of the planet. For example, both Pakistan

and India have female leaders; however, their masculine, warring traits have led them to keep nuclear missiles pointed at each other's countries. And males leading with the same warring instincts took us to Iraq for so much bloodshed.

In this rush for power, we have forsaken our *Godself*—that loving part of us that sees everyone and everything as precious and valuable to our existence. The world therefore has become degraded. We have sadly stooped to a very low consciousness that perpetuates crime, drugs, and harmful industries running our planet. Without our *Godself* running our brain, we plunder, destroy, and seek temporary solace by controlling others with our egotistical powers.

These are the choices we have made to create our present unhappy reality. Coaching can change this actuality as it supports our journey to become more consciously aware of our thoughts, words, and actions.

Women who seek coaching take back their power, erase their fear of man's muscle, learn how to not put men down, and learn how to treat men as equal partners for the good of humanity. Coaching helps women forgive men for the centuries of abuse.

Men who seek coaching reconnect with their loving, nurturing self, welcome women as equal partners, and learn how not to look down upon them anymore. They release any guilt they might have had about not being nurturing enough and accept their role in this new type of partnership.

I envision an enlightened world where the strengths of men and women are honoured and where we treat each other with respect. With coaching, we can change our thinking and change the existing illusion. Together, we can make an impact and create a better world for all the babies of all species.

The Move to an Empathic Civilization

Best-selling author, political adviser, and social and ethical prophet Jeremy Rifkin in his book *The Empathic Civilization* presents the historical argument that empathy has helped us survive and thrive, and that we are evolving from Homo Sapiens to Homo Empathicus. Many bloggers have been talking about the necessary shift to an *age of empathy* towards which Rifkin believes we are already moving. The bloggers have shown that we are wired for empathy from birth. We need to activate that wiring in order to save ourselves and the planet.

“What does ‘empathic’ mean one might ask. Carl Rogers put it poignantly:

‘When a person realizes he has been deeply heard, his eyes moisten. I think in some real sense, he is weeping for joy. It is as though he were saying, “Thank God, somebody heard me. Someone knows what it’s like to be me.”’

Arianna Huffington, of the *Huffington Post* in her article “Only Empathy Can Save Us” writes:

The Empathic Civilization is a fascinating book that boldly challenges the conventional view of human nature embedded in our educational systems, business practices, and political culture—a view that sees human nature as detached, rational, and objective, and sees individuals as autonomous agents in pursuit primarily of material self-interest. And it seeks to replace that view with a counter-narrative that allows humanity to see itself as an extended family living in a shared and interconnected world.

And are we doing so? Seeing ourselves as an extended family living in a shared and interconnected world? Apparently, many see women as the leaders of this vision because of their nurturing ability. I

have often wondered what in the physical makeup of a woman creates this nurturing instinct.

* * *

In recent brain science, researchers have attempted to determine what, if any, natural differences exist between male and female brains when it comes to learning. Neuroscience research has found gender variations in human brain anatomy, chemical processes, and function which influence language, memory, emotion, vision, hearing, and navigation. Of course, these variations also affect our learning. More details on these notes from www.GreatSchools.com.

1. The size of almost every lobe of the human brain is different in males and females.
2. The hippocampus which is crucial to memory storage and spatial mapping of the physical world is larger in women than in men. We all know that men and women navigate differently. For example, women can never understand why a man won't stop and ask for directions! But men tend to navigate by estimating distance in space and orientation whereas women would rather ask for help or ask for landmarks. A larger hippocampus also explains why girls generally have an easier time remembering what they learn.
3. The corpus callosum which connects the two hemispheres of the brain is generally larger in girls than in boys. Females then can switch more easily between their left and right hemispheres for bilateral thinking which means a more pronounced use of both IQ (left hemi) and EQ (right hemi). "Cross talk" between hemispheres is easier for girls indicating they are usually better than boys at multitasking and can make quicker transitions between different types of tasks. (Havers, 1995) For example, a Mom can create a brand new dish for dinner (right hemi) while helping their child do their math homework (left hemi). The right brain takes full charge of our having loving, compassionate relationships (NQ) and is the gateway to our superconscious which is our GQ or perfect divine

self. With a larger corpus callosum, they have greater crosstalk between hemispheres which then also allows them to exhibit more pronounced levels of IQ, EQ, NQ, and GQ.

4. Boys' brains are structured to compartmentalize learning resulting in a better clarity and focus in certain situations.
5. Girls tend to use the areas of the brain devoted to EQ activities such as verbal and emotional functioning while boys generally use the areas of the brain responsible for IQ activities such as spatial and mechanical tasks. (Moir and Jessel, 1989; Rich, 2000).
6. Gurian (2001) points out that boys naturally drift off or “space out” during a school lesson when too many words are used; however, they will stay engaged in visual or hands-on learning.
7. Anatomically, girls acquire binocular vision (using both eyes at the same time) at a much younger age than boys. Girls naturally have a keener sense of hearing than boys do. (Cassidy and Ditty, 2001). Since vision and hearing are important for learning, we can see why girls have an easier time at learning than do boys.

When we study the characteristics of the female vs. male brain, we begin to understand how it is that women can multitask, meditate for several hours a day, work full-time jobs, tend to their vegetable gardens, make meals, do the laundry, exercise to look after their bodies, and raise their children with spiritual values such as honesty, self-love, and confidence. The old saying “Women can walk and chew gum” is definitely true—at least for those who have taught themselves to be bilateral thinkers.

In the final analysis, does it really matter that women can multitask and men can focus better on one topic at a time? No, it doesn't matter. What is important is that we recognize each other's gifts and work in harmony for the betterment of the world.

Case in point. CLI Co-President John Burr and I often meet together in strategic think tank fashion and using the male's profound ability to focus, he inevitably zooms in with his laser, analytical thinking

to present some brilliant business strategies. I literally sit in awe of his fascinating mind. Likewise, he appreciates the humungous amount of work I have had to do to train myself to become a pentagonal thinker to birth and nurture PCMK™.

The Gender Quake

In *Nostradamus Prophecies for Women* by Manuela Dun Mascetti and Peter Lorie, the authors discuss the fascinating evolution of woman. The great prophet and physician Nostradamus lived in the first half of the sixteenth century at a time in European history when women were still securely under the domination of men in almost all aspects. Women for centuries have permitted themselves to be dominated by choosing to minimize their abilities. Indeed, if God created humankind in his own image, and if the Law of Equality is true, then men and women are equal. In some countries today, women are still perceived to be subordinate. Sadly, they believe the men who tell them that they are not as smart as men. The time is right for women to wake up and take their rightful place beside the men.

Nostradamus is famous for many of his predictions, which he presented in the form of quatrains, having come true. Here's an example:

The Moon hidden in deep shadows,
Her brother passes iron-like,
The great one hidden for a long time under the eclipses,
Iron will cool in the bloody wound.

- Century 1:84.

Mascetti and Lorie, avid fans of Nostradamus, freely interpret this quatrain in the following manner:

Woman has been hidden behind deep shadows;
Her brother, man, has moved through the world with

Hardness and heaviness, eclipsing her for so long.
But this hot, iron-like property of man will cool
in the feminine spirit that grows around him.

The authors go on to say:

Humanity has spent many thousands of years at war, striving to improve its material welfare and battling it out between nations and beliefs. As a result, man has damaged his world almost to the point of rendering it beyond repair. If we believe what Nostradamus tells us, then the time has now come for a very different kind of energy to patch up and transform the strife-torn world.²

What many are saying is that it is time for women and men who have empathetic, nurturing, loving, and compassionate natures to take over the leadership of our corporations and countries. This will give the left-brain men and women who are still leading in the old competitive paradigm some precious time to rediscover their spiritual center. If they are indeed responsible for damaging our planet, then it is almost certain they have disconnected to some degree from their *Godself*. It's time for them to take a rest and to reconnect.

Feminine power (in both men and women) is being felt more urgently as the foundation to heal this planet. When nurturing energy is increased mutual respect and dignity can be restored.

The pendulum is swinging as the gender quake takes hold. Women are sending shockwaves around the world in order to wake humanity up to more love. Oprah Winfrey is probably one of the most powerfully famous in this women's movement. Princess Diana and Mother Theresa were hugely influential in their day. Maneka Gandhi from India is a pioneer in the environmental world and a giant in the field of animal rights. In Norway, the powers of Government and Justice have both been in the hands of women. The Church of England in 1992 voted to

accept women into the priesthood and these women are torchbearers for change. During the early 1990s, the American Episcopal Church elected its first woman bishop which has had a major impact on the way women are viewed. The *American Chronicle* journalist Guénady paid tribute to Supreme Master Ching Hai's efforts in alerting the world to the critical situation of a warming planet and for offering much-needed guidance as well as hope.

Infact, it is Ching Hai and her followers who, almost single-handedly, have forced the worldwide media to—finally—report the story, untouched and untouchable for years, of what the most eminent scientists say about global warming . . . For we have not been told that the melting of the poles simultaneously creates toxic methane gas 'chimneys' in the polar seas. By the time the poles are gone, scientists estimate there will be so much toxic gas in the atmosphere that our earth will no longer sustain life as we know it now . . . But Ching Hai's position is that there IS still hope . . .

As the left brain men and women retreat to reconnect with their spiritual centers, I am guessing that in the new paradigm what we will find is a world run by both men and women but with a newly found respect for each other's skills. The world, currently run by fear, will be run with cooperation, love, and new attitudes.

The lower frequency actions such as wars, drug running, corruption, and greed will be replaced with higher frequency actions such as every person on this planet having food and water, and challenges being solved quickly with both logic and heart.

Mascetti and Lorie predict that women will be catalysts for change. ". . . women will bring a new spirituality and maturity to society, helping men to learn the truth about ambition, domination, and competition, and so avoid replicating all the same habits, generation after generation."³

The authors end their discussion of *Nostradamus Prophecies for Women* with . . .

The predominant role of womankind in the future of humanity, according to twentieth-century understanding, is as essential to our development as the former dominance of men was. Mankind, according to Nostradamus, has worked in a masculine way to build and initiate, to create a life of human values out of the raw materials of planet Earth. The need for women to become more powerful is part of the process of transcendence, a greater and higher function of human nature. Women in the future are needed to soften the harshness that male energy has produced on Earth, to provide a greater measure of love and wisdom, something that mankind has often lacked in the past. Women, Nostradamus seems to tell us, will swing the balance of power away from patriarchal values, and a completely new paradigm will emerge. A critical mass of feminine values will shift the weight of the pendulum, and this will happen in a quite sudden and rapid manner over the next few decades into the twenty-first century. . . .⁴

Who asks for Coaching? Who are the Coaches?

Having read all of the above, is it any surprise to you that the majority of coaching Clients are women? A 2007 ICF study showed that 57% of Clients are women. Personally, I think that number is low. If the study was redone today, we probably would find that number to be significantly higher. Women are coming in droves to acquire more self-power, more self-confidence, more wisdom, and so on. They are building their leadership competencies very quickly. And, as mentioned earlier, it is the women who are primarily filling the meditation and yoga halls to further raise their GQ.

In the same 2007 ICF study, we note that 70% of coaches are women. People often hear me say "Where are all the men? Don't they want to nurture others and help the world heal?" Thankfully, India is one of those delightful exceptions where it is the men who are swarming to take our coach training programmes. As both men and women learn how to self-coach and coach others, they will become better bilateral thinkers and more easily access their IQ, EQ, NQ, and GQ. This should manifest in a lower divorce rate, much happier families, and less abuse on all levels. The men must not let themselves fall behind. I think we can co-create a safe and prosperous planet for all future generations. Let's pray that the rest of the world follows India's strong lead in the training of men in the art of coaching.

Globally though, it appears that it is the women who are marching forward very quickly in a determined effort to help our ailing planet.

This is the Gender Quake of which I spoke earlier.

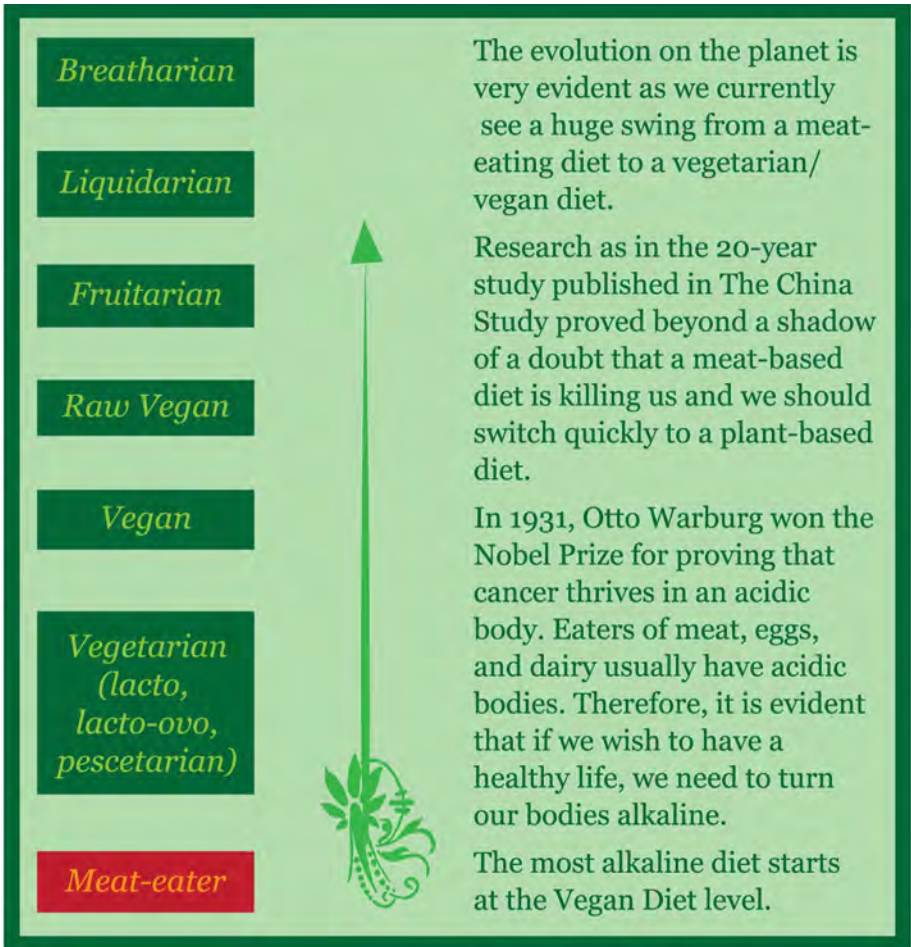
I also pray for more male Clients to request coaching because it can be of tremendous value to them. As both men and women better understand themselves, they will lead the move into this new paradigm of personal mind, body, and spirit mastery. They will be less stressed, more focused, and sharply strategic in developing a better home and corporate life. That loving energy then will transcend beyond their personal energy matrix to the world matrix.

This chart suggests that a meat-eating human seeking to have the most compassionate lifestyle will move up the chart and consume food with the least amount of negative impact to the planet and to themselves.

I deliver many humanitarian speeches to folks around the world on the benefits of a vegan diet for nutrition, food security purposes, and to stop global warming. It is quite interesting to watch the swing to a vegan diet which means no meat, fish, eggs, honey, or dairy. Vegan families enjoy life-saving, delicious meals of grains, vegetables, and fruits. I quietly celebrate because a vegan diet means a healthier human

race; no one will have to starve from hunger (most of the world's grain is used to feed livestock), and global warming will become a thing of the past.

The Seven Stages of Eating Habits



From time to time, an audience member will express their difficulty in dropping meat as they believe that their bodies need meat to survive. After a quick trip on the Internet, they will find scores of vegan body builders and athletes who are successful *because of* their vegan diet. However, in the interactive discussion portion of the seminar, I address their concerns by sharing with them that there are

many people on the planet who are breatharian! These folks neither eat food nor drink liquids. They live off the air and light. With this new knowledge, the audience member relaxes and we get down to the business of helping them switch easily from a meat-based diet to a vegan one. Breatharianism is long forgotten but the mention of it helped them to see reality.

Joel Stein of *Bloomberg Businessweek* writes in “The Rise of the Power Vegans . . .”:

A growing number of America’s most powerful bosses have become vegan. Steve Wynn, Mort Zuckerman, Russell Simmons, and Bill Clinton are now using tempeh to assert their superiority. As are Ford Executive Chairman of the Board Bill Ford, Twitter co-founder Biz Stone, venture capitalist Joi Ito, Whole Foods Market Chief Executive Officer John Mackey, and Mike Tyson. Yes, Mike Tyson, a man who once chewed on a human ear, is now vegan. His dietary habit isn’t nearly as impressive as that of Alec Baldwin

Wynn, upon watching *Eating*, a documentary, became a vegan overnight. Joel explains, “As soon as he got home, he began spreading the gospel as only a mogul can—like buying 10,000 copies of ‘Eating’, one for each of his employees . . . If they’re sick, we’re picking up the tab,” says Wynn. “If I can keep them healthier, I’m acting like a smart businessman.”

Joel tells us that Wynn has persuaded most of his senior management to go vegan.

The Dalai Lama releasing the need for domination over animals, went vegetarian in the spring of 2008 and invited his Buddhist followers to do the same. Today, he is one of the most important teachers of the new religious awareness as he gathers thousands to hear him speak about love and compassion for all beings.

More recently US President Barack Obama has been ordering a vegan diet during international visits.

In summary, the Leaders of the planet are choosing the life-saving and earth-saving Vegan Diet. They are leading the way to a peaceful world.

Please see the Bibliography for a host of sources on the life-saving Vegan Diet.

How do The Seven Stages of Eating Habits Affect the Coaching World?

In one word? Dramatically! More and more men and women are coming to us as coaching Clients very concerned about their health and the health of their families.

Serious diseases start because the emotions are lodged in the body. Disease means we are blocked on an emotional/spiritual level. Cancer, for example, can develop in the spot in the body where the emotions haven't cleared. Heart disease erupts because we haven't addressed our love issues. Osteoporosis forms where the body is acidic. And the list goes on.

Canada, like many nations, is in the midst of an epidemic of excessive weight and obesity. Currently, 59% of adult Canadians are either overweight or obese. Yikes! Obesity rates in children have almost tripled in the last 25 years. Approximately 25% of Canadian children ages 2-17 years are overweight or obese. If this trend continues in Canada, in 20 years we can expect 70% of the 35-44-year-olds to be overweight or obese vs. the 57% who currently are in these conditions. This information is courtesy of the Childhood Obesity Foundation of Canada.

Heart disease is another scary reality. It is the leading cause of death in America, Canada, and England. The death risk for an American from heart disease is around 50%. This is not a typo. The risk drops to

4% if they eat a Vegan Diet. With respect to another killer, the risk of cancer increases 3 – 4 times for a meat-eater.

In India, 15-20% of children and adolescents in the urban population are obese (Center for Obesity and Diabetes Support). India also has the highest rate of diabetes in the world.

I don't need to go on any further with this, do I?

Women, who are usually the preparers of meals in the home and very concerned for their family's health, are becoming very aware of the dangers of meat-eating and foods which are non-organic, GMO, and processed. Women are asking for coaching so that they can return their families back to health and yell loudly for the food industry to hear them say "Stop killing my children."

Men, concerned about their poor dietary habits along with high stress levels seek coaching to help them return their bodies to wellness.

At these humanitarian seminars, which are mostly attended by women (no surprise eh?), I encourage them to keep pH test paper beside their toilet and to check their urine for their pH level every day. Rolls of pH test paper can be purchased at your local health food store. Most people have acidic bodies, according to our insurance technician. Change your diet to an alkaline one and you will find yourself feeling enormously better.

The Five Levels of Consciousness

Every fully enlightened Spiritual Master since the beginning of time has taught us about the different levels of consciousness. Krishna, Buddha, Christ, Nanak, Mohammed, Kirpal Singh, Ching Hai, and many others have invited humankind to go within in order to attain higher levels of wisdom and knowledge. Some say there are 15 levels, others say there are five. Let's work with the 5-level format.

The first and second levels are the Astral worlds, with which many of you are familiar. Some meditators make the mistake of thinking

that these worlds are the highest heavens. With the right meditation method, they will find themselves going higher into the 3rd, 4th, and 5th levels. The 5th level is the home base of the Masters. When we arrive at this very high frequency 5th level, we are considered self-realized. All Spiritual Masters have their home at the 5th. The planet also has many spiritual teachers who are still striving to achieve the 5th (not yet Masters) yet who are incredibly valuable to the world. Of course, there are many levels above the 5th. If each human could even achieve the 4th or 5th, we'd have a splendid world indeed!.

The higher we go, the wiser and more peaceful we become. For example, practitioners of the Light and Sound technique also known as the Quan Yin Method of Meditation know which level of consciousness they are at by the type of light they see and by the type of sound they hear inside. This is an age old practice taught and practiced among the original Spiritual Masters of the world's major faith practices and their disciples to reach self-mastery.

How do The Five Levels of Consciousness Affect the Coaching World?

In one word? Dramatically! Coaches wishing to be the very best they can be with respect to passing along wisdom and knowledge to their Clients should be very aware of where they sit in terms of their own level of consciousness. If they are sitting pretty low, they will need to work harder to increase their frequency if they wish to be stronger role models for their Clients.

More country leaders and leaders of corporations also should be meditating in order to lead their people with the highest wisdom. If they too are sitting pretty low, they will need to work harder to increase their frequency.

How do they increase their frequency? We will discuss this in greater length in future chapters. In summary, Coaches, Leaders, and all

Helping Professionals can raise their frequency (hence their knowledge and wisdom) in many ways including:

1. Meditating daily.
2. Coaching themselves and turning their unconstructive thoughts, words, and actions into positive ones to lead an ahimsa lifestyle. This is the art of self-coaching.
3. Receiving coaching from senior coaches with a higher frequency and who can help them find and remove their subconscious roadblocks to success.
4. Reducing their karma and eating the shielding Vegan Diet.
5. Hanging out with only positive people. (Negative people drag us down.)

The rise of spiritual practice in the corporations of the world is swift and timely because we lubricate the body and mind with a committed spiritual practise of our choice. In the words of Martin Luther King, "I have so much to do today, I must spend the first four hours in prayer."

Meditation opens up our creative centres in the brain. It prevents many disasters because wisdom comes to you before they happen. Since we all have the wisdom inside of us already . . . meditation is another way to access it!

Many companies have quiet rooms or meditation rooms in their buildings to accommodate those who wish to be connected to their wisdom at a deeper level. From <http://www.visionarylead.org/articles/spbus.htm> we read,

Business Week magazine reported on research by McKinsey and Company in Australia that found productivity improves and turnover is greatly reduced when companies engage in programmes that use spiritual techniques for their employees.

In researching companies for his book, *A Spiritual Audit of Corporate America*, business professor Ian I. Mitroff found that “Spirituality could be the ultimate competitive advantage.”

A study reported in MIT’s *Sloan Management Review* concluded that,

‘People are hungry for ways in which to practice their spirituality in the workplace without offending their co-workers or causing acrimony.’ The word ‘spirituality’ is used generically and seems to emphasize how one’s beliefs are applied day to day, rather than ‘religion’, which can invoke fears of dogmatism, exclusivity, and proselytizing in the workplace.

Examples of companies with Meditation/Silent Rooms:

- eBay has a meditation room.
- Apple Computer’s offices in California have a meditation room and employees are actually given a half hour a day on company time to meditate or pray, as they find it improves productivity and creativity. A former manager who is now a Buddhist monk leads regular meditations there.
- Aetna International Chairman Michael A. Stephen praises the benefits of meditation and talks with Aetna employees about using spirituality in their careers.
- Avaya, a global communications firm that is a spin-off of Lucent/AT & T, has a room set aside for prayer and meditation that is especially appreciated by Muslims, as they must pray five times a day.
- Medtronic, which sells medical equipment, pioneered a meditation center at headquarters 20 years ago, and it remains open to all employees today.

- Prentice-Hall publishing company created a meditation room at their headquarters which they call the "Quiet Room", where employees can sit quietly and take a mental retreat when they feel too much stress on the job.
- Sounds True in Colorado, which produces audio and video tapes, has a meditation room, meditation classes, and begins meetings with a moment of silence. Employees can take personal days to attend retreats or pursue other spiritual interests.
- Greystone Bakery in upstate New York has a period of silence before meetings begin so people can get in touch with their inner state and focus on the issues to be discussed.
- Lotus founder and CEO Mitch Kapor practices Transcendental Meditation and the list goes on

Cool eh?

In Summary

Earlier today, I was speaking with James Bean, owner and founder of Spiritual Awakening Radio. He said, "The first time a truth is spoken, it's regarded as heresy. But if it continues to be spoken and it really is the truth, it eventually will be embraced, perhaps reluctantly at first, but it will eventually prevail."

Time will tell how many words in this chapter are indeed the truth.

In the meantime, I believe that Coaching has come onto the planet to raise consciousness and to enlighten humans to lead more meaningful, peaceful, loving, and compassionate lives.

I invite all men and women around the world to join hands, work as equal partners, and engage in coaching to transform the world. Better decisions will be made with high IQ, EQ, NQ, and GQ and the children will thank us for the recovered world we leave as our legacy.

Coaching helps us recognize both our masculine and feminine strengths. We can use the strong muscle, limitless strength, power, stamina, endurance, analytical and strategic skills and protective

instincts of the male and the nurturing, wise, multitasking, broad intelligence of the female to balance our lives and achieve our goals.

Can we do it? Yes, we can.



Look Into Myne Eyes

She wept, she walked,
 she wandered
 from pebble to pebble,
 from shore to shore,
 from friend to friend,
 from food to food
 for nourishment.
 Refusing to look
 deeper inside herself,
 blind to her ultimate greatness
 she stumbled and fell.

Then one day she awoke
 to the sun upon her cheek,
 the veil of denial lifted.
 "Oh God", she cried
 "Thank You for this blessing
 of knowing You in Your
 Purity."

The woman stopped
 wandering,
 her tears dried to diamonds
 of gratitude.
 The Lord said
 "Come here dear child,
 look me in the eye
 and tell me what you see?"
 The woman looked therein
 and saw a reflection of herself.

Her beauty astounded her!
 She saw her glorious locks
 lighting up her peaceful face.
 This countenance once forlorn
 now
 beamed a joy of knowing that
 she too was God.

And the Lord said,
 "Whenever you get lost
 or ill or low,
 look into myne eyes
 and there you will always see
 yourself as a perfect being
 just as I see you.

Whatever was dragging
 you down is now put asunder.

Go now,
 enjoy this beautiful planet,
 this splendid day
 with your child-like spirit and
 remember I love You.
 For I am You and You are Me -
 for all to see."



Chapter 4



Eleven Truths about Coaching

A 2nd grader was asked “*Who’s the boss in your house?*”

The little one replied “Mom. You can tell by room inspection. She sees the stuff under my bed.”

Too funny!

I love being a Coach! It’s a great job. We wake up every morning knowing that today we are going to help someone have a better life. So how cool is that? Our Clients become more successful by cleaning out all that *stuff* that is metaphorically *under their bed*. They *clean house* if you will. They are happy to go into their secret cave and find the jewels that await them: their positive patterns that glitter like diamonds and their unconstructive patterns that resemble coal waiting for the moment to turn into diamonds.

And I love this industry! It is still growing at a rapid pace because the world is experiencing the multiple benefits of having a Coach who

creates an environment where all things are possible. In truth, a Coach's spiritual life purpose is to do two things:

1. Raise the Client's consciousness to support their self-discovery of solutions to challenges and goals.
2. Create an environment where the Client automatically finds themselves with greater meaning and purpose in their life.

"Compassion for others underlies healing and recovery from illness."

- Dalai Lama, Munich 2003

Thank you Your Holiness, the Dalai Lama. With the Professional Coach's compassionate intent to support the Client in finding their own greatness within, our Clients are indeed healing their lives. Well, okay, corporate folks might like to substitute healing for transforming or changing for better business impact. But in reality, the corporate world is healing through Coaching.

According to Webster's Dictionary, "heal" means "to restore to health, to cure, to remedy any unfortunate condition, to return to sound condition".

Whether we are life or business Coaches, our work is restorative. Our Clients, by lifting their consciousness with higher IQ, EQ, NQ, and GQ, automatically become more compassionate leaders, respectful parents, more loving to beings of all colours, cultures, and faiths, and treat humans and animals as equal partners in sustaining our planet Earth. And with some coaching models, Clients have had their diseases and illnesses either disappear or go into remission even though they may have come to us for something they think is unrelated, such as improving their self-confidence. Well then, I guess the operative word truly is "heal".

“The culture we have does not make people feel good about themselves. And you have to be strong enough to say if the culture doesn’t work, don’t buy it. So many people walk around with a meaningless life. They seem half-asleep, even when they’re busy doing things they think are important. This is because they are chasing the wrong things. The way you get meaning into your life is to devote yourself to loving others, devote yourself to your community around you, and devote yourself to creating something that gives you purpose and meaning.”

- *Tuesdays with Morrie* by Mitch Albom

Since the beginning of The Golden Era on January 1, 2004, humans are questioning their lives more than ever before. They are searching nobly for more meaning. They seek out Coaches who have the ability and training to help them find it.

Coaching brings Enlightenment

I believe that Coaching, as a profession, has been introduced in this time period to assist the planet in a time of great crisis. While reading this list below, please don’t despair. Human beings are awesome at rising to the challenge and banding together to solve major challenges such as these:

- At least 16,000 children die daily of starvation;
- 1 billion people go hungry every year;
- With global warming, we are losing up to 270 species per day of plants, animals, and birds. That’s up to 100,000 per year;
- The polar ice caps are melting at extremely high rates. For example, if the Arctic ice cap melts, the Northern hemisphere will lose its air conditioner thus putting our food security at risk (it may be too hot for crops to grow);

- Our oceans are dying primarily because of warming oceans and high acidity—we have lost 90% of our large sea animals;
- Greenhouse gases are way over their safe limits;
- The glaciers are melting. Some have totally disappeared. Many countries depend on the glaciers for their water supply;
- It is estimated that 50 billion metric tons of typically frozen methane hydrates in the Siberian Arctic could explode at any moment;
- We have serious drug addiction problems that are spreading widely into corporations;
- One million people commit suicide every year with depression rising sharply;
- We have a health crisis—heart disease, cancer, and obesity are at record heights;
- Children are suffering from the early onset of adulthood diseases;
- We are eating food with very few nutrients and therefore becoming nutrient deficient;
- The world is running out of fresh water;
- 44% of US Executives feel it is likely an employee or former employee will sue them (*The Chubb 2004 Private Company Risk Survey* www.Chubb.com);
- The world continues to eat an acidic, meat-based diet when it has been proven time and time again that an alkaline, plant-based diet is the healthiest. As a society, we are literally killing our kids by feeding them acidic foods;
- Every year, we slaughter 50 billion animals for food. As a human race, we have lost our compassion by forgetting that

animals have feelings (they cry when they are about to be killed) and deserve to live as much as our human children do;

- World Leaders, including Dr. James Hansen and Dr. Rajendra Pachauri, tell us that we have just until the end of 2012 before we reach the real tipping point. We must halt global warming before the end of 2012 or run-away global heating will eventually destroy our beautiful planet. In the worst case scenario, there will be no life left on earth. Our children will not have a place to live.

Sheesh! What a list! Whether these figures are completely accurate or not, overall it's not a pretty picture is it? This must be why the coaching industry is evolving with such speed! We can help solve some of these challenges.

With this in mind, our profession has a huge responsibility to be the very best we can be. Evolution, therefore, is necessary. We must not doddle. And in this evolution, our intent is to study what is working and what is not. We must study our inner selves for the good of the world and for the good of our coaching industry. By tossing our personal agendas aside and listening and collaborating with each other, we will collectively impact the business of coaching by offering our Clients continuously advanced levels of expertise.

If you are new to coaching, welcome aboard! With your courage, faith, compassion, and ability we can move mountains together.

Eleven Truths about Coaching

This list of eleven truths about coaching is a collection of voices who are coaching as entrepreneurs, inside corporations and in the home. While these *truths* are summarized below, you will read more about them in the ensuing chapters. Are you ready? Here they are . . .

Truth #1: We have great successes to celebrate thus far!

If you have been coaching for some time, stop now and

give yourself a hug. You are awesome. Every coaching session that you do brings more light to this world. There are many surveys proving our abilities. Here is one from Cathy McLellan, MA, CHRP, SCPC Senior Advisor Organizational Development, Meyers, Norris, Penny, the company having been voted One of the Best Employers in Canada 2011:

In my work as an internal CLI Power Coach® and trainer for a large national accounting firm, I have found Power Coaching® to be a tremendous asset to our organization. CLI's Power Coaching® assists our partners and managers to discover and to remove blocks, negative thinking, and beliefs resulting in an enhanced capacity for leadership. Benefits that the Coaches have identified as a result of their experience in coaching include: increased self-awareness, increased job satisfaction, enhanced communication skills, lower stress levels, and positive behavioural changes.

In a recent survey of those who participated in our internal CLI Power Coaching® service, 100% found the coaching sessions to be effective and they stated that they experienced a change in their perception, behaviour, and/or attitude. More importantly, 67% indicated that they received feedback from others stating they noticed a change in their perception, behaviour, and/or attitude.

Power Coaching® with Mind Kinetics® works and it works consistently!

Little Larry wrote a letter to God. “Dear God: Maybe Cain and Abel would not kill each other so much if they had their own rooms. It works with my brother.”

The world needs more common sense. It needs more enlightened thinking. Maybe Larry will be a country leader one day.

Truth #2: Our Clients benefit greatly when they invite Spirit back into their lives.

As stated, coaching has come on to this planet as a vehicle for enlightenment or greater consciousness. As Coaches, we are assisting in solving some of the world's most pressing crises. This powerful truth acknowledges that coaching is important to planet Earth. We have arrived at such crises because as a collective we have forgotten how to tap into our Spirit or Higher Power for wisdom. We have been trying to solve these very serious issues with our logical, intellectual selves. Well folks, it ain't working! Coaching results are maximized when our Clients are invited to put Spirit back into their lives. We are made in the image of God (or the Krishna, Buddha, Christ, life force energy, universal energy, or whatever your world view is on the *Higher Power*). We all need to put Spirit back into our lives if we truly want to improve our lives mentally, physically, and/or emotionally. To deny Spirit in our lives is akin to denying that we have evolved from single-celled molecules into complex, multi-cellular, intelligent beings who use our mind, body, and Spirit to lead fulfilled lives. By ensuring Spirit is in our lives, we can rise above the mass consciousness and become true leaders of this world—who know how to solve problems quickly. Coaching can help repair the moral fabric of our lives to prevent a lot of unnecessary hardship and suffering.

Truth #3: Coaching based solely on a series of logical questions is outdated. Coaching results are maximized when our Clients are invited to use their whole brain/mind.

When measuring neurological processing abilities, the geni of history such as Einstein, Plato, and da Vinci connected to the fact that the subconscious mind is millions

of times more powerful than the conscious mind. Science has proven that our Clients will only change their behaviours once the beliefs in their subconscious mind have shifted positively. More on this science in later chapters. At this point, suffice it to say that coaching only with the conscious mind is almost a waste of our Client’s time and money. Coaching only within the conscious mind stops the Client from exploring the genius of their whole being for maximum future movement.

“ . . . suffice it to say that coaching only within the conscious mind is almost a waste of our Client’s time and money. Coaching only with the conscious mind stops the Client from exploring the genius of their whole being for maximum future movement.”

You will see me repeating this several times throughout the book—a fundamental principle of coaching is “Everything is created by the mind”. For example, this past week I was coaching a gentleman from a very poor country. His Real Issue was “How do I grow my business?” A Coach who practices talk coaching models would ask a series of logical questions on target markets, pricing, and so on. As a PCMK™ Coach, I also asked those logical questions but then focused on what was truly important—the beliefs created by his mind which were stopping him subconsciously from getting ahead.

To do this, I go to what is called “The Coaching Tree” and intuitively select a coaching methodology which has the highest frequency needed to help the Client find the origin of his beliefs around why he can’t move ahead (recurring behaviour), then invite him to stream in innovative solutions from his superconscious (highest creative centres in the brain/mind). This action also creates a permanent, positive, cellular shift.

Incidentally, to ensure we're all on the same playing field here . . . CLI uses the words "unconscious" and "subconscious" interchangeably. For example, we are unconscious of our roadblocks because they reside in the subconscious! Or, in our subconscious mind reside our unconscious thoughts.

At this stage in the discussion, I can hear some of you wondering, "Gosh, aren't the Therapists the only people permitted to work with Clients to access their subconscious? Don't they own that territory?" The answer is "No". All geni of history have mastered the use of their subconscious and superconscious for answers to their challenges and goals. Einstein, for example, would pick up his violin and play his own music and wait for ideas to stream in from his superconscious. And as ordinary human beings desiring to live more enlightened, easier lives, our spirits soar when we are taught how to access the vast reservoir of knowledge and wisdom in our own subconscious and superconscious. The subconscious and the superconscious are jewels to strengthen us and to give us the power to be the highest of noble beings. We own them. And we can choose any number of vehicles to access this genius including coaching, therapy, and personal development tools.

But wait, there's more to discuss here. In order to solve all major and minor problems and to achieve our goals, science has proven that we can only shift behaviours permanently at biological levels if the Client understands why their receptors constricted in the first place (the Root Cause of their unconstructive behaviour). If this is a language you aren't familiar with, we'll explain this in much greater detail later in future chapters. In summary, the Client must understand and connect with the reasons why their heart shut down and why they continue repeating the same patterns over and over again. The reality is that no matter what the issue(s) or goal(s) they are working on, at some time in their lives

their heart shut down. They stopped growing emotionally on that issue(s) or goal(s). Yes, even for simple issues like time management. For example, a Client may be having difficulty with time management because in his twenties when he first began his working career, he watched his Manager run his office with a very disorganized desk. Very little was put into files. The Client may have admired this Manager for his genius and therefore made the connection that a genius mind operated with a disorganized desk. The Client, wishing to be a genius thinker, took on the pattern of running his own office in a disorganized fashion. In other words, at that moment he would have stopped growing emotionally with respect to being organized in order to save time.

Since it is our subconscious mind that houses all of our positive and unconstructive patterns, the Client *has to journey into the subconscious in order to find the Root Cause of the patterns*. Before the mind will enable permanent cellular shifts in the body, the Client must identify and *own* why they continue to hold on to these unconstructive patterns. And just like the geni of history, our Clients also can find those Root Causes with special techniques such as alternating questions for left brain/right brain/conscious/subconscious/superconscious responses, colour, discussion on the Universal Laws of Human Behaviour, Values of Humanity, and so on.

In other words, coaching and therapy using solely a series of logically-based questions is outdated because this style of coaching and therapy will either not work very well to access the subconscious or it will take countless sessions for the Client to make a permanent shift. Our Clients don't have forever. Moreover, they become truly excited about having the ability to think like a genius! Many of us believe that we don't have this ability. Our success soars when we are taught how to access this vast reservoir of knowledge and wisdom. Therefore, the fastest way to transform our

habits and behaviours is with scientific, whole-brain coaching methodologies which inform the Client how to access their subconscious and superconscious quickly and easily.

This is an exciting breakthrough in the field of coaching!

Truth #4: Our beliefs control our bodies, our minds, and therefore our lives.

What we think both consciously and subconsciously we become. If we consciously and subconsciously believe in what we are doing, we will influence others. Otherwise, they will influence us. I vote for the former! In order for a Client to move forward, there must be congruency between their conscious and subconscious minds. Both the conscious and subconscious must carry the same belief system. When we cannot achieve a goal or overcome a challenge, there is no congruency between the conscious and subconscious. The information provided in this book about belief systems is ground-breaking. I'll see you at that chapter (and in the classroom) for a sophisticated discussion on how to work with your Clients to ensure congruency.

Truth #5: The environment plays a major role in our transformation.

Our Clients can support the change in their beliefs and influence their lives more positively by changing their environment. While this may seem a simple *truth*, it is vital. To lead more fulfilling, meaningful, and peaceful lives, we could consider changing our jobs, our friends, who we spend time with, what we eat, and so on. In other words, whatever is toxic in our world, we need to change it. With the negative, toxic people in our lives, we can invite them to become more positive. If they refuse, then saying goodbye could be a healthy option for us.

Truth #6: Our Clients want and deserve the fastest, most effective coaching methodologies.

One day, I was saddened to hear of a Coach who took 3 sessions to help their client discover the goal they wanted to work on. How come so long, I wondered? In other cases, it takes several coaching conversations before the Client develops any type of concrete, measurable action plan. For the sake of our profession's reputation, this type of coaching must be ramped up for speed and quality. We live in a results-oriented society. Our Clients want everything yesterday. Therefore, I am so grateful that coaching methodologies are advancing to give our Clients fast, effective results. Perhaps you know of such coaching models. Of course, the one that I am the most familiar with is Power Coaching® with Mind-Kinetics® (PCMKT™). It is considered an accelerated personal empowerment process because PCMKT™ advocates the flow of energy from point to point along the continuum of the fastest healing route.

In ten minutes or less, using a sophisticated grounding/whole brain process, Power Coaches help their Clients find the Real Issue or Real Goal they wish to work on for a given session. Another reason for PCMKT's fast results is that the Client is taught how to self-coach daily between Coaching sessions with their Power Coach®. A third reason is that Mind-Kinetics® helps the Client explore their issue/goal using pentalateral thinking: their right brain, left brain, conscious, subconscious, and superconscious and at the end of every session the Client walks away with a committed action plan that is based on whole-brain thinking instead of just the use of their logical left brain. In addition, the Client will have shifted permanently at a cellular level. They don't have to worry about using willpower to make things happen. Willpower coaching rarely produces permanent, positive results. And, as the Power Coach®, I can sleep at night knowing that I gave my

Client great value. The Client is happy and I am feeding my family. All is good.

The Law of Reversed Effort: Coué, the famous psychologist from France . . . defined the Law of Reversed Effort as follows: “When your desires and imagination are in conflict, your imagination invariably gains the day.”

Dr. Joseph Murphy defines this powerful law in the following way

“Never try to compel the subconscious mind to accept your idea by exercising willpower. Such attempts are doomed to failure, and you get the opposite of what you prayed for.”

- Dr. Joseph Murphy,
The Power of Your Subconscious Mind

Throughout this book, we often refer to PCMK™ simply because it is the coaching process that we have developed. This book is a compulsory read for all students who begin CLI’s coach training programme. We wish to acknowledge that there probably exist other progressive, scientific coaching models. Because we aren’t familiar with all of them, we have refrained from referencing any of them by name to avoid the risk of excluding some of these advanced methodologies. Therefore, just know that we honour and respect who you are and what you are developing for the betterment of the coaching industry.

“The ability to attain any goal is absolutely contingent on the condition and quality of our mind.”

- Thich Nhat Hanh

Truth #7): Let's learn from our Co-Workers in other professions.

In a translation from an unconfirmed German document, we are told that one day Freud gathered his fellow psychologists together for a discussion. These therapists were not making much money. Being in the therapy profession, they identified that they could take one of two paths: a fast healing route or a longer healing route involving talk therapy for 2,000 hours on average per Client. The story is that they decided on the longer talk therapy route because they needed the long-term revenue to feed their families. Whether this story is true or not, Therapists who call to enquire about coach training tell us that they feel talk therapy can be a slow and often painful process. Clients are frustrated that they are still working on the same issues even after 5-10 years of therapy. Modern day therapists are excited about all the new, faster modalities that are being developed in their field and are also excited about adding scientific coaching models to their toolkit to help accelerate their Client's results. Talk coaching or conversational coaching is also now being recognized as one of the least effective coaching modalities. Compared to their scientific counterparts, conversational coaching modalities produce slower results. Therefore, let's learn from our brothers and sisters in the therapy profession and wind down conversational coaching modalities. By offering our coaching Clients scientific, whole-brain modalities, we will avoid the same Client frustration and keep the coaching profession in a well-respected position. What's your vote?

Truth #8): Our Clients deserve to be coached by the best.

The most effective Coaches are those who work seriously towards mind, body, spirit mastery. These Coaches meditate for at least one hour per day (2-3 hours is best), they nurture their bodies with a pure compassionate diet (vegan), they refrain from mind-altering substances (alcohol, street drugs, harmful pharmaceuticals, tobacco, and so on), and they

self-Coach daily to continuously shift their unconstructive subconscious programming into positive beliefs. They are role models for their Clients. It is only these saintly Coaches who can truly call themselves “intuitive Coaches” because they purify their minds and bodies every day in order to access their Higher Power for wisdom. They are the role models of leading a clean and noble life. This is the highest form of Coaching. And our Clients deserve to be coached by the best!

An analogy from nature speaks loudly. Whales, those magnificent large animals of the sea, communicate via a whistle system. In fact, scientists tell us that if a whale is in Alaska, he historically could communicate with his lady friend in Australia through this whistling system. However, with humans greatly polluting our oceans, the whales are having difficulty communicating over long distances because the molecules of garbage we have put into the sea are stopping their whistles from arriving at their destination. In the human world, we have the same communication challenge as do the whales. Our phone line to *God* is full of static. With polluted minds and polluted bodies, it is difficult to access our highest intuition because our access to it is filtered by the *garbage* we have created in the form of unconstructive beliefs in our subconscious and by what impure food and drink and such we put in and on our bodies.

“In the human world, we have the same communication challenge as do the whales. Our phone line to “*God*” is full of static. With polluted minds and polluted bodies, it is difficult to access our highest intuition because our access to it is filtered by the “garbage” we have created in the form of unconstructive beliefs in our subconscious and by what impure food and drink and such we put in and on our bodies.”

As meditators with clean minds and clean bodies, we bring that high frequency of loving and wise energy to our coaching; therefore, our Clients win big time.

Truth #9: We could consider making “three steps”.

- Stop calling ourselves “Coaches” if all we do is give advice to our Clients and stop believing that we have all the answers for them. Unless we are fully enlightened, we can’t see inside their heads. How can we possibly know what is best for the Client? Our Clients have the answers—our main job is to help them find them. Both of the industry’s major governing bodies, the International Institute of Coaching and the International Coach Federation, have defined that Coaching is about asking questions in order for the Client to find their own answers. Coaching is, in my partner John Burr’s words, “*all about the Client*”. In each Coaching session, we must put our egos in the back garden to help the Client self-explore and self-generate solutions. Of course, the core competencies from both governing bodies allow us to give some advice; however, that is not a major competency of the coaching process.

- Stop thinking that coaching is just for goal setting and that therapy is for emotional issues. Good grief, Alice, where did the notion that discussions on emotions are only owned by the therapy profession? Science has proven that every time we cannot achieve a goal or overcome a challenge, receptors in the cell membrane have constricted due to an “emotional event” (See Chapter 7). For example, scientific coaching models like PCMK™ are brilliant at helping the Client discover the emotional event that caused the receptors to constrict in the first place. Now, a major difference between coaching and therapy is that talk therapy often requires that the Client spend a lot of time discussing the past. Coaching, on the other hand, is present and future focused. Because of scientific evidence and our knowledge of the Universal Law

of Love/Transformation (more on this later), in order for the Clients to experience permanent, positive behavioural change, the Client has to discuss this “emotional event” in order to find out what they were meant to learn from the event. Once they *acquire the learning*, the Power Coach® immediately takes the Client into the present and future. Power Coaches competently coach the Client on all four levels: emotionally, intellectually, spiritually, and physically. However, Coaches must be well-trained to support the Client in the release of any evoked emotions. We want our Clients to leave each session feeling peaceful and having at least one solution in their back pocket. It is dangerous to send our Clients away with stirred up emotions. They could, for example, find themselves in a car accident. We don’t want that type of liability on our hands.

In a recent conversation with a coach trained at another school, she mentioned that coaching is not a remedial process. Frankly, I had to go and look up the word! The *Oxford Dictionary* says “affording a remedy, intending to remedy disease, deficiency, etc.” We suggest that coaching IS remedial because if a Client comes to us with a challenge or a goal, they are deficient in their thinking! Additionally, because of a physiological issue (receptor is constricted), the Client cannot think clearly and coaching offers them a *remedy* by helping them self-discover solutions once the receptors have “popped” open due to greater awareness around the situation.

- Stop minimizing our abilities as a Coach. We are brilliant inside! When we embrace and become masters of our own mind, body, and spirit we are astonished by our genius thinking abilities.

Truth #10: Be prayerful and pray sincerely.

Because we are all seeking mind, body, spirit mastery, there always will be times when we become stuck. For example, let’s say we’re in the middle of a coaching session

and all of a sudden we don't know what to do. Not a single question wants to come out of our mouth. Has this happened to you yet? Freaks you out, doesn't it? You feel utterly stupid. It's almost as if a concrete wall has planted itself between our physical body and our intuition. In reality, we have stopped accessing our superconscious. Later on in the book, we will spend time discussing this phenomenon. There are many ways to reconnect. In any event, one of the fastest ways out of this professional dilemma is to pray. By closing our eyes and silently and *very sincerely* asking for help, our next question will come to us immediately from our own divinity.

Truth #11: Acknowledge there are some issues that can only be solved by the grace of God.

The more coaching experience I gain, the more I realize there are simply issues that can only be solved by the grace of God because some Clients come with very heavy karma.

In the material world, we have bank accounts where we deposit and withdraw money. In the spiritual context, we have the same thing.

The Spiritual Masters of all time have told us that on a spiritual level, we generate spiritual merits every day. Think of it as a spiritual bank account.

"The Universal Law of Karma, otherwise scientifically known as "The Law of Cause and Effect", tells us that when we have unconstructive thoughts, words, and actions about ourselves and others (cause), we make a deposit into our "negative" bank account (effect). When we have positive thoughts, words, and actions about ourselves and others, we make a deposit into our "positive" bank account."

Many coaching Clients appear to have more “money” in their negative bank account because their negative belief systems could fill the Pacific Ocean. With more “money” in their negative spiritual bank account, Clients are prone to attract more negatives into their lives (fear attracts fear). They are more prone to disease. And they are usually miserable—inside and out! I recognize this because at one time in my life, my positive spiritual bank account was running in the red! Thank God for mind, body, Spirit coaching.



Someone with more negative than positive beliefs has a fearful matrix. Take a moment to reflect on the World Leaders. If they are fearful and running their countries with dishonesty, disrespect, and lack of compassion, their negative accounts will be overflowing. Caring, compassionate World Leaders would have positive accounts filled with good karma! They are doing great things for the planet. May

both types of Leaders be blessed with the courage to work with a Coach and build only constructive beliefs, words and actions.

With such a huge collective of positive energy matrices, these Leaders will change the world for the better.

In business, we look at our thoughts, words, and actions as having a "business impact". One type of advertisement could have a more positive impact on our bottom line than another. Or hiring this person over that person could result in greater productivity in a certain department.

In the spiritual world, we look at the "spiritual impact" of our thoughts, words, and actions. We lose merits when we have **unconstructive** thoughts, words, and actions about ourselves and others = negative karma. We gain merits when we have **positive** thoughts, words, and actions about ourselves and **others** = positive karma.

We literally can feel the energy difference from one Client to another. For example, this past week, my coaching Clients included a nun, a corporate team, and someone who needed help becoming clear on how best she could design her wedding. I'll use the first two as examples of a negative and a positive bank account.

The Buddhist Nun

The Buddhist Nun, living in Asia, has been meditating 4-6 hours per day for 20 years. One can imagine that with all of that inner work, her positive bank account would be higher than the negative bank account. May God continue to bless her devotion. Indeed, her energy matrix is light and lovely and such a joy to work in. She came for CLI Power Coaching® because her energy matrix was being bombarded by the negative energies of others. Nasty energies. We won't

go into the details; however, what was clear to her is that she still had so much muck in her cells that every time we Power Coached, she had to eliminate by going to the bathroom around 10 times per day to get rid of the toxins in her cells. Talk about house cleaning! Even though she has a very high positive bank spiritual account, some remaining subconscious beliefs were allowing people to succeed in sending negative energy which was physically harming her body. Sometimes, she had difficulty climbing out of bed in the morning due to these bad energies being sent her way. This is an example of how we can permit others to impact our energy matrix. With her subconscious beliefs now positive, she is able to repel these energies and, in fact, a role reversal has taken place. Her positive energy matrix is having a positive impact on the folks who were sending the negative energy in the first place. Yeah! The Law of Life is very clear—“Love is stronger than fear.”

The more the nun receives PCMK™, the more she deposits into her positive bank because her positive thinking will enable her to reap more love, more joy, and more success. The people who are doing her harm are making deposits into their negative bank account. Inevitably, their negative karma will be so great, the Law of Cause and Effect will take place, and negative things will come back to them. Incidentally, the Law of Cause and Effect also works in another way. Because these people are doing damage to the nun, the nun is receiving positive merits from having to endure their negativity.

Some of you may be pondering her situation and wondering what her life would be like as a meditator in some cave in the Himalayas. Chances are that if she was living in that cave, she wouldn't need coaching. Her highly evolved meditation method would keep her clean and clear. But because she is living in one of the world's largest cities, she

is being bombarded constantly with the matrices of people, technology, polluted air, and so on. To live “in the world” is more difficult for her; hence, the need for additional support from coaching. This comment is to point out that a good quality meditation under optimum conditions (a cave) is usually all one needs to solve challenges and to achieve goals.

The Corporate Team

The corporate team is also a joy because they truly and sincerely wish to be stronger leaders. They are very hungry to understand human behaviour, be in touch with their own spiritual values, and learn coaching skills to help themselves and their employees. As they self-coach, coach each other, and coach their employees, the company’s bank account is becoming more and more positive. It is now a happy place in which to work. And, of course, the more positive we are, the more positive we attract. The spiritual laws are definite in this regard.

* * *

Take a look at the people in your office, in your family, and in your community. What do they have? Which bank account is higher—the negative one or the positive one?

The people who have a high “negative” bank account and a very low “positive” bank account will have deep, dark pasts, who think they have very little hope for the future, who are mean and nasty or who have a very high ego. We recognize these people because bad luck seems to follow them everywhere. Their karma is very heavy.

To flip their bank into the “positive” will require lots of coaching, self-coaching, and finally, grace from God. In other words, some of those “negative” elements are engrained so

deeply at a cellular level that only having that karma erased by the grace of God will do it. For example, while PCMK™ has transformed thousands of lives, there were instances when I knew that the Client's karma was so heavy, only their faith in themselves and/or a faith in a "Higher Power" could make the final shift. I know this because as you progress through the book, you will read numerous stories of people who arrived for PCMK™ with a negative spiritual bank account and who are now succeeding in life because their positive bank account is greater than their negative. Yay!

Referencing my own spiritual bank account, one big helper I had along the way was a fully enlightened Spiritual Master who graciously supported me to learn what constituted a negative merit and a positive merit. As Coaches, the more we practise mind, body, spirit mastery, the lighter we become.

With grace from God, many of my Clients with a high negative bank account have made huge shifts only when they prayed deeply. In that deep moment of prayer, they connected with their *Godself* for the answers to their challenges and goals. Nothing else would have worked. Grace from God was the only thing that would shift them at that moment in time.

It would seem then that as Helping Professionals, we can serve our Clients best by encouraging them to do everything in their power to generate positive merits in terms of positive thoughts, words, and actions.

With these eleven top truths in mind, my belief is that the coaching industry will be heralded worldwide for generating consistent and profound results for our Clients. In this way, our Clients can become stronger, more intuitive, clear-thinking Leaders who use their compassion to make decisions at home and at work for the good of humanity.

Being a Coach is a Wonderful Thing

Ah, to be a Coach is a wonderful thing
where my Clients learn how to love themselves
in ways they have never done before.
And, I too, learn how to better love myself.

To be a Coach is a fulfilling job
when, at the end of the day, I sleep
peacefully knowing that my Clients
embark upon a more enlightened life.

To be a Coach gives my life more meaning
as my Clients rave about their achievements,
leaving behind old, unrewarding patterns
and turning personal and global crises into dust.

To be a Coach, I often want to give
my Clients their money back!
They teach me so much about death
and dying and living with my soul.

Thank you Clients and may God bless you!
You are my best friends.
You are often my saviour for I, too,
am still finding the real me.



Chapter 5



Coaching & Therapy – Two Great Professions

Stephanie – The Child Who Made Animal Sounds

Life on the farm was perfect for Family H except for a few things. Eleven-year-old Stephanie was suicidal, mother Isabella was so depressed she had trouble finding her way through the day, and father Tom, a brilliant man, had been unemployed for eight years. They were on social assistance, barely making ends meet.

For 18 months, the parents had tried all available personal development Professionals for Stephanie including Social Workers and Therapists. When Isabella asked me to help their daughter, I gulped. This was 1997 and while I had been coaching officially since the early 90s, my experience was primarily in the corporate world, coaching on

challenges and goals such as planning, goal setting, communication, and life balance. My first reaction in this instance was "I can't do this." Then, I remembered what one of my early mentors told me, "God only sends you the people you can handle." Besides, apparently there was no one else to help her. I had to try. But a suicidal child? You have probably guessed that I prayed strenuously. And, I remembered that coaching was about asking questions. All I needed to do was ask Stephanie the right questions and permit her to develop her own solutions. Right? Right.

The day arrived when Stephanie came for her first session. Even though it was the dead of a cold, snowy winter in Ottawa, Canada, I had to open a window because the smell was so bad. It looked as if she had worn the same clothes for maybe two weeks—simply taking them off at night and slipping into the same ones in the morning. Her hair was greasy. Chances are she hadn't bathed in two weeks either. Even more disturbing were the animal sounds coming out of her mouth. My first thought was, "What on earth has happened to this child?" Our daughter Tania was seven years old at the time. All I could think of was, "What if this was my child?"

Because coaching is "all about the client", I asked Stephanie what she wanted to work on. Her choice was to be coached on not having friends. She said that she had trouble keeping friends. No trouble here imagining why. Friends would show up a couple of times and then disappear forever. At the end of this first PCMK™ session, she was in a much better state of mind about it. Just before she left the Coaching Room, she turned to me and said, "Betska, can I share something important with you?" "Of course", I said. Stephanie replied, "My mommy and daddy don't love me. In fact, I know that they hate me. Can we work on this next time?" "Sure", I said and quick as a bunny I added, "In the meantime, would it be okay with you if I shared this with your Mom?" She gave me permission to do so. Ethically, I needed permission from the Client to share this information.

Stephanie and Isabella traded places with Stephanie going into a waiting area. When I brought this piece of information forward to Isabella, she quickly agreed. “Of course, both Tom and I dislike her. We actually do hate her. We can’t stand when she comes near us. We don’t want her to hug us and we don’t want to hug her. I mean look at her. She’s filthy. Would you want to get close to someone like that?” I know what you’re thinking, “What a mean Mom”. I too went into judgment and had to self-Coach in order to get rid of those judgments; otherwise, the entire family would not trust me. As Coaches, we are to erase our judgments and be in a total state of unconditional love for our Clients. In that way, they will feel safe in our arms. They will feel free to explore their deepest thoughts and feelings. And that’s good.

Well, you can imagine the life this family didn’t lead. Love? Joy? Peace? Faith? Not much there.

All I can say is that I’m glad the window was still open. The bursts of frigid air flowing through the window kept me focused as I worked with Isabella to sort through this difficult situation. My fingers were bluer than peacock feathers. Putting my own physical discomfort aside, I hugged Isabella as she left the office and admired her willingness to change her life.

Stephanie was a gift to me. You see, I had only recently come out of the closet with PCMK™, and the universe needed me to test the “product” and experience its full power. The universe could have brought me an easier test, don’t you think? No such luck. In fact, since then the tests have become even greater. I guess I had to prove to myself the power of PCMK™. More stories on these tests to come in further chapters. For now, let’s go back to life on the farm and Family H.

Within three sessions, Stephanie appeared with clean clothes. I could keep the window closed. Thank God for small mercies. Her body and hair were clean. I couldn’t tell before but her hair was actually blonde! Even at this early stage in the Coaching process, Isabella was thrilled because her daughter finally was keeping her room clean. An invitation to tea verified this fact. We worked for a grand total of eight

sessions and Stephanie's life changed, forever. Suicidal tendencies disappeared along with the animal sounds, and the magic of PCMK™ replaced her unconstructive thoughts and beliefs with positive ones for forward movement. Her parents welcomed her hugs and kisses and even gave a few back. Thank God for big mercies! Today, Stephanie has graduated from University and is a lovely young woman. Whew! My mentor was right. God only sends you the people you can handle. And we have to pay attention because part of that responsibility is learning a whole bunch about human behaviour.

Wait, there is more to the story. Isabella, amazed at these quick results with Stephanie, also came for several sessions. She was such a lovely spirit but her unconscious, unconstructive beliefs would rattle your heart. Since her husband couldn't find a job, she had tried everything to make money. Every venture cost her more than she earned. The roof of their house was literally falling in, there was very little food in their cupboard, and visits to a dentist were sorely needed. Fortunately, they were graced with a huge veggie garden and the ability to put veggies, fruits, and grains down for the winter.

We all know that children will often take on the patterns from their parents. Therefore, you can already guess that Isabella required several more sessions than Stephanie. Isabella was persistent in her desire for a better life. Four months later, weekly PCMK™ sessions produced the results she was looking for. Isabella jumped off the turnstile that kept pushing her in a downward spiral to greater poverty and stepped into a new life. She became a more loving mom and wife and had hope in her heart for the first time in years. It didn't end there. She became a sponge for learning more about herself and attended many of our weekend workshops on personal development.

Tom was an interesting fellow. He was a good man. Tom also asked for PCMK™ sessions. You'll remember that he had lost his job eight years prior. One would think that with credentials as a qualified engineer in a good economy, finding a job should have been a snap. Not so. For the first few years after losing his job, he tried valiantly and

unsuccessfully to find a job. His self-esteem was lower than low. It took just a few PCMK™ sessions for Tom to regain his power. He found a great paying job and is still in that position to this day.

All this we accomplished with no money changing hands. Most of the work was done for love. Tom and Isabella did clean our home a few times and our family happily devoured Isabella's great jams and jellies made from the fruit bounty of their garden.

I was simply happy that everyone was now peaceful and hopeful on the Family H farm.

Even the dog!

What Therapists Say About PCMK™

Since Family H, there have been countless more miracles with PCMK™ around the globe. The universe's testing of these extraordinary Coaching methodologies continued. Here are just a few of these miracles, and note that they are all about beginning that journey of loving self by tapping into our vast storehouse of wisdom in our electromagnetic field.

- A child, failing and at the bottom of her class, within 3 ½ months rose to the top ¼ of her class.
- A 19-year-old, triple addicted to cocaine, heroin, and methadone and with an EQ of an 8-year-old achieved an EQ of a 15-year-old within a year. All previous avenues had failed to do this. This Client's IQ was in the genius category and she outwitted all other processes because of this high IQ.
- Leaders of corporate and government, hard hearted and ruling with ego, began to lead their people with both logic and heart.
- Diseases such as cancer and colitis either disappeared or went into remission.

- Marriages stayed together.
- A teen deeply stuck in a California gang was able to escape safely. (You can be killed by these gangs for desertion.) Now she is working to help others to follow her lead.

Stephanie’s story made us wonder how it was that Power Coaching® with Mind-Kinetics® worked so well when other modalities didn’t. As the primary developer of PCMK™, I have had very little training in psychology or bioscience. (As you will read later, PCMK™ came from the intuitive and my need to heal myself.) Therefore, we decided that the best people to ask were Therapists who had studied Power Coaching® with us. They told us that PCMK™ provided such profound results for these 8 reasons.

1. PCMK™ is scientifically engineered to create a **physiological, biological shift at a cellular level** during every Coaching session.
2. Using Mind-Kinetics® and colour, the Client has **the ability to find the Root Cause of an unconstructive behaviour in less than 5 seconds**. The speed of Mind-Kinetics® was comforting for them. Their Clients didn’t have to wait for months to heal.
3. The Clients **learn how to think bilaterally**—switching easily between the left and right hemispheres for faster thinking.
4. The Clients **reconnect at a heart level with their spiritual values** such as faith in self and others, honesty, self-love, compassion, and acceptance. They learn how to exhibit these values to themselves and to others every day.
5. **The Universal Laws of Human Behaviour** learned by the Power Coach® are passed on to the Client. When Clients embrace these laws, they begin to see their life with different eyes. For example, they stop blaming others for their problems and take responsibility for their own future.

6. **PCMK™ works on all four levels:** emotionally, intellectually, spiritually, and physically leaving nary a roadblock unearthed.
7. **Clients are expected to self-Coach daily to expedite and to deepen their results.** For example, they can use The Brain Walk® - A Journey for Peace of Mind at www.TheBrainWalk.com. CLI has created many free self-Coaching tools available to the world at large.
8. **Clients use the full power of their brain mind versus their willpower;** hence, the results are permanent. Clients access their left brain, right brain, conscious mind, subconscious mind, and superconscious for pentalateral thinking.

The Therapists agreed that Power Coaching® was its own process. If their Clients wished therapeutic models, the counselor would handily pull them out of their therapy toolkit.

More thoughts on the difference between Coaching and Therapy

The truth is that while we are both great helping professions working with Clients to assist them in overcoming their challenges and achieving their goals, there are some distinct differences.

In our vacationing cottage with no access to the Internet, there is only a paper dictionary and it is copyrighted 1938! Interestingly enough, the word “therapist” doesn’t even exist in this *Webster* 1938 version. As we travel throughout the world, “therapy” has many definitions. For the purposes of this discussion, the Therapist category includes counselors, psychologists, and psychiatrists.

By the way, I love the root meaning of psychology. The word “psychology” is the combination of two terms—study (ology) and soul (psyche), or mind. The derivation of the word from Latin gives it this clear and obvious meaning, “the study of the soul or mind”. I

notice there is no mention of "brain" and that "soul" and "mind" are interchangeable.

This meaning has been altered over the years until today, this is not always the meaning given to that profession.

As mentioned earlier in the book, the two major governing bodies, the International Institute of Coaching and the International Coach Federation, are steadfast in their philosophy and definition of Coaching. I am combining their definitions here: "The Client has all the answers within and the Coach's primary job is to ask questions which enable the Client to self-develop solutions." We invite the Client to conduct profiles which provide them with a bird's-eye view of their life. Using these profiles, the Client develops a list of the goals they wish to achieve, the challenges they wish to overcome, and the results they are expecting from the Coaching process.

"The Client has all the answers within and the Coach's primary job is to ask questions which enable the Client to self-develop solutions".

And what about the current definitions of therapy? Definitions vary. Let's study the definition of psychotherapy in Colorado, U.S.A.:

"Psychotherapy means the treatment, diagnosis, testing assessment, or counseling in a professional relationship to assist individuals or groups to alleviate mental disorders, understand unconscious or conscious motivation, resolve emotional, relationship, or attitudinal conflicts, or modify behaviors which interfere with effective emotional, social, or intellectual functioning. Psychotherapy follows a planned procedure of intervention which takes place on a regular basis. . . ."

As written in Chapter 4, Truth #7, talk therapy is slowly winding itself down as Clients seek faster and more effective methods for problem solving and goal achievement. There are some schools of thought which suggest that having our Clients rehash the same events over and over again without resolution actually can be dispiriting for them.

For both Coaches and Therapists, any modality involving giving advice is also moving into oblivion as neuroscientists inform us of the biological and spiritual reasons why people have trouble changing their behaviours. Behavioural Coach Scientists and visionary Therapists are leading the way by providing us with the knowledge on how to support our Clients in changing their behaviours permanently. For example, as we will see in Chapter 7, if the Client's receptors are still constricted on an issue/goal, the receptors will not allow the Client to internalize any advice from the Coach or Therapist. Therefore, it's a waste of everyone's time for the Coach and/or Therapist to give advice before a cellular shift occurs.

Based on the above, I'm suggesting that Coaching take on a new definition:

New Definition of Coaching

“Coaching involves profiling one's life to determine strengths and areas of improvement, primarily the asking of questions in a professional manner to assist individuals and groups to raise their consciousness to understand unconscious or conscious motivation, to change unconstructive thoughts, words and actions into positive ones, to achieve goals, to solve challenges, and stream in genius solutions for permanent positive change.”

I like it. Do you?

The following three types of Clients definitely could choose to see a Therapist as their lead Helping Professional. Clients who wish to spend a considerable amount of time discussing their past should see a Therapist because Coaching is present and future focused while needing to invite the Client to take a quick journey into the past to discover a reference point such as events which are the origin of their recurring behaviour. Clients who believe they may need medication should see a Therapist. Lastly, Clients who cannot find a Coach who is capable of working with their deep emotions should seek a Therapist. There will be times when we can work together. In one case, a Client was seeing a Medical Doctor (who was the final decision-maker), a counselor, and a psychiatrist. Having signed confidentiality agreements, I was added to the team and the Client experienced significantly better results with PCMK™ added into the mix.

These three types of Clients could choose to see a Therapist:

- ◇ Clients who wish to spend a lot of time discussing their past;
- ◇ Clients who believe they may need medication;
- ◇ Lastly, Clients who cannot find a Coach who is capable of working with their deep emotions.

In Chapter 4, we have already covered two abilities that some Coaches and Therapists have in common. Both Professionals may have access to methodologies which tap into the vast memory bank of positive and unconstructive beliefs which is our subconscious mind. Using their subconscious, Clients can quickly discover the Root Cause of their unconstructive patterns, identify and celebrate their positive patterns, and weave their way into their superconscious for solutions to challenges and goals.

What is clear to me is that Therapists should not practise Coaching if they are not trained in this field. And Coaches should not practise therapy if they are not trained in it. Very simple.

“The Coach is the Architect.
The Therapist is the Archaeologist.”

What Coaches and Therapists can do to access Greater Wisdom

Many years ago, I was on retreat with several thousand people in Washington, D.C. We had all gathered to spend precious time with Supreme Master Ching Hai. Of course, we gathered our questions weeks in advance to present to this all-knowing fully enlightened Master. The meditation method taught by this Master is the Quan Yin Method. It is a method whereby the disciple silently contemplates on the inner light and inner sound for a minimum of 2.5 hours per day. One of the disciples in the audience was a Psychotherapist. He asked her about his job—told her how difficult it was. The Master responded in a most profound way. I don’t have the exact text but I remember explicitly the context of her response. She told us that Therapists, because they are primarily using their knowledge to help their Clients, may make their Clients worse. She suggested that the disciple increase his meditation practice from his standard 2.5 hours a day in order to better access his wisdom. In this way, he could use both his trained knowledge and his higher wisdom to serve his Clients better and more safely. This is very simple logic and highly scientific. As we meditate and increase our frequency, we can better tap into our wise *Godself* to serve our Clients who so deserve the best we can offer.

Because both Coaches and Therapists assist Clients in goal achievement and problem solving, I took the Master’s advice to my own heart. I too believe that for Coaches to be the most effective, meditation

of at least 3 hours a day is in order to use both knowledge and wisdom in the Coaching process. For those of you who are not meditating at all, find a safe method and begin to work up to those 3 hours.

Her second piece of advice also struck home. Remembering the Model of Merging Matrices from Chapter 1, as Helping Professionals, we cannot help taking on some of the karmic energies of our Clients. Coaches and Therapists alike often will feel heavy, sad, even angry after the Client leaves the session. This means that they may have taken on some of these unconstructive energies. The Client will feel great but now the Helping Professional is walking around with their energies! In fact, many Coaches and Therapists become very ill. See Chapter 18 for an in-depth understanding of energetic transfer. Please remember to read this chapter and read it several times. Protecting yourself is a good thing. Actually, the mother hen in me says, "The Coach and Therapist must protect themselves from negative energies. It is a necessity for our own health's sake and for our sanity."

"The Coach and Therapist must protect themselves from negative energies. It is a necessity for our own health's sake and for our sanity."

What makes Coaching so Popular?

As we have already noted, both Coaching and Therapy raise consciousness. Being the new kid on the block in the Helping Professional field, here are 10 reasons why coaching is so popular.

- Many Clients may feel safer with Coaching modalities because they are present and future focused. There is assurance that they won't have to spend weeks, months, or years in therapy discussing the same events from their childhood or other decades.

- Coaching can be fast. Clients love the speed of their progress. PCMK™, for example, instructs our Clients on The Universal Laws of Human Behaviour. (In Chapter 10, we have some fun discussing these special universal laws.) The Universal Law of Love/Transformation is what makes PCMK™ such a swift process. This law states that in order for permanent, positive change to take hold, a Client must complete three steps: receive the learning, discuss emotions, and bring love or strength to the issue. This law is hugely significant and, if embraced by both the Coaching and Therapy professions, our reputations would surely rise because of the speed and efficacy of our work.
- Coaching can be used spontaneously. Here at CLI, we have created PCMK™ Laser coaching methodologies. These quick methods, all based on the Science of Mind-Kinetics®, provide profound results in under ten minutes. That's a "WOW"! Sales Managers, for example, love to put these little booklets in their pockets and take them on the road when they are riding with their salespeople. If the salesperson is having some challenges, they can have an innovative solution within ten minutes.

Or, maybe you are flying on your way to Timbuktu and the man sitting next to you is having a self-confidence crisis because his tummy has grown so large he can't see his toes any more. With his permission to coach, pull out your coaching knowledge and wisdom (or your PCMK™ Laser booklet) and do your magic.

- Coaching has a fresh image. In many cultures, therapy is considered to be what you do if you are having a mental or emotional breakdown.
- Coaching methodologies can be learned by a wide range of folks including whole families. Couples can coach each other, parents can coach their children, and the children can coach their parents. This has been such a blessing for our family.

John and I coach each other all the time. This has released us from so many unconstructive emotions, fears, and roadblocks. Coaching as a family has given us great self-power and group power. In Chapter 18, you will read about the “rules” for coaching family such as refraining from giving advice. If you give advice, they may think you are trying to “fix” them.

- PCMK™ teaches folks how to self-coach. When I was sharing with our daughter Tania at the age of 5 how to go into her subconscious to root out whatever was bothering her, I imagined the benefits if all the world’s children were taught to do this. Certainly, they would have an outlet to release their frustrations and to develop innovative solutions all at the same time. What do you think would happen to drug abuse, poor marks, bullying, and so on? Methinks you are right.

All Power Coaches are encouraged to provide their Clients with Coaching Kits. In these kits are all the tools they need for their Power Coaching® sessions. Inside the Kit are forms for the Client to track their own return on investment. And with several self-coaching tools included in the kit, we encourage our Clients to self-coach daily. They can use their kits and/or go to the Free Self-Coaching section at www.CoachingAndLeadership.com and use a myriad of free tools. We especially invite our Clients to use methodologies at www.TheBrainWalk.com. These methodologies have won awards because they are so fast and effective in helping us sort out our own stuff. The Brain Walk® series truly is a gift from God. In Chapter 16, you will read about the miraculous development of The Brain Walk® and why it is considered “The World’s #1 Positive Thinking Tool”. Have you tried it yet? Take a moment and do it now.

All individuals are invited to use these free tools. Enjoy!

- Some coaching methodologies are so simple that children can learn them. For example, our daughter Tania has coached

me since she was 9. One year, John and I were conducting training sessions in the Yukon. It was February. What better time to go dog mushing, have lunch in an igloo, and experience the beauty of the people and the scenery of the North! We took Tania out of her regular school and, while we were training, she was invited to participate in the classroom of a Yukon school. Cool! At 10 p.m. on the evening before our first training, I could feel this huge block of energy in my frontal lobe. I asked John to coach me. He was already tucked in under the covers and simply refused. (John is usually asleep in seconds!) Because the block was so large, I knew that I couldn't self-coach. I needed a hand. So Tania pulled out the PCMK™ manual and started to coach me. She was 12 at the time. With Tania asking me a series of questions which explored my subconscious, within half an hour I had successfully discovered the nature of the huge block of energy and tossed it out. I was so grateful because the next morning I was “on my game” in the classroom. Thank you, Tania, for being there for your Mom. You are truly precious.

- Coaching is fun! And even when we are exploring serious issues, we inform the Client to realize that nothing is a problem. The philosophy is that we create these experiences in order to learn something from them. Therefore, we find the learning and move on.
- Some coaching processes like PCMK™ provide permanent, positive change. The Client never goes backwards.
- Progressive coaching schools instruct their students how to add “Spirit” into the coaching conversation and process. In Chapter 6, you will read more about this which, in my humble opinion, is the most important advancement in the coaching industry.

Why is Coaching so popular? The 3 F's! Coaching is . . .

Fun!

Fast!

Fruitful!

5 "Stops" & 5 "Starts"

The coaching and therapy industries have a few things to clean up. In order to provide customer service to each other and to our Clients, we must stop doing 5 things.

1. **Stop being exclusive. Let's start being inclusive.**

For our industry to grow, I invite us to start being welcoming and inclusive of each other. In some coaching circles, if you don't have a specific credential from a governing body, then you can't be very good. For some government tenders, you can only present yourself if you have a credential from one specific governing body. In other cases, if your credential is not from a University, then you can't be a good coach. This discrimination must stop. My grandfather had a grade 2 education and to this day is still one of the smartest individuals I have known. In addition, some Coaches who did not receive training in alignment with the concepts and definitions of coaching of the original American Coach Training Schools may still have difficulty obtaining their credential from one of our governing bodies. This discrimination also must stop. There are now hundreds of schools worldwide, some with top level training. Let's show the world that we care about our brothers and sisters within the coaching world and ask the governments to include coaches with credentials from all respected governing bodies. Let's encourage all governing bodies to be inclusive and respective of all coaching models that meet the industry standard of coaching. Thank you.

2. Stop thinking that there is such a thing as competition. Let's start believing in cooperation. Start believing in the Laws of the Universe.

Fears are rampant in this industry. New Coaches fear that they won't find enough Clients. Therapists fear that Coaches will steal their Clients. We must believe in the Law of Attraction. If we do great marketing and networking, the Clients will, on an energetic level, be attracted to what we have to offer. Therefore, in reality there is no such thing as competition. With that out of the way, we can support each other to offer our Clients the best customer service possible. In Chapter 4, we listed the numerous global crises. There is so much work to be done. There is enough work for everyone. Thank you.

3. Stop abusing our own minds, bodies, and spirits. Let's start being greater role models of mind, body, spirit mastery.

I invite us to be greater role models for our Clients and lead more pure lives. I am going to own right now, at this moment, that I am a tough cookie on this subject! As Helping Professionals, we are expected to be good role models for our Clients. Yet, when we study the lifestyles of many Helping Professionals, this is what we find:

- consumption of alcohol;
- consumption of anti-depressants;
- poor eating habits such as the eating of meat, dairy, eggs, processed foods, non-organic and GMO foods, and foods of poor nutritional content;
- very few are role models in terms of cleaning out their subconscious, unconstructive beliefs;
- very few regularly seek coaching services from our colleagues who can help them to see their blind spots;

- very few meditate enough in order to tap into their Higher Power.

Consumption of alcohol, anti-depressants, meat, and foods of low nutrient value clouds our mental clarity and blocks our intuitive ability. Yet, time and time again I hear from Coaches that they are proud of their intuitive ability even though they continue to abuse themselves. I am compassionate to a degree because they will only know what true intuition is when they start leading a purer lifestyle without alcohol, smoking, or drugs, when they lead a vegetarian/vegan lifestyle and when they meditate every day for 2-3 hours. It is these Coaches who truly can stand up and say that they are "intuitive" coaches and who can offer top level customer service to their Clients. Thank you.

My Clients constantly remind me that I must continue to purify myself.

4. Stop driving our industries with our egos. Instead, let's start driving our industries with our hearts.

I'll give you three examples. A few years ago, Coaches were told by Therapists that they couldn't do "assessments" on their Clients. Well, what is an "assessment"? It's a tool used to help a Client become more aware of their lifestyle, thinking ability, or behaviours. To settle this argument, let's simply agree that each profession can conduct an assessment to the extent of their professional training. For example, CLI Power Coaches invite their Clients to conduct profiles that give the Client awareness on their happiness in each area of their life, their strengths, and areas of improvement with respect to their behavioural styles at home and at work, their strengths and areas of improvement with respect to selling, time mastery, and so on. One sophisticated profile makes the Client aware of their subconscious core beliefs, their body dominance, and pentilateral thinking ability. I don't know what type of profile assessments Therapists use because I haven't been trained in them.

Here's a second example of how we drive our industries with ego. My understanding is that in many parts of the world, pretty much anyone can hang up their shingle and call themselves a Coach or a Therapist. Thousands of folks worldwide call themselves Coaches when what they are doing is really mentoring or giving advice or consulting. To purify both the coaching and therapy industries, let's clean up, shall we? We can do this by encouraging all Therapists and Coaches to obtain formal training in their field and only then can they hang up their shingle.

As a third example, the sports coaching industry could benefit from coming into the new era of shifting human behaviour in a constructive way. I am coaching a young athletic star who left her sport because her coach and sports psychologist tried to motivate her and her fellow athletes with fear. They would speak mean words which at times would leave her weeping on the floor. They would tell her how lousy she was. In effect, it would seem they were trying to break her spirit. In addition, they instruct these athletes to do whatever they can to freak their competitors out of winning. I guess they must be working this way because they don't have the skills to motivate with love and kindness. Fortunately, with PCMK™, this athletic star has been able to heal from their harmful actions. I was amazed at how deep her pain was; however, it makes sense as she tells me that the harmful acts took place over many years.

Note to all Helping Professionals: the old ways of motivation by fear are over (low frequency)! They don't work anymore in this Golden Era. Thank you.

5. Stop the bleeding. Let's work together to make each other more successful.

There are many Coaches and Therapists not making enough money. Wherever and whenever possible, let's band together to support each other. Perhaps we can refer Clients. Or bundle our services. Or have special evening events where we can introduce our colleagues to the business community. Or we can coach the new

Coaches and Therapists for little money or a trade to help them remove the roadblocks to their own success. Thank you.

In Summary, Here's My Truth about Coaching and Therapy

To summarize, here is *my* truth about Coaching and Therapy. Of course, you are welcome to accept or not accept them as your truths or perhaps you may wish to add corollaries to make them your truths. That's good.

- Yes, our services do overlap. And that's okay. There is lots of work out there for everyone—we just need to become smarter with our marketing.
- We could believe in The Law of Attraction. We can't steal each other's Clients. On the spiritual level, they will be attracted to those with the highest frequency to serve them.
- Coaching is primarily present and future focused. Therapy, talk therapy in particular, attracts Clients who wish to spend a considerable amount of time discussing their past.
- Talk Therapy and Talk/Conversation Coaching provide the slowest results. New, scientific coaching models have been developed that provide fast processes resulting in permanent, positive behavioural change.
- As Helping Professionals, we must take greater responsibility and be better role models for our Clients in terms of how we live our own lives. It just makes good sense that the purer the lifestyle, the more intuitive we will become and thus offer a higher level of customer service.
- Both the Coaching and Therapy professions are to be honoured for raising the consciousness of the planet. Great job everyone!

- We have severe planetary issues. Let's work together to solve them and turn Mother Earth into a more heavenly place to live.
- Our industries could benefit if our governing bodies liaise with each other. What I mean is that the governing bodies within the coaching industry could liaise with each other. And the governing bodies of both the Coaching and Therapy industries need to liaise with each other.
- Some of us have lost sight of our own spiritual values such as honesty, respect, faith in self and others, acceptance, and inner beauty. We deserve to reconnect.
- Our #1 goal must be to give our Clients the fastest, most effective results. This will improve our reputations.
- Coaches and Therapists are truly caring people. As our Clients track their progress, let's celebrate with them and with each other.

Little Nan wrote a letter to God.

“Dear God: I bet it is hard for you to love all of everybody in the whole world. There are only 4 people in our family and I can never do it.”

God loves each of us unconditionally, warts and all! We are never judged. It is we who judge ourselves and others. Turning a judgment into a positive thought makes for a fruitful day.



To my Darling Marmot Wife

I love being a Marmot.
 With beautiful brown fur
 And a long fluffy tail,
 We're creating quite a stir!

You see lovely wife of mine,
 We almost became extinct
 Then the humans came to help us
 Find the survival link.

For 10,000 years we've blessed
 The world with our charm.
 For 10,000 years we've survived
 Ice and snow and storm.

See that vibrant meadow
 On that mountain over there?
 That's where marmots used to live.
 Let's go back now to prosper.

And as I touch my nose to yours
 And tell you that I love you,
 My heart is fully happy
 That our species has life anew.

So humans, we are deeply moved
 That you saw our dire need.
 We greatly thank you
 For giving our babies a chance to be.

God bless us all!



Art by Valentina, Canada
 2007



Betska K. Burr

2007

Inspired by the great work of The Marmot Recovery Foundation, Vancouver, B.C., Canada. The objective of the poem is to alert humans to the fact that animals have feelings. They communicate vibrantly with each other even though it is a language we may not hear or even comprehend. With this in mind, as Helping Professionals we can encourage others to stop hurting all of our animal friends who also have children whom they love. They too wish for their children to have a safe world in which to live—without fear of being tortured and killed by humans.

Chapter 6



The Dangers of Coaching without Spirit

Remember my mention that the universe kept testing the invention of PCMK™? Well, grab a cuppa as I share with you how I discovered the dangers of coaching without Spirit. When we coach without Spirit, we can make some serious *mistakes* with our Clients. This applies to both Entrepreneurial Coaches and internal Corporate Coaches.

At the end of the chapter, there await some physical and spiritual chocolate chip cookies for you! In other words, everything happens for a reason and from these *mistakes* come some tremendous gifts of learning (chocolate chip cookies) if we are open to receiving them.

Coaching with Spirit means coaching with these 5 things present:

1. a committed and strong meditation practice accompanied by deep prayer;

2. a solid understanding of The Universal Laws of Human Behaviour;
3. both Coach and Client being connected to the 75 main Values of Humanity;
4. faith in ourselves and in a Higher Power;
5. encouraging our Clients to have faith in themselves and in their Higher Power.

Towards the end of this chapter, we'll take a look at each of these points and how they relate to the stories presented in the chapter. Both Steve's story and Kathy's story form business cases for the dangers of coaching and therapy without Spirit.

Steve and the Tired Leaders

Many years ago, CLI was called in to deliver a coach training programme for a corporation. Their Vision Statement for the programme was "To transform our management style and to be on the leading edge of enabling our employees to truly live their personal and professional values." Profound. There is the perfect word for this vision. Courageous might be another. Fifteen leaders were selected to pilot the initiative for this massive organization. These leaders were ready (or so I thought) to accept new belief systems, new direction, and a new life. They completed so many profiles on leadership that I think they thought that they were signing up to be an astronaut. But their CLI Coaches armed with this great data were in a good, offensive position.

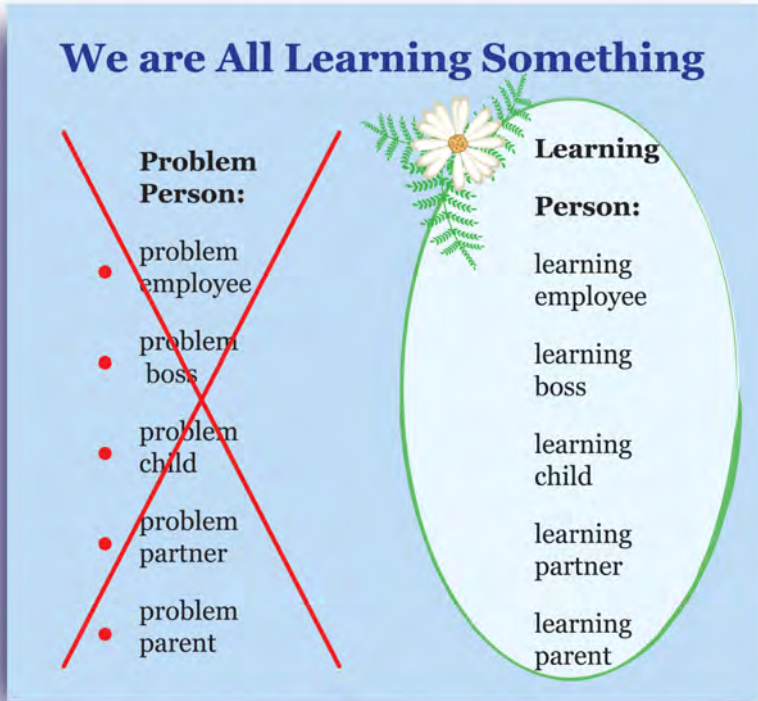
Each leader received numerous private coaching sessions with a senior CLI Power Coach® during which they aired their dirty laundry. You know, "I think our leader is a moron", "My staff are all losers", "If I was the CEO, I'd fire everyone in the company", and the biggest winner was "I wish everyone was like me. Then, we'd get a lot done around here." Uh huh! Power Coaching® works from the inside out to turn ego-driven Leaders into nice people. At last, these leaders were ready to come together as a group to learn how to be compassionate Coaches for their own staff members and colleagues.

On the morning of the first workshop day, Steve put his hand up. He said, “Betska, we’ve been through every conceivable leadership and team building programme available to man. Plus, we’ve been through another coach training programme. None of them has worked. And I’m telling you that if this one doesn’t work, I’m outta here.” Fair enough. Steve was really speaking on behalf of the consciousness of the entire group of 15 leaders. They were fed up with the poor results from previous coaching and leadership training programmes. I asked the group to give these new scientific methodologies a chance. “They always work,” I said. On a conscious level, I knew they were thinking “Yeah, right.” However, at a quantum level, they knew the methodologies always worked because at this level they would have felt the high vibration of the methodologies. What the group was really questioning was their own ability to transform permanently. That’s okay. My middle name is “Patience”.

On the morning of the second day, the group worked in pairs to practise “Conversational Coaching with Mind-Kinetics®”—one of the jewels in the PCMK™ line-up. You could feel the anxiety in the room as receptors in their bodies in charge of these issues/goals that had been closed for decades were about to be “popped”. The magic could be felt for miles around. Two hours later, Steve put up his hand and said, “Well, Betska, I eat my words. This stuff really works.” I didn’t say, “I told you so.”

Each leader moved forward with many happy cells. And none came from happy hour.

One of the concepts they loved was “We are all learning something.”



Doing our best to live by the human code of “Thou shalt not judge”, CLI encourages folks to not think of people as “problems”. Sure, there are problem situations. But the parties involved are not “problems”. If we see them as problems, then we are flat out judging them. We hear it all the time. We experience it all the time.

Many years ago as a youngster in this business, my own Coach was patient with me. One day, I was ranting and raving about how my husband John was a lousy communicator. Through the coaching process it became very evident that The Law of the Mirror had surfaced. Much to my chagrin I was being asked to look in the mirror. In other words, if I was judging my husband to be a lousy communicator, then I too must be a lousy communicator. The ego didn’t like it. It wanted to continue to blame John. Much easier that way! But I faced the mirror and it changed our marriage forever.

You see, while I was thinking that John was a “problem husband”, in reality, we were both “learning something”. I was learning to identify when my ego was leading my decisions and learning how to look in the mirror at everyone who pushed my buttons. Want to guess how many people have pushed my buttons over my lifetime? There are so many, that could be the subject of one complete book! It’s tough seeing the parts of us that are not perfect, but see them we must. In another chapter, I’ll share with you how the famous professional speaker and best-selling author Anthony Robbins was also in my face pushing my buttons. For now, let’s return to this story.

Well, Steve and the gang were on their way to a national corporate conference. The universe planned it well. You guessed it, the topic was “Problem Employees”. At the very beginning of the conference, Steve introduced CLI’s model of “We are all learning something”. The egos flattened and the energy immediately switched from blaming their employees to “what are we all learning”. Cool eh? This paradigm shift made for a more productive conference.

Pour yourself a second cuppa because the best part of this coaching story is yet to come!

Kathy – Abused by Colleagues, Manager and HR

The HR Director of the same corporation asked CLI to develop a two-day programme on “Giving and Receiving Feedback in Complex Situations”. So we did. It was a great programme with the participants in shock over the fact that they couldn’t blame anyone anymore. Anyhow, at the end of the programme, the HR Director asked if I would consider coaching one of their complex situations.

As she explained the complex situation, all I could think of was maybe I should have been a florist.

Kathy was a high-level manager. She was a rising star being promoted as swiftly as a revolving door at an airport. Her colleagues noticed. Imagine that! Well, they didn’t like it and with wicked jealousy they started to create an environment where she was becoming more

and more degraded every day. She went to her manager on several occasions. Mr. Manager, not having any coach training in shifting behaviours, conveniently swept the issue under a rug as thick as the one in Bill and Melinda Gate's penthouse. Actually, Kathy reported to a few managers during that period and each lifted the rug and threw in more of the issue. Hard to clean a rug with this much under-padding.

Apparently, HR got involved and tried some team building programmes which, according to Kathy, made matters worse. So did mediation. Absolutely devastated by the lack of support, Kathy turned to alcohol and street drugs. Her assigned Psychiatrist added to the consumption by prescribing a host of anti-psychotic drugs and anti-depressants. Kathy had to go "on leave" for a couple of years to work with her medical doctor, counselor, and psychiatrist. She made some progress because after a couple of years, they gave her an admin position (much below the responsibility of her substantive position)—something she could do at home. Still, after 3.5 years, she was growing worse as it was difficult for her to handle this admin job. Huge was her anger at the incompetencies of her string of managers and her anger at the employees who had succeeded in removing "the star". In her opinion, they had won. And, she was giving up.

The HR Director asked me to work with Kathy. The same manipulative players were still in her department. The new manager, however, had been one of the leaders in Steve's group. He was awesome. We developed a plan. He coached the employees back at the office and I coached Kathy. I also had private sessions with the employees. We assured the employees that they could use these coaching sessions for whatever purpose. If they wished to speak about the Kathy situation, they could. Otherwise, since coaching is "all about the Client", they would be coached on a topic of their own choosing. That was a good move. Many chose to work on their self-esteem. Others worked on their home life. Still others worked on their relationships with each other. Some brave ones worked on their relationship with Kathy. Some even expressed guilt for their role in the demise.

In the meantime, I was self-coaching like mad in order to stay positive. What was rumbling through my head was, “God only brings me the people I can handle.”

Because we gave them the freedom to choose their topics, they felt very safe with the process. Within four months, they were ready to come together as a group for the first time in many years. What happened in the group Power Coaching® sessions and workshop is literally another book. In summary, much of the anger dissipated and Kathy was able to return to her substantive job. There were tears, remorse, and forgiveness all rolled up into a miracle story.

The sad part of the story is that the HR Director wouldn't pay for any more private coaching sessions for Kathy. She told me that I had done my job. With Kathy back in the workplace with her original team and most issues healed, my job was finished. My “learning” was that in future contracts, I would ensure that there was sufficient funding to continue the work for a substantial period of time. I begged her to let us continue working together because we had only just begun to get Kathy back on her feet. We had so much more to do before she would be reasonably well, off the drugs, and once again leading a meaningful life. Knowing how important this was to Kathy's wellbeing, I kept coaching Kathy with only satisfaction as my payment. Eventually, Kathy found out and, once again angry at the lack of support from her employer, refused to work with me again. She once more slipped back into old habits as she wasn't yet confident enough to stand strong. Kathy needed more PCMK™ sessions to polish the many facets of her diamond in terms of changing her unconstructive thoughts, words, and actions into positive ones.

Fill up that teacup and let's now talk about the dangers of coaching (and therapy) without Spirit. We'll use Kathy's situation as a business case.

What Happens when we Leave Spirit out of the Equation?

You’ll remember that our definition of “Spirit” is meditation, Universal Laws, Values of Humanity, and faith. There are dangers when we leave “Spirit” out of the equation.

1. We leave “Spirit” out of the equation when we don’t have a committed meditation practice.

Through committed, daily meditation, as Helping Professionals we connect with our Higher Power and use both our knowledge and this meditative wisdom to provide the best guidance for Clients. In a study of government statistics¹ [Null, et al, 2003] iatrogenic illness (illness resulting from medical treatment) is the leading cause of death in the United States and that adverse reactions to prescription drugs are responsible for more than 300,000 deaths a year. Therefore, the danger of prescribing drugs without a meditation practice means that we could cause a great deal of harm to Clients—even death. Meditation, as a means of being in contact with their wisdom center, is the best gift Coaches and Therapists can give their Clients.

Incidentally, having signed confidentiality agreements, I kept sharing Kathy’s progress with the other helping professionals. And, at one time, I made a suggestion to the Psychiatrist that he deeply consider reducing some of Kathy’s meds so that she could think more clearly. I felt that she was ready. He never called me back. Because coaching is a relatively new industry, it is possible that he was unaware of the tremendous benefits of scientifically engineered coaching methodologies.

Someone once shared with me that there is only one letter difference between meditation and medication. Interesting. In Chapter 8, we study the link between science, Spirit, and coaching.

If the same scenario had occurred today with Kathy, I would hope that things would have turned out differently.

Let's imagine if the Helping Professional Team had:

- enthusiastically welcomed PCMK™ as a part of Kathy's wholistic plan;
- relied less on drugs and worked more diligently with Kathy to help her uncover the subconscious Root Causes of her challenges, then turn her unconstructive belief systems and patterns into permanent positive Ahimsa ones;
- provided Kathy with a connection to her own "Spirit" through meditation;
- taught her about pure organic food, raw food, and the benefits of same with respect to moving her out of depression and giving her clarity;
- introduced Chinese herbs, acupuncture, or alternative modalities to move some of the stuck "chi" in her body from years of anger, frustration, and alcohol/drug abuse.

The positive results from a complete mind, body, and spirit programme would have given Kathy a better chance to change her life for the better. Instead, she was given drugs that suppressed her feelings and confused her even further.

Benefits of Kathy's managers and HR having a committed meditation practice. Kathy was a teacher for her organization's managers in that they learned how sweeping critical matters such as these under the rug simply isn't acceptable in this day and age. Their incompetence practically ruined this woman's life and her family. It is my definite opinion that HR didn't treat the players with the respect they deserved. The managers were not given any additional training to give them the best in coaching and

leadership competencies. The employees were left to wallow in their own anger and incorrectly celebrate their success at having *won*.

“I have learned that a man has the right to look down on somebody only when he is helping him to get up.”

– Gabriel Garcia Marquez

My take on the situation was that Kathy was being looked down upon, kicked in the teeth, being discriminated against (she was Asian), and put to pasture because she was depressed. Having worked with scores of depressed folks and having a strong background in coaching with “Spirit”, I know that depression is largely a “disconnection from Spirit”. By reconnecting with “Spirit”, we very often can climb back up from the depths of delusion and confusion to become even greater contributors to society. And yes, if the Client hasn’t resolved the situation early on, sometimes they initially need some short-term support with medication. Unfortunately, it has become something of a crux. The Clients become increasingly dependent on it and often stay in victimhood.

I received this unconfirmed tip from an anonymous Internal Coach in the government “Fifty percent of the managers in the Canadian government are on anti-depressants.” Whether that number is 50% or 10%, these are the people who are making decisions for our country every day. What is the quality of their decisions if their feelings and their critical thinking abilities are suppressed? What about working with their “Spirit” instead of medicating them?

If the managers and HR leaders had had a strong, committed meditation practice, they would have been in a more compassionate state. When you connect with your own “Spirit” every day, it is difficult to ignore the pain around you, and your decisions then are

made from a place of both compassion and logic. You do something about it.

Just like Einstein did, the managers and HR leaders could have put the problem into their third eye and waited for solutions to appear. Instead, what we see more often than not is decisions being made with the logical, analytical left brain versus adding the brilliance of the innovative right brain into the equation.

You'll recall that the HR Director pulled the funding on the project because, in her opinion, the job was finished. It was nowhere near finished. It had only just begun. Sure, we had made huge progress where all other modalities had had very little success. But Kathy needed to grow much stronger before her Psychiatrist would even consider taking her off the meds. With a substantial meditation practice, this HR Director would have fought for more funding because she would have *felt* the delicacy of the situation. Instead, she chose to be political and win points by saying that her job was finished.

Benefits of Coaches having a committed meditation practice. As Coaches, we also need this committed and strong meditation practice. It provides us with:

- the ability to tap quickly into our intuition for questions that generate the best results. Otherwise, our Clients can take forever to develop ground-breaking, innovative solutions to challenges and goals. This may cause them to become dispirited and to lose their enthusiasm for life;
- forward thinking in terms of helping a Client create a doable plan of action without overwhelming them;
- creative ideas which we can share with Clients during the mentoring portion of the coaching process;
- reflexes whereby we can react with ease and gentleness in complex situations;

- faith that everything is as it should be. Whatever is happening for the Client is good. They are learning just as we are. Faith in ourselves and faith in the Client is paramount.

For Coaches, the danger of coaching without a meditation practice is that we often can ask questions, mentor, or provide ideas which may not be for the highest benefit of the Client, their companies, their families, or themselves.

2. We leave “Spirit” out of the equation when we don’t have a solid understanding of The Universal Laws of Human Behaviour.

There are many Master Laws, several sub-laws, and sub-laws of the sub-laws. We have already mentioned three of these laws: The Law of Love/Transformation; The Law of Karma; and, The Law of the Mirror. In a later chapter, we will provide more information on these spiritual laws which are, in reality, universal truths that most of us learned as children.

“When you are content simply to be yourself and don’t compare or compete, everyone will respect you.”

- Lao Tsu

These truths have been handed down over the centuries by fully enlightened Masters. For example, when we have a good understanding of The Law of Equality as per the words of Master Lao Tsu above, we can work diligently towards feeling equal to all others. This is a BIG job! We don’t feel equal because we are constantly busy minimalizing ourselves which means we believe that others are better than we are. CLI calls this “inferior ego”. Or we move into “superior ego” where we feel we are better than others. When coaching with this Law, we face ourselves head on.

The danger is that when Helping Professionals coach or do therapy without knowledge of these laws, we often can encourage ego. It is ego that has put this world into its topsy turvy state where crime, war, and poverty have created government and corporate systems which feed more crime, war, and poverty instead of love, harmony, and abundance for all.

3. We leave “Spirit” out of the equation when both the Helping Professional and Client aren’t connecting to the 75 main Values of Humanity.

“Try not to become a man of success, but try rather to become a man of value.”

- Albert Einstein

There are hundreds of Values of Humanity. CLI Power Coaches learn and focus on the top 75. Once again, you know of them. There are many common ones such as honesty, integrity, respect, and reliability. Corporations will create their Corporate Values and hang them on a wall. This is a good exercise only if all employees understand how to exhibit them. Many do not. Let’s take “respect” for example. When coaching executives, I often will hear them say that they do many things to show respect to their employees. Yet, when we coach the employees of the executives, we hear the opposite. The reason for this is that the corporation may have identified that “respect” is a good value for the employees to exhibit; however, the employees truly don’t know how to exhibit “respect”. Neither do the executives. Strong leaders work with the employees (versus dictate to the employees) to define how these values could be exhibited in order for the team to achieve the corporate vision and goals.

On the home front, these spiritual values will drive the success or “failure” of a family. For example, a parent who has

disconnected from the values of faith, kindness, compassion, devotion, forgiveness, and reverence may be found yelling at their child instead of having a heartfelt discussion on the benefits of not taking street drugs. A spiritually mature parent, understanding that the teenager's frontal lobe is not fully developed and therefore their ability to make logical decisions sometimes escapes them, would have greater faith in their child. This same disconnected parent might also be found kicking the dog until it bleeds because they need to prove that they have power over something/someone. If they were awakened to nature, they would realize that animals come into our lives to help us heal. The animals are often the more enlightened ones. Interestingly, they can't use words to communicate. They can only communicate with their actions, their thoughts, and their immense unconditional love. Animals amaze me. We have so much to learn from them. We must look after them because their only voice is our voice.

The danger of working with Clients without sharing these 75 Values of Humanity is that the Clients will never grasp the real reasons why they continue to disconnect from themselves and others. The values are the language of the soul. Once again, how blessed we would be if more and more people reconnected with their soul.

Steve and the gang transformed their leadership culture because they became reconnected with their spiritual values. In the beginning, we gave them a profile through which they could be honest with themselves about how well they were exhibiting specific values.

Kathy's progress and the progress of the other employees in her department were faster and more permanent because they were given a safe environment in which they could explore the reasons for lack of acceptance of each other, their commitment to self and other employees, self-love, and trustworthiness . . . to name a few.

4. We leave “Spirit” out of the equation when we forget to have faith in ourselves, in our Clients, and in a Higher Power.

Clients come to us because, at some level, they wish to have more faith in themselves and others. Quantum physics has proven that we are all “one” with each other. While each of us has our own energy matrix, the collective forms one energy matrix. This is what many people call “oneness”. Therefore, when we have faith in self and others, we move above the status quo to a place where all things are possible. That’s when transformation has a better chance of taking place. When Clients also understand that not having faith in others is the same as not having faith in themselves, the lights go on in the cave.

“While each of us has our own energy matrix, the collective forms one energy matrix. This is what many people call ‘oneness.’”

One thing that just occurred to me is the importance of having a role model in one’s life. For many years I searched and finally found a role model who was fully enlightened with a strong meditation practice and who is a devoted businessperson who can make millions of dollars at the drop of a hat (and then give it all away to support the poor and devastated) because of their connection to God. Highly successful business people who are fully enlightened are difficult to find.

The danger of coaching without the Helping Professional and Client having faith in self and others is that we and they will have a great deal of difficulty connecting with that Higher Power. Faith guides us through the difficult times. Living a life in our Higher Power versus our Lower Power is a better place to be.

Steve and the gang learned that the brilliance of PCMK™ lies in its ability to give people faith in themselves, even when they have given up. Two of these leaders told similar stories wherein they each had employees whom they did not like. In fact, the friction was rather strong. The employees never received any coaching; however, these two leaders, having received a significant amount of coaching, mentioned to me that their employees came forward to say to them something like, "I don't know what you are doing, but I like you now." The learning for the leaders was that their employees were simply mirrors for them. The employees were mirroring back characteristics that the leaders could benefit from changing within themselves. When the leaders discovered what were their judgments against their employees and replaced those judgments with positive beliefs, the employees didn't feel the spiritual barrier between them anymore. It was that easy. Their faith in each other was a newly found gift.

The Chocolate Chip Cookies

On this remote island on the shores of the Pacific Ocean is a Vegan Chef. Sherry's vegan chocolate chip cookies are, in my opinion, the best in the world. The ingredients are simple, yet part of the deliciousness of these cookies is that they were made without any animal having to have suffered. No eggs, no milk, no butter. For healthy recipes, go to www.BeautifulEarth.org.

Thus far we have discussed the dangers of coaching without Spirit. As Coaches, Corporate Managers, HR Managers, and all Helping Professionals, when we use Spirit in our practice, we present our Clients with the best ingredients. Just as chocolate chips add that special "wow" to a cookie, coaching with spiritual ingredients puts a "wow" into our coaching practice. Here are the ingredients of the chocolate chip cookies we offer our Clients when "Spirit" is the driving force of our practices.

- **By meditating daily**, we coach and counsel equally using our Higher Power and worldly knowledge. We make fewer mistakes and serve our Clients at the highest level possible.
- **Our Clients have a solid foundational belief upon which to grow their lives.** Each session, they walk away with a stronger set of belief systems. I have coached Clients who, on a subconscious level, had no solid foundation upon which to rely. In the end, having found one, they had a lighter step as they moved forward with conviction.
- **Our Clients connect with all of their spiritual values** in a concrete way. They take these values back to business and home and treat self and others with greater respect, compassion, and faith. The logical mind needs to name these values; therefore, Power Coaches give their Clients a deck of the 75 Values of Humanity which comes as part of a Coaching Kit. Clients are invited to “play” with the cards every day and are given dozens of ways to do so.
- **Our Clients will begin to focus firstly on being a human of “value” versus a human of “success”.**
- **Our Clients will believe that love is stronger than fear.** This is The Law of Life. Many folks, believing that love is stronger than fear, will move off the couch from victimhood into leadership.
- **Our Clients will stop repeating the same unconstructive patterns**—yes, even generational ones—and use these new belief systems to be role models for everyone around them, i.e. no more alcoholism, drugs, poverty, disease, hunger, global warming.
- **Our industries will create a world where we are increasing our positive world spiritual bank account.** No more war. Yea!

- **Our Clients will move from self-centeredness to having a world view.**
- **Coaches and Clients alike will have a belief in self and in humanity.** We will believe that together we can achieve anything.
- **The major crises of the world will come to an end** because by connecting to our divine power, we are connecting to all things possible.
- **Coach and Client become more compassionate.** We create a life where no one has to suffer for us. We remove our judgments of self and others. We recognize our greatness and we are content.



The "light" house

*I dedicate this poem to my first Coach, Jan Sweeney Remington.
Jan, earth angel, I love you.*

I've had many stormy days in my life
sexual, emotional, and spiritual abuse
destroying my dignity and self-esteem.
I hid in my cave for it was safest there.

But then I kept attracting the things I didn't want,
kept doing the things I didn't want to do,
kept thinking thoughts I didn't want to think.
And, I couldn't get off the wheel.

So, I prayed for help one day thinking that
simple remedies would come along.
You know, like a new friend,
a new car, or a new job.

God had other plans, for from my deepest prayers
came the best solutions.
S/He sent me Jan, my first Coach,
a "lighthouse", a beacon of hope.

Jan, I didn't understand your work, yet
my Higher Power dragged me to you
and with my pain lifting,
a lovely clarity began to dawn.

I was blessed to find you.
Gently you urged me to come out of
the cave and to speak about the secrets
which I had even hidden from myself.

Today, I am happy, peaceful, and content.
With self-confidence, strength, and
an inner "light" I didn't know I had,
my Clients now find their own greatness.

Today, I am happy, peaceful, and content.

With self-confidence, strength, and
an inner “light” I didn’t know I had,
my Clients now find their own greatness.



2009

Chapter 7



The Wondrous Nature of Neuroscience, Cell Biology, and Coaching

Thomas Edison has been quoted as saying, “We do not know one millionth of one percent about anything.” In other words, there is so much we do not know! Even while this chapter summarizes the companionship of neuroscience, cell biology and coaching, whole books on these subjects are incomplete.

TIME magazine has named Albert Einstein the quintessential genius of the 20th century. From the most famous scientist of all Time (pardon the pun):

"The most beautiful experience we can have is the mysterious. It is the fundamental emotion which stands at the cradle of true art and true science. Whoever does not know it and can no longer wonder, no longer marvel, is as good as dead, and his eyes are dimmed."

– Albert Einstein

The coaching industry as it welcomes in more sophisticated science and the timeless brilliance of spiritual Masters has the potential to lead the world in the art of human development. For that to happen, Coaches and Clients will have to embrace the mysterious and believe that the potential of the brain and body is limitless.

Opening the Door to the Mysterious

On a recent trip to Delhi, India, I ventured in to the Mahatma Gandhi Museum to pay tribute to one of my greatest heroes. As I entered the building, my heart knew I was entering the shrine of a valiant Saint. I relived his life through the exhibits and silently wept at his senseless murder. Gandhi to me was one of the most courageous Saints in history. We can learn from his never-give-up attitude to "do the right thing". For me the "right thing" in the coaching industry is to drop our preconceived notions about human nature and embark on a greater journey into the mysterious.

Interestingly enough as I explored the museum's beautiful gardens, I came across one of Einstein's quotes.

"The only thing that interferes with my learning is my education."

- Albert Einstein

In the mid 1990s, right around the time I started creating PCMK™ with quantum physics, unbeknown to me Neuroscientist, Candace Pert and Cell Biologist, Bruce Lipton were studying the mechanics of the cell's brain and the operation of the human brain.

As we begin this journey of how science, Spirit, and coaching all fit into a delightful matrix, let it be said that we are all still in learning mode including Pert, Lipton and this author. This is all part of the *mysterious* of which Einstein speaks. There is still so much to discover about science, spirit, and coaching. But we've come a long way. We continue to marvel. It also keeps our egos in check!

A quick side story here will put the next few pages into perspective. It takes place 2,500 years ago in the time of Shakyamuni Buddha. One day, Buddha was sitting with his disciples and one of his flock was about to take a drink of water. Buddha stopped the disciple and said, "Do not drink that water without filtering it. There are millions of beings inside that water and they could harm you." Since the microscope was only invented four hundred years ago, how was Buddha able to "see" these harmful beings? Individuals who work diligently to open and use their third eye can see things that other human beings are not yet able to see. It is important, therefore, to appreciate the wisdom of spiritual gurus and practitioners that science has yet to prove.

Without the back-up of Pert's and Lipton's petri dish, I had to use other ways to confirm that PCMK™ was working at a cellular level. Today, we can read the books and papers of spiritual practitioners, behavioural scientists and laboratory scientists and marvel at each other's discoveries. Life is easier now with the support of science and spirituality concurring with natural laws. In my early days as a Coach, I had several ways of proving successful progress scientifically. Here are three examples:

1. **Muscle Testing:** At the beginning of each PCMK™ session, once the Client had established the Real Issue or Real Goal they wished to work on, I would have them focus intently on their Real Issue or Real Goal and conduct a muscle test. The nature of a muscle test

requires having the Client hold out their arm while inviting them to think of their Real Issue/Real Goal. If their arm flopped down like a piece of boiled spaghetti, this showed them that the cells in charge of this Real Issue/Real Goal were not receiving enough nourishment. In other words, they are stuck and can't think clearly. At the end of the coaching session, we would muscle test again to show them that they had indeed shifted at a cellular level. Their arm would now be strong. After awhile, once I had defined the important elements of the Science of Mind-Kinetics® for permanent cellular change, I didn't have to muscle test because the scientific engineering of PCMK™ automatically led my Clients to have major breakthroughs in their thinking. But we tested anyway, just for fun! We also tested for the purpose of having the Client see their own cellular shift. In so doing, it gave them great self-confidence in their ability to self-transform. Like Einstein, they would stream in innovative solutions from their superconscious—solutions that they would otherwise not have thought of.

Let's further explore muscle testing and how it works. With the receptors on the cell membranes constricted, the informational energy and food could not penetrate the cell membrane and enter the cell. The muscle testing will reflect this cellular constriction by testing weak when the Client thought of their Real Issue or Real Goal. Conversely, at the end of the PCMK™ session, the muscle would be strong when the Client again thought of the Real Issue or Real Goal. This was because the cell was much stronger due to the flow of informational energy and food that was now freely penetrating those cell membranes. In other words, the muscle testing was testing the vibration or frequency of the cells. The strong muscle test showed that the cells were decidedly happy. Incidentally, as part of the research, I would often go backwards in time and retest the Client on earlier sessions just to prove to them that the shift was permanent. In reality it is not necessary to retest because the Client sees and feels their own permanent shifts and the people around them will also comment. Way cool!

In those early years, there were occasions when the muscle testing revealed that the Client had not “popped” fully. In other words, the arm would not be strong at the end of the coaching session. Totally frustrated, that Florist job looked even more tempting! However, I persevered until PCMK™ was refined and every Client experienced permanent, positive change at the end of every coaching session.

In those days, the Corporate world was not as familiar as they are today with muscle testing. It was actually quite humorous to watch the Executives experience muscle testing. For many, it was their first connection with how the mind can affect the body.

- 2. Physical Evaluation:** Today Kerlian photography can be used to show the difference in the colour of one’s aura before and after a coaching session. Back then I was happily using observational science helping my Clients make amazing leaps and bounds in my coaching laboratory. Throughout the coaching session and especially at the end when the emotions were released, we looked for the following signs that the “stuck” receptors had “popped”: tears of joy; deep understanding and clarity; tranquil silence; softening of the eyes; deep relaxation of shoulders and body; they stand up to give you a hug!; changes in tone and pitch of voice; guilt lifts; and so on.

Once again, after a year or two, I didn’t need to look for these physical changes because at the end of each PCMK™ session, the Client was as peaceful and calm as a swan on a waveless lake.

During those early years, on some days I truly felt like a mad scientist! And on some days, my husband John was convinced that I was until he too started to see the amazing changes in my Clients!

- 3. Image Streaming:** Knowing what we now know about Einstein and other great genii, they practiced image streaming on a regular basis. In Chapter 12, we explain more about this phenomenon. In short, each PCMK™ session ends with an Emotional Release

Methodology which releases the emotions revealed and built up during the coaching session. Earlier, I explained the importance of an emotional release in both Coaching and Therapy in terms of keeping the Client safe. At the same time as the emotions are released, the Client streams in from their superconscious an image, symbol, object, colour, feeling, or sound which represents the perfect solution to their challenge or goal. Coming from our highest creative centres, it is always perfect and the skilled Power Coach® is trained to help the Client discover the meaning of this genius solution.

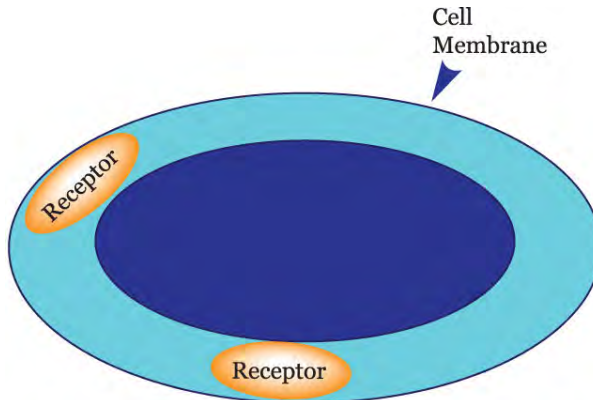
All three of these scientific measurements demonstrate quantum physics. Here is my definition of it.

“Quantum physics is the study of the vibrational energy (frequency) of all elements and how they interact with each other.”

Helping Professionals around the world are ecstatic about and are celebrating the findings of scientists Candace Pert and Bruce Lipton. To begin understanding how we can coach at the highest levels, we need to understand cell biology and connect the dots for mind, body, and spirit mastery. Fasten your seatbelt as we do a fly-by summary of the research of these two science giants!

Candace Pert – Science, Emotions, & Habits

We'll begin with Candace Pert. Her book *Molecules of Emotion* and her CD set *Your Body is Your Subconscious Mind* along with any of her publications are brilliant and a must read/listen for new and seasoned Coaches. The diagram below is CLI's interpretation of Pert's early research. While the receptors are enlarged here for creative purposes, they actually reside in the paper thin cell membrane.



Pert began to study receptors way back in the 1970s. [Pert 1997]. A single molecule found on the surface of cells in the body and brain is called a receptor. Receptors are sensing molecules, scanners on a cellular level, just like our eyes and ears are on the outside body. Receptors are always attached to a cell floating on the outside boundary or membrane.

More recently, Pert has discovered how a molecule of emotion, like the receptor, affects behaviour. She tells us that the receptor is the “keyhole” and the chemical key is the ligand that docks onto a receptor (called binding). The receptor receives a message, sends it to the deep cell interior, and directed by the ligand, the message can change the state of the cell dramatically. A chain of biochemical events occurs. Here are a few excerpts from *Molecules of Emotion*:

These tiny physiological phenomena can translate into large changes in behaviour, physical activity, even mood.

The brain’s only food is glucose, which is carried to the brain in the blood. Blood flow is closely regulated by emotional peptides (ligands) which signal receptors on blood vessel walls to constrict or dilate, and so influence the amount and velocity of blood flowing through them from moment to moment . . . if our emotions are blocked due to denial, repression, or trauma, then blood flow can become chronically constricted, depriving the frontal

cortex, as well as other organs, of vital nourishment. This can leave you foggy and less alert, limited in your awareness . . . to make decisions that change physiology or behaviour. As a result, you may become stuck—unable to respond freshly to the world around you, repeating old patterns of behaviour.

By learning to bring your awareness to past experiences and conditioning—memories stored in the very receptors of your cells—you can release yourself from these blocks, this “stuckness”.

So how does Pert’s research affect how we conduct coaching? CLI’s interpretation of Pert’s research is that habits and behaviours will only change if there is a biological, cellular shift in the brain body.

“CLI’s interpretation of Pert’s research is that habits and behaviours will only change if there is a biological, cellular shift in the brain body.”

1. Neuroscience now tells us why folks keep repeating the same patterns over and over again. Here were my discoveries in the PCMK™ lab.

- I often would ask evolved Clients to close their eyes and do a brain/body scan. The Clients who were at a certain level of awareness could actually see the dark spots in parts of the body (cells) that were undernourished.
- After a PCMK™ session specifically designed to bring energy/food to the cells, a repeat brain/body scan would reveal that we were successful. For the Client to see what is actually happening inside was truly amazing for them.
- The cells were located all over the body as well as in the brain indicating that all cells are intelligent.

- At the conclusion of a PCMK™ session, muscle testing also confirmed a change in the Client's belief systems.
- Lastly, the change in the Client's energy field was dramatic as they peacefully left the coaching session having streamed in innovative ideas from their highest creative centres.

When *Molecules of Emotion* was published, you can imagine my joy! I was tickled pink to see that neuroscience was able to prove in their labs what we already knew was happening and could “see” on a spiritual and practical level. The receptors in charge of specific issues [see section on Lipton in this chapter for a deeper explanation] are constricted and therefore stop the nourishment from fully entering the body of the cell. When we bring our awareness to memories stored in the receptors which caused the receptors to constrict in the first place, we can release ourselves from our “stuckness”.

CLI's research generated PCMK™ processes which very quickly help the Client identify their subconscious memories. I think I mentioned that some of our processes can find the Root Cause age of the memories in under 5 seconds. The Client comprehending the learning of why the receptors constricted in the first place takes a gargantuan step in the direction of being free of a behaviour. To see how PCMK™ helps the Client be totally free, read Chapter 12.

Point to Remember: The key to permanent, positive behavioural change in coaching is to help the Client find the events that caused the receptors to constrict. Otherwise, the Client will forever hold on to those behaviours.

2. **With nourished cells, we can think clearly.** Each cell in our bodies is like a mini-human being. [see Lipton's research next in this chapter]. Our bodies need food or energy to survive and therefore our cells also need proper nourishment to survive and flourish. Our

job as Helping Professionals is to support our Clients in thinking more clearly.

Point to Remember: With constricted receptors, our Clients will remain stuck.

3. **The receptors constricted because of an emotional event.**

Pert openly declared that an emotional event caused the receptors to constrict. In Lipton’s research, he proved that when a cell is not well, the first thing to investigate is the cell’s environment.

Point to Remember: We can no longer bury our emotions because they were what caused the receptors to constrict in the first place. Corporations, take notice here. We still see many corporate leaders saying “we don’t discuss that fluffy stuff in the workplace”. Progressive leaders now know that because receptors constricted due to an emotional event, the cells will only flourish again if those emotions are discussed. Progressive employees are very happy to have a safe outlet in the form of coaching to discuss these emotions.

4. **An evolution in Coaching methodologies needed to take place if we wish to offer our Clients the highest customer service.**

Pert’s findings were significant for the schools charged with training Coaches because we now have to shape up or go home. We have to ensure that our methodologies actually create that biological cellular shift or as Tim, the Toolman would say, “Why bother?” If we don’t, we are wasting our Client’s time and money. Once again, with Talk/Conversation Coaching, it is difficult to create that biological shift unless your intuitive ability is highly honed, you are very lucky, or your Client is willing to keep coming back time after time to discuss the same issue or goal. This is why an evolution in coaching modalities has to take place. To save our industry’s reputation, we have to keep up with the neuroscientists, cell biologists and those who study behavioural science. For years, I was feverishly researching and developing methodologies that would give Clients that biological cellular shift during each and every coaching session. The current Professional Certified Power Coach®

Programme has some 80 full session coaching methodologies for mind, body, and spirit plus 37 methodologies for releasing the emotional charges evoked during a session while simultaneously creating an environment for the Client to stream in highly praised, innovative solutions from their genius centers. A PCMK™ student recently asked me “How come we need to have so many methodologies?” The answer is because the mind, body and spirit connection is very complex. Each of the 80+ methodologies has a different frequency. The PCMK™ Coach selects the methodology with the best frequency to help the Client “pop” receptors.

Point to Remember: To provide our Clients with the highest customer service, Coaches have a responsibility to learn methodologies which shift our Client’s behaviours permanently. Clients want fast results, especially in a global climate which demands fast solutions. When we think and act using the brilliance of our original great self, we are in a stronger position to help our ailing planet.

It was also joyful for me to see that Pert’s research of information-processing receptors on nerve cell membranes led to her discovery that the same “neural” receptors were present on most, if not all, of the body’s cells. She has shattered the common belief that our power is only in our physical head. In other words, our body IS our subconscious mind. Moreover, her research provided the information on why we keep repeating patterns over and over again. Once we discover what caused those receptors to constrict, we can release ourselves from this “stuckness”.

In summary, Pert’s research findings were significant because she basically proved that habits and behaviours will only change if there is a cellular shift in the brain body.

Bruce Lipton – Biology of Belief [Lipton 2005]

Bruce H. Lipton, Ph.D. is an internationally recognized leader in bridging science and Spirit. Dr. Lipton is a former medical

school professor and research scientist. His experiments, along with those of many of our scientific colleagues, guide us to understand the mechanisms by which our cells receive and process information. Ah huh! This is where coaching comes in. If we understand how a person receives and processes information, then we are on our way to being the world's best Coaches. Do keep current with all of Bruce's materials including *Wisdom of the Cells* and *Biology of Belief*—Science book award winner for 2006. *Biology of Belief* is very funny! Thank God for the humour because even though he has done an extraordinary job in putting some very difficult material into layperson's terms, some of the technical jargon remains daunting to comprehend. Bruce is, without a shadow of a doubt, a leading voice in the new biology called Epigenetics which unravels the mysteries of how our environment influences the behaviour of our cells without changing the genetic code. In other words, it shows that **genes and DNA do not control our biology**. Instead, our DNA is controlled by signals from outside the cell including the energetic messages emanating from our positive and negative thoughts. Ah huh! More significant information for Coaches.

Darwinian followers believe that individual traits are passed from parents to their children. Darwin suggested that "hereditary factors" passed from parent to child control how an individual lives their life. The first statement is true from the perspective that children are sponges. Through observation, they start to mimic the behaviours of their parents. The second statement implies that there is no hope for a child with alcoholic parents. With a defeatist belief such as this, we might as well order the oak coffin now. CLI, Pert, Lipton, and a whole host of other scientists have proven the contrary. We can change our biology and our behaviours, hence our lives, by changing our beliefs. So you can put the ordering of the oak coffin on the back burner.

"We can change our biology and our behaviours, hence our lives, by changing our beliefs."

To be fair, in an 1876 letter to Moritz Wagner [Darwin, F 1888] Darwin at the end of his life wrote that the greatest error he committed was not allocating sufficient weight to the direction of the environments. Unfortunately, many scientists and psychologists today still hold on to Darwin's earlier work believing that cells, hence people, do not have the ability to change their behaviours. These beliefs also give people the "ticket to victimhood." If they believe that their characteristics are already preprogrammed in their genes and DNA, then they become couch potatoes and don't do anything to change. Leaders now must wholeheartedly believe that they have the ability to change their own destiny and that of our planet. Lord knows we need true, positive thinking leadership right now. Those practising Ahimsa or non-violent thoughts, words, and actions are even more valuable.

"Leaders now must wholeheartedly believe that they have the ability to change their own destiny and that of our planet. Those practising ahimsa or non-violent thoughts, words and actions are even more valuable."

What I hope to do is condense Bruce's outstanding research into a few short pages while leaping free to show how his research has changed our world view of coaching. Grab another cuppa tea and let's do it. By the end of this chapter, you may feel like something stronger! A root beer maybe . . .

Bruce has made several important discoveries, two of which are highlighted here:

Lipton’s major discoveries:

- Genes and DNA do not control our biology. Our beliefs do;
- We can permanently change our bodies by retraining our thinking.

As noted previously, early research on PCMK™ proved that we can turn unconstructive beliefs in to positive ones—permanently. Discoveries in Bruce’s petri dish, however, are added proof that our bodies can be changed as we retrain our thinking.

Congruency

Positive thoughts have a profound effect on behaviour and genes, but only when they are in harmony with subconscious programming. And negative thoughts have an equally powerful effect. When we recognize how these positive and negative beliefs control our biology, we can use this knowledge to create lives filled with health and happiness.¹

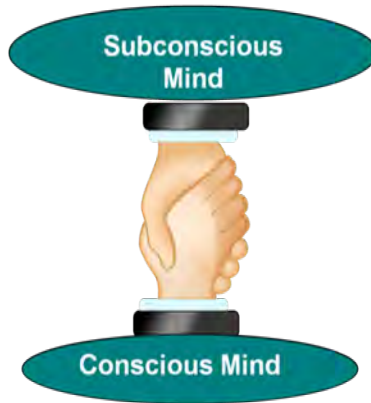
Let’s use a coaching example. Here’s a simple dialogue:

Conscious Mind: A Client says to you they definitely believe that they will be financially successful in their business. This is their conscious mind speaking.

Subconscious Mind: However, checks with the subconscious mind reveal that their subconscious is saying “no you don’t, no you don’t.” At a subconscious level, their beliefs are sabotaging their financial success.

In other words, the beliefs of the conscious mind are not congruent with the subconscious mind. Only when they are in harmony can a

Client move forward. Both the subconscious and conscious must agree. When they shake hands in agreement, the Client will move forward. See illustration below.



This is hugely significant for Coaches. Once again, you can ask all the logical coaching questions you want using the conscious mind but if your Client is not given the opportunity to discover if their conscious beliefs are congruent with their subconscious beliefs, you are not providing the highest possible service to your Clients. Sadly, if this relationship is not in place, lasting permanent results may not ever be accomplished or can take a very long time.

“Once again, you can ask all the logical coaching questions you want using the conscious mind but if your Client is not given the opportunity to discover if their conscious beliefs are congruent with their subconscious beliefs, you are not providing the highest possible service to your Clients.”

Valuable Notes from Lipton's "Biology of Belief"

1. “Our body is comprised of a bustling community of 50 Trillion cells.”²
I can’t even count that high!
2. “The basic components of a cell are: the nucleus that contains the genetic material; the energy-producing mitochondria, the protective

membrane that holds the cell together; and the cytoplasm in-between."³

3. "There is not one "new" function in our bodies that is not already expressed in the single cell. Each nucleus-containing cell possesses the functional equivalent of our nervous system, digestive system, respiratory system, excretory system, endocrine system, muscle and skeletal systems, circulatory system, integumentary system (skin), reproductive system, and even a primitive immune system. In other words, each cell is an intelligent being that can survive on its own".⁴ Bruce takes us back into history to research our beginning as human beings. We began as single cells. In order to survive, each cell needed to have the functional equivalents as mentioned above. Then one day we woke up and realized that we could be something greater. We formed a team and before you know it, we were plants and animals. It took a big team to make a dinosaur. And, before we knew it, the team became real smart and evolved into human beings.
4. "Single cells also are capable of learning through these environmental experiences and are able to create cellular memories, which they pass on to their offspring. For example, when a measles virus infects a child, an immature immune cell is called in to create a protective protein antibody against that virus. In the process, the cell must create a new gene to serve as a blueprint in manufacturing the measles antibody protein."⁵ Our bodies are brilliant.
5. "When the sculptured antibody locks on to the virus, it inactivates the invader and marks it for destruction, thus protecting the child from the ravages of measles. The cells retain the genetic "memory" of this antibody, so that in the future if the individual is again exposed to measles, the cells can launch a protective immune response immediately. The new antibody gene also can be passed on to all the cell's progeny when it divides. In this process, not only did the cell "learn" about the measles virus, it also created a "memory" that will be inherited and propagated by its daughter cells. This amazing feat

of genetic engineering is profoundly important because it represents an inherent “intelligence” mechanism by which cells evolve.”⁶

Points 4 and 5 above are significant for Coaches. It shows us two things. One, that cells have a memory. Just as they will have a memory to protect our bodies against another round of measles, these cells also will have a memory for information transfer of any kind. More of this later. The second point is that our individual cells are highly intelligent. They know how to do this work all on their own. In other words, they are their own “brain.”

6. “Genes are physical memories of an organism’s learned experiences.”⁷
7. Lipton’s professor and mentor Irv Konigsberg was one of the first cell biologists to master the art of cloning stem cells. When a cell is ailing, Irv told Lipton to study the cell’s environment and not to study the cell itself for the cause.⁸ Lipton’s research showed us that when he provided a healthy environment for sick cells, the cells revitalized. Once again, the significance for Coaches here is that when a Client is stuck, the Client needs to look at their environment. For example, do they have negative people in their life? Do they have a good spiritual practice? If they are unwell, are they still eating meat, processed foods, and mucus causing products such as dairy?
8. “Since the dawning of the Age of Genetics, we have been programmed to accept that we are subservient to the power of our genes.”⁹ Heart disease, cancer, diabetes, and obesity levels are increasing at alarming rates. If a person’s mother had cancer or their dad had ALS, their subconscious programming says *“I’m going to get that disease as well.”*

I have a very dear friend who has cancer. It has come back twice now. Have you had that experience of someone close to you being very ill? Scary eh? As usual, we wish to mother them and give advice. From all my knowledge and wisdom of the mind, body, and spirit there are many natural ways to heal cancer unless it is their

karma to die and, in so doing, awaken others to be more caring and compassionate or smarter when it comes to preventing and healing this disease.

Body: First of all, we now know that cancer thrives in an acidic body. [Warburg, Otto 1931]. Immediately, cancer victims should know to turn their food and liquid consumption alkaline. With or without cancer, proper nutrition is achieved with 70% alkaline substances daily. And much of that food should be organic and raw including fresh green smoothies. More on this in Chapter 18.

Mind: Next, we need to address the mind because the mind creates everything. Cancer is an emotional disease and therefore coaching primarily with the subconscious is key. We must find the Root Causes of the disease. With Power Coaching®, we can find those Root Causes in 5 seconds because the organic computer with its cellular memory capability is ready and able to provide it. Quite astonishing really. The subconscious is swift to provide this information because it truly wants the Client to heal.

Spirit: Simultaneously, we must reconnect with Spirit and do a safe third eye meditation every day. Emotions fit into this spiritual category. For example, forgiveness goes a long way to restoring health.

Of course, I have simplified this process in just a few lines. And yes, there is a lot more that one can do, Chinese medicine being one of the long-held secrets. Years of research and loads of wasted money show that eliminating disease doesn't have to be complicated. But people make big business from it.

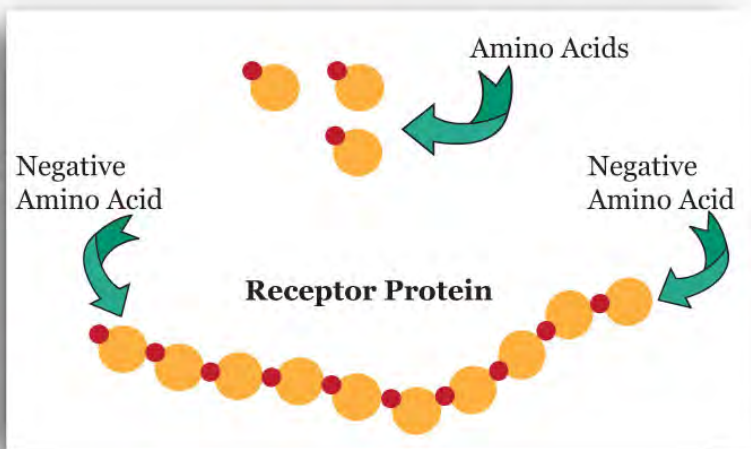
Let's move the discussion from cancer to corporate. If a leader of a corporation had a mom who was incredibly controlling, he might also believe subconsciously that he too will always be controlling. I see this all the time. As Coaches, we can support these Clients in changing their subconscious beliefs to be that they can

indeed have optimum health and be compassionate leaders who create an environment where their employees feel safe to take risks, be innovative and know that their efforts will be rewarded. In other words, we can stop generational patterns. Therefore, no matter what challenge a Client presents to us, health or otherwise, the quickest way to help them is to Coach at the subconscious level.

The Structure of a Protein Sandwich

Lipton's genius is illustrated by his ability to simplify the biology of a cell. First, he informs us that it takes over 100,000 different types of proteins to run our bodies. And our cells are primarily an assembly of protein-building blocks. Each protein is a linear string of linked amino acid molecules. Imagine a child's bracelet made up of little beads.¹⁰ Lipton's *Biology of Belief* has an excellent diagram of this principle. Here is a simplified version:

In the diagram below, a protein has ends that are both negatively charged. Like charges repel. Opposites attract. The repelling forces in this case cause the backbone of the protein to extend so that the negative amino acids are as far apart as possible.



Based on Lipton’s work, the following is what I believe is happening in the receptor protein. PCMK’s coaching methodologies ask questions which are scientifically engineered to turn unconstructive thoughts (negative charges) into positive charges. The next few lines explain how this happens at a cellular level.

The Client discovers why they keep repeating certain behaviours by finding the Root Cause event that started the behaviour. Then by releasing the emotions with positive release methods their thoughts become positive and very strong. This new positively charged signal is sufficient to bind to one end of the necklace to create a positive charge at one end. Now, with this scenario, one end is negative and one end is positive. There is enough positive strength in the positive end for the two ends to attract each other. The backbone of the protein rotates and the marriage takes place—so to speak. This changing conformation generates movement and the movement is harnessed to do work providing for such functions as digestion, respiration, muscle contraction, and action on a goal. Isn’t that cool? This is how signal-generated protein movements provide for life. This shape-shifting, according to Lipton’s research, can occur thousands of times in a single second.

At CLI, we call this phenomenon “popping” of the receptor. The receptors then allow the oxygen, glucose (food), and energy (see Chapter 8 for more details) to enter the cell. The cell now fed begins to think more clearly.

The Sandwich

It is “The Sandwich” which gave me an appetite (sorry, couldn’t resist the pun) for pulling together the pieces of the puzzle. I’ll explain later, after we’ve eaten the sandwich.

Lipton eloquently explains that it is the membrane of the cell—the magical membrane—that is responsible for translating environmental signals into behaviour. One reason why scientists kept missing the fact that the membrane is the true brain of the cell is because it is so

very thin—just seven millionths of a millimeter thick. Since it can only be seen with an electron microscope, scientists had to wait until this microscope was invented after World War II.

Please turn to page 79 in *Biology of Belief* for a more detailed diagram of the sandwich for which Lipton is now famous.

Bruce literally took two pieces of bread and put a very thick layer of butter between them. Next, he studded the butter with olives. Some olives were stuffed with pimento and others had no pimento. The bread layers represent the cell membrane. The buttery layer represents the formidable, fatty membrane barrier. The imaginary plate upon which the sandwich is sitting represents the cell's cytoplasm or inner part of the cell. The olives represent the proteins or Integral Membrane Proteins (IMPs).

Bruce then dropped some dye on the top layer of the bread to show us how the membrane functions. The dye represents life-sustaining food which the cell needs in order to live and work. Of course, the dye was able to go through the olives with no pimento since those olives are hollow. In a real life cell, the dye also would represent innumerable molecular and radiant energy signals that make up a cell's environment. You can see how the membrane plays such a vital role as it is the mechanism by which nutrients and energy (thoughts) are able to penetrate the cell membrane and enter the cell itself.

These IMPs are subdivided into two functional classes: receptor proteins and effector proteins. Receptor IMPs are the cell's sense organs, playing the same role as our human eyes, ears, nose, taste buds, and so on. Just as Pert explained in *Molecules of Emotion*, these receptors act like radar or sensors that will respond to environmental stimuli. Lipton explains that some of the receptors extend inward to monitor inside the cell and other receptors extend outward monitoring signals from outside the cell. Isn't the body amazing?

You'll remember that when a receptor protein binds with an environmental signal, the positively charged environmental signal

changes the negative charge of one of the end amino acid charges. Then, the two ends of the protein are attracted to each other since opposites attract. This active conformation is what enables the effector protein to take action.

“ . . . when a receptor protein binds with an environmental signal, the positively charged environmental signal changes the negative charge of one of the end amino acid charges. Then, the two ends of the protein are attracted to each other since opposites attract. This active conformation is what enables the effector protein to take action.”

Eight vital pieces of information here:

1. “Cells possess a uniquely “tuned” receptor protein for every environmental signal that they need to read.”¹¹ Therefore, there will be receptor proteins uniquely tuned to look after digestion, muscle contractions, and other bodily functions. There also will be receptor proteins uniquely tuned to look after emotional, spiritual, and intellectual needs. Ta da! Now we begin to understand how we can change behaviour at a cellular level.
2. “Receptors can read energy fields. Therefore, biological behaviour can be controlled by invisible forces, including thought, as well as it can be controlled by physical molecules like penicillin, a fact that provides the scientific underpinning for pharmaceutical-free, energy medicine.”¹² Focus in on the phrase “including thought.”
3. Receptor “antennas” can also read vibrational energy fields such as light, sound, and radio frequencies. The antennas on these “energy” receptors vibrate like tuning forks. If an energy vibration in the environment resonates with a receptor’s antenna, it will alter the protein’s charge, causing the receptor to change shape. A Power Coach® is trained to use light and sound to alter a protein charge. For example, they select the coaching methodology with a frequency

which resonates with the receptor's antenna and thus begins the cellular shift for permanent positive behavioural change.

4. Receptor proteins are remarkable but need their buddies, the effector proteins, to complete the job. The receptor "receives" environmental signals, ". . . the effector proteins are the equivalent of action-generating motor nerves. Together, the receptor-effector complex acts as a switch, translating environmental signals into cellular behavior."¹³ To exhibit "intelligent" behavior, cells need a functioning membrane with both receptor (awareness) and effector (action) proteins. These protein complexes are the fundamental units of cellular intelligence. Technically, they may be referred to as units of "perception". The definition of perception is: *"awareness of the elements of environment through physical sensation."*¹⁴

"Together, the receptor-effector complex acts as a switch translating environmental signals into cellular behavior."¹³

This is a Coach's dream. Now we know what happens when the Client makes major breakthroughs in thinking by streaming in solutions in the form of symbols, objects, colours, feelings, and so on which is the language of the right brain and superconscious. (These are not to be confused with the little light bulb moments our Clients may have. Sometimes these are superficial, not reaching down to the cellular level.) The receptor protein changes shape and the effector protein takes action to allow in nutrients and the light and sound, which are the solutions from the superconscious.

5. "The membrane's function of interacting "intelligently" with the environment to produce behavior makes it the true brain of the cell. When you destroy the membrane, the cell dies just as you would die if your brain was removed."¹⁵
6. "... computers and cells are programmable . . . the programmer exists within you or outside the computer or cell. Biological behaviour

and gene activity are linked dynamically to the information from the environment, which is downloaded into the cell."¹⁶ Therefore, the CLI concept of the organic computer is perfect. And all of our research to date, in terms of people changing their behaviour permanently with PCMK™, is validated by Lipton's key knowledge that cells are programmable. Thanks Bruce for making my day!

7. "... I realized that the gene-containing nucleus does not programme the cell. Data is entered into the cell/computer via the membrane's receptors, which represent the cell's "keyboard". Receptors trigger the membrane's effector proteins, which act as the cell's/computer's "Central Processing Unit" (CPU). The "CPU" effector proteins convert environmental information into the behavioral language of biology."¹⁷
8. When we understand how IMPs control biology, we become masters of ourselves, not victims of our genes. We own that we CAN change our destiny.

"Spirit" or Dare I call it "Quantum Physics"

I'm still quoting from *Biology of Belief* here. These pieces are vitally important for us to understand because in Chapter 8, we're going to tie all of these pieces together.

1. "Physics, after all, is the foundation for all the sciences, yet we biologists rely on the outmoded, albeit tidier, Newtonian version of how the world works. We stick to the physical world of Newton and ignore the invisible quantum world of Einstein in which matter is actually made up of energy and there are infinite possibilities. At the atomic level, matter doesn't exist with certainty; it only exists as a tendency to exist. All my certitudes about biology and physics were shattered!"¹⁸
2. "Spontaneous healings, psychic phenomena, amazing feats of strength and endurance, the ability to walk across hot coals without being burned, acupuncture's ability to diminish pain by moving

“chi” around the body, and many other paranormal phenomena defy Newtonian biology. My colleagues and I train our students to disregard the healing claims attributed to acupuncture, chiropractic, massage therapy, prayer, etc. In fact, we went further. We denounced these practices as the rhetoric of charlatans because we were tethered to a belief in old-style, Newtonian physics. The healing modalities I just mentioned are all based on the belief that energy fields are influential in controlling our physiology and our health.”¹⁹

3. “Quantum physics discovered that physical atoms are made up of vortices of energy that are constantly spinning and vibrating; each atom is like a wobbly, spinning top that radiates energy. Because each atom has its own specific energy signature (wobble), assemblies of atoms (molecules) collectively radiate their own identifying energy patterns. So every material structure in the universe, including you and me, radiates a unique energy signature.”²⁰
4. “The fact that energy and matter are one and the same is precisely what Einstein recognized when he concluded: $E = mc^2$. Einstein revealed that we do not live in a universe with discrete, physical objects separated by dead space. The Universe is one indivisible, dynamic whole in which energy and matter are so deeply entangled it is impossible to consider them as independent elements.”²¹ Einstein, you’re my hero! In Chapter 1, we referred to this as an energy matrix.
5. From my understanding of Lipton’s research, our bodies are made up of complex pathways. “When you change the parameters of a protein at one point in such a complex pathway, you inevitably alter the parameters of other proteins at innumerable points within the entangled networks.”²²

In conclusion, neuroscience, cell biology, and Coaching are definitely connected! It is completely wondrous! While we have come a long way in terms of explaining how the cell’s function in our thinking processes and behaviours, there is still much to be learned. I just find it all very exciting. Don’t you?

Amidst

Amidst the rubble in my heart
when the moon was full, I found a butterfly.

Her wings so fragile
yet as strong as her desire
to live a meaningful life.

As she fluttered from flower to flower
she sang heavenly songs
to fill her spirit with
the richness that diamonds and rubies
could never replace.

So sweet was the music
of ocean waves lapping on the shore
of Mama Seal teaching baby seal
how to bring a smile to the faces
of humans who have never smiled.

Amidst the rubble
the butterfly found a home.

For from the rubble came great learnings
to share with others. Then the rubble disappeared
and the moon's rays sparkled on the water forever.



Chapter 8



Linking Science, Spirit, and Coaching to Remember Who We Really Are

This chapter leads us into a discussion of how to link The Law of Love/Transformation, cell biology, chakras, and the electromagnetic field. Sounds daunting doesn't it? In reality, it is quite simple and exciting. Let's see how well I do in the explanation here!

The Law of Love/Transformation:

1. The Law of Love/Transformation says that in order for receptors to “pop” (a shift at a cellular level) and for permanent, positive, behavioural change to occur, three things must happen.
 - a) **Search out the learning.** The Client must understand the reason why they are having trouble overcoming a challenge or

achieving a goal. They are holding on to it for a reason. And they will keep repeating the same pattern over and over again until they truly internalize what they are learning from holding on to this pattern. The receptor protein will remain constricted.

- b) **Identify the emotions.** Next, they must identify the emotions involved because, according to Pert, the receptors in charge of that behaviour constricted due to an emotional event.
- c) **Lastly, the Client must bring “love” or “strength” to the situation.** The Law of Life says that love is stronger than fear. Since the unconstructive pattern has a fear attached to it at some level of our thinking, Coaches are to invite their Clients to use “love” or “strength” to do the final “popping” of the receptors. Once the learning in a) above is completed, the receptor is very willing to “pop” because there is no longer any reason to hold on to the behavioural pattern.

For a more detailed explanation on the Law of Love/Transformation see Chapter 10.

Quick Summary of Cells and Coaching

When I combine the research of Pert, Lipton, and K-Burr, this is a *simplified summary* of what I see happening in the body when we do coaching at a cellular level.

Our bodies contain 50 – 100 trillion cells—more or less! Each of these cells is like a human being, with all the functions of a human. Cells possess a uniquely tuned receptor protein for every environmental signal that it needs to read. Therefore, there will be receptor proteins uniquely tuned to look after digestion, muscle contractions, and other bodily functions. There also will be receptor proteins uniquely tuned to look after emotional, spiritual, and intellectual needs.

Receptors can read energy fields. Therefore, the behaviour of our cells can be controlled by invisible forces, including thought.

Receptor proteins are remarkable but need their buddies, the effector proteins, to complete the job. The receptor “receives” environmental signals and the effector proteins take action on that signal. Together, the receptor-effector complex acts as a switch, translating environmental signals into cellular behaviour.

When a coaching Client comes to us to overcome a challenge or to achieve a goal, the receptors in charge of that challenge or goal are constricted. Therefore, the receptor proteins will not let much food or energy into the cell. With malnourished cells, we cannot think clearly. Therefore, we keep repeating the same pattern over and over again.

Using coaching methodologies scientifically engineered *with the right frequency to resonate with the receptor protein’s antenna*, the receptor can change shape inviting the effector protein to let food and energy (ideas) into the cell. I am assuming that a positive signal is then sent to the brain and the Client is now in a better position to take action for permanent positive change.

Simple right? Yeah. But wait, there is more to this occurrence.

Chakra Notes & The Electromagnetic Field (EMF)

In Pert and Lipton’s work, we have become familiar with the physical system of our body. Of course, we all know that we also have a life force system of meridians through which flows our life force, acupuncture points, chakras and so on.

In Coaching, it’s vital to understand how the two systems are linked.

The diagram in this chapter of the Electromagnetic Field shows that the body has 7 primary chakras. This is the old belief around chakras. Knowing that each of our 50 – 100 trillion cells is like a little human being complete with all the functions necessary for survival, we can begin to suspect that we have 50 – 100 trillion systems of chakras as

well. In other words, each cell has its own chakra system and therefore its own set of energy vortexes.

For simplicity’s sake, let’s work with the 7 main chakras. Each chakra has an energy funnel that connects the human body with the electromagnetic field of each person. This electromagnetic field is really the superconscious mind—the source of all wisdom. The electromagnetic field (EMF) is the energy field around the body in which is stored all knowledge and wisdom of the universe including our self . . . who we really are.

“Each chakra has an energy funnel that connects the human body with the electromagnetic field of each person. This electromagnetic field is really the superconscious mind—the source of all wisdom. The EMF is the energy field around the body in which is stored all knowledge and wisdom of the universe including our self . . . who we really are.”

When receptor proteins are constricted, we have distorted thinking or irrational thought because the emotions are blocking the nourishment from reaching our cells.

“Our experience with PCMK™ has been highly rewarding. Because PCMK™ is scientifically engineered to “pop” receptors using The Law of Love/Transformation, the negative emotional energy is released from the receptors, and the chakra in which the receptors reside enables answers to come through from the EMF. This happens because the chakra also is no longer blocked on that issue. We then “stream” in solutions in the form of symbols, objects, colours, feelings, and sounds.”

This “streaming in” process is similar to the processes used by all the genii of history: Einstein, Plato, da Vinci, Confucius, Hippocrates, Leo Tolstoy, and other Great Thinkers

More Chakra Notes:

- Each chakra (which means spinning wheel) brings in information from the EMF relevant to its responsibility. For example, the Throat Chakra brings in information on Communication.
- When receptors are constricted, the Throat Chakra is unable to let the information in.
- Too many receptors blocked in that chakra will make the person weak in that chakra's responsibility. For example, a multitude of constricted receptor proteins in the solar plexus makes a client weak in self-confidence.
- Our memories are stored in the membrane of each cell. Of course, these cells live in a particular chakra. But since the body replaces itself every few months, we begin to wonder that if our cells are totally replaced, how come we still have our memories???
- Remembering that energy can neither be created or destroyed, my experience has taught me that these memories are stored in the EMF and are accessed by the brain and other cells as needed.
- Our memories are stored in the receptors of the chakra which matches the frequency vibration of the emotion of the memory. For example, memories of abuse which carry a low and coarse frequency usually reside in cells in the lowest chakra. CLI research has discovered how to use the colour of the chakra to access the memories.
- The more receptors we "pop", the more enlightened we become because the energy flows more naturally through the chakras. With the "popping" there is nothing else stopping that life force energy of the EMF from flowing into the affected cell of the body.
- PCMK™ has the ability to:

- Find the memories which have constricted the receptor protein.
- Find Root Cause patterns of these memories stuck in the chakras.
- “Pop” receptors to allow brilliant solutions to stream in from the EMF.
- Renew permanent, positive behavioural change.
- All events are recorded by the mind and are stored in both the membrane of the cell and in the EMF (permanent record).

Notes on the Electromagnetic Field:

Understanding the basic workings of the EMF is important. Here are some examples of the EMF at work.

- ◇ **The Law of Attraction:** “We attract people, places, and things into our lives to help us grow emotionally, intellectually, spiritually, and physically.” This is how The Law works. Let’s say that you are an employee in a company and your boss is arrogant. You decide to leave the company because “your boss refuses to listen to your ideas.” You find another job and, guess what? You have attracted another arrogant boss. So what gives? Well, The Universal Law of the Mirror is at play here. In other words, what we see in others is a reflection of what we see in ourselves. Bluntly said, the employee is also arrogant. He keeps attracting arrogant bosses until he himself realizes this. With this awareness he can begin changing his own behaviour.

How is this law demonstrated in the EMF? The cell(s) in your body which are in charge of your arrogance have a certain frequency. Through The Universal Law of The First Law of Increase, we keep repeating the same patterns over and over again. What we resist persists! And because The Law of

Love/Transformation guides us to determine what on earth we are learning in these cases, this cellular frequency attracts (like attracts like) other human beings with the same cellular frequency so that we can learn from them. Pretty neat eh?

- ◇ **CLI Values Cards.** Power Coaches and their Clients use a deck of Values Cards. Each card has a different spiritual value printed on it. Values such as Acceptance, Faith, Self-love, Wonder, and Honesty. Each of these 75 cards has a different frequency depending on the value typed on the card. You intuitively “select” from the EMF the value that has the exact frequency you need at that moment in time. Depending upon your intention, you may be picking a card to determine an unconscious block or you may be picking a card to determine a present strength value.
- ◇ **The Coaching Tree and Emotional Charges Release Chart.** Power Coaches use The Coaching Tree from which to select a coaching methodology for their Client. The Client is unable to select because with their receptors constricted, their intuition is blocked.

Each methodology has a frequency. The pericardium point on our longest digit is the heart connector acupuncture point. With it we connect to the part of the brain that guides vision, direction, and planning. Using their pericardium point, the Power Coach® “selects” from the EMF the methodology that has the exact vibration needed for the Client to “pop” receptors and access wisdom from the EMF for the Real Issue or Real Goal that day.

The same process is used with the Emotional Charges Release Chart in which are listed dozens of methodologies for the Client to release their stirred up emotions safely and to stream in Genius Solutions to their Real Issue or Real Goal of the day.

This approach is paradigm shifting for Coaches. A non-Power Coach® would probably use their logical mind to select a coaching methodology. Or maybe even their "intuition". In either case, the ego can creep in and the Coach may select a methodology with an unmatched frequency since our intuition is only fully developed when we reach self-realization or self-enlightenment. Using the pericardium point is an exact science. The Power Coach® finds the coaching methodology with the perfect frequency for the Client to "pop" their receptors and stream in perfect solutions. It's easy, effective, and professional.

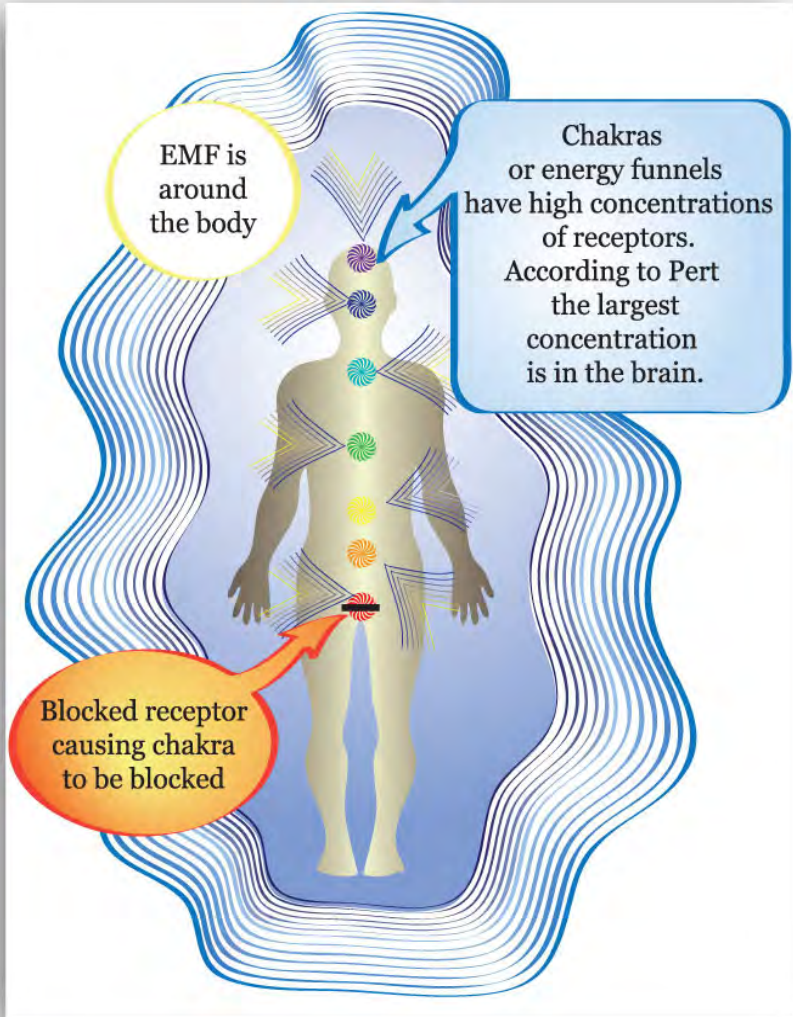


The Electromagnetic Field

“The EMF

is the boundless energy field around the body that stores all knowledge and wisdom of the universe including of our self. EMF = superconscious mind.

Receptors are all over our body. When receptors are constricted, we have distorted thinking or irrational thought because the emotions are blocking the physical nourishment from reaching our cells. The chakras in which the receptors are located are also blocked preventing us from accessing solutions from our EMF.”



How Power Coaches Create Permanent, Positive Behavioural Change

To create permanent, positive behavioural change, CLI has noticed the merging of:

1. The Law of Love/Transformation
2. Cell Biology

3. Chakras

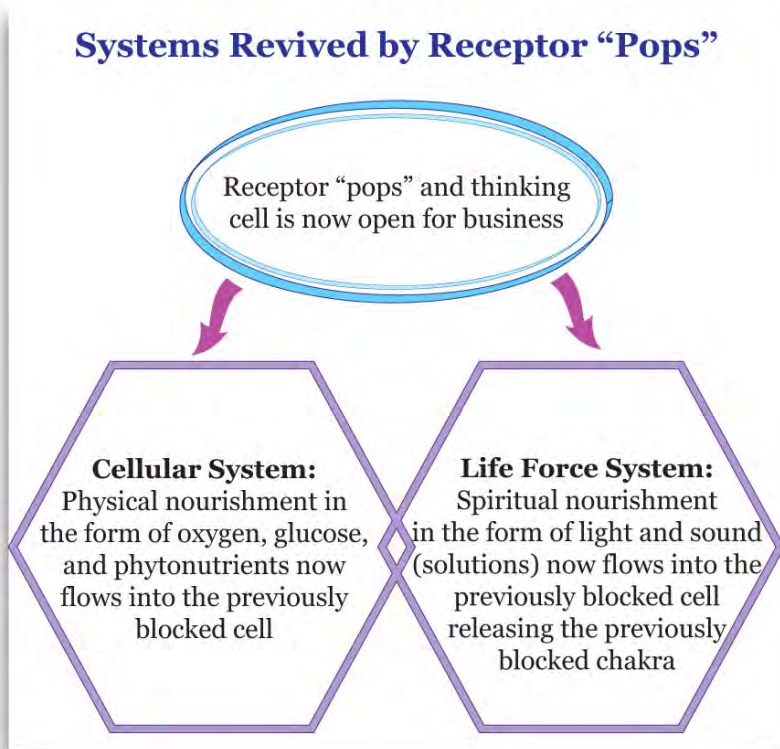
4. The Science of Mind-Kinetics®.

The first three we have already explored in some depth. In Chapter 13, we'll look at the Science of Mind-Kinetics® for whole-brain thinking. Marrying all four elements, we realize that permanent, positive change appears to be a magical process yet it is just a simple understanding of how the cellular system and the life force system work in tandem. In summary, here's how they work together.

When a coaching Client comes to us, they have either challenges to overcome or goals to achieve. In either case, their receptors are constricted. When receptors are constricted, we have distorted thinking or irrational thought because the emotions are blocking the nourishment from reaching our cells.

Because PCMK™ is scientifically engineered to "pop" receptors using The Law of Love/Transformation, the negative, emotional energy is released from the receptors *and the chakra in which the receptors reside* allowing answers to come through from the EMF. This happens because the chakra also is no longer blocked on that issue. We then "stream" in light and sound solutions from the EMF in the form of symbols, objects, colours, feelings, and sounds. This is the spiritual food that is so necessary for growth.

In summary, with the receptors now open, the physical nourishment in the form of oxygen, glucose, and phytonutrients now flows into the previously blocked cell. Spiritual nourishment in the form of light and sound now flows into the previously blocked cell as a solution or self-realization releasing the previously blocked chakra.



Once again, this “streaming in” process is similar to the processes used by all genii including Einstein, Plato, da Vinci, Confucius, and Gandhi.

Why People Have Trouble Taking Advice

Have you ever had a sick friend or family member who would not accept the advice that you have given them?

Why does this seem to happen? What would make them not take your advice?

Here are a few possible reasons:

1. Receptors are constricted:

They have very little clarity because they have unconscious unconstructive patterns causing them to stay unwell. They need a Coach who can work with them at the subconscious level to find those patterns and flip them into positive ones.

2. The authority of the Medical Doctor:

The authority of the doctor—born in the 18th century—has not left our culture. Until it does, we'll continue to fall into the trap of helplessness when it comes to our own treatment.

This does not mean that we shouldn't listen to our doctor. It just means we should do our own in-depth research as well. Chances are our doctor has one option for us. But what if we had 3 or 4 other options? Whenever possible, we should select a health practitioner trained in proper plant-based nutrition.

Many modern physicians have little or no training in this area and merely treat the symptoms perpetuating a cycle of disease and patient/doctor dependency that can be very costly. However, enlightened physician Paracelsus once said, "No physician can ever say that any disease is incurable. To say so blasphemes God, blasphemes Nature, and depreciates the great architect of Creation. The disease does not exist, no matter how terrible it might be, for which God has not provided the corresponding cure."

3. The disbelief that anyone could know more than the Medical Doctors:

How is it possible that a family member or friend could be more knowledgeable about an issue than a doctor?

Well, it happens all the time—and until this disbelief fades and individuals take responsibility for their own well-being, there will be more suffering and heartache.

4. **Stubbornness or habit:**

Let's face it, we're just plain stubborn about a lot of things that are routine, but not necessarily required for our survival, safety, true happiness, or wellbeing. They are simply habits from social conditioning.

One thing, for sure, that most people are extremely stubborn about is changing their diet! This includes habits or addictions that they're used to doing, even if it's literally killing them—like smoking, drugs, and alcohol.

This part of human nature needs to go away soon. Sadly, we are blindly feeding our children poisonous food. Mama mia! Animals protect and nurture their young. When a loving human family anticipates a new arrival they want the very best for their child, yet so many infants, children, and minors are exposed to intoxicants that are addictive, toxic, and result in pre-mature illness, even death. It's truly heart-breaking.

5. **Lack of faith or poor self-esteem:**

If we don't think something is going to work, in many cases, we'll sabotage it enough so it doesn't. We have to have faith and motivation for self-improvement.

6. **Apathy or deep seated lack of desire and dis-satisfaction for life (subconscious or conscious):**

This is truly the most difficult to pinpoint, but in some cases, a person who finds themselves in a situation where they are threatened would: a) rather let someone else take care of it; or b) feel like they have been dealt a bad deck and just don't care that much about what the outcome will be.

Some would rather die or remain a victim of abuse to prove a point that they were taken advantage of in some way. However, coaching can free them from this misconception. We create our reality.

It's human nature to blame outside circumstances when we feel hurt or become sick. This blame will only help us stew more and reach out for others to help us without taking responsibility for our situation.

We are the only one who can change who we are.

No one else can do it for us.

Pointing blame will only make us more miserable as our unconstructive actions and reactions create more negativity.

The misuse of products such as alcohol, tobacco, drugs, and animal products results in apathy, abuse, violence, crimes, suicide, and war. These activities undermine the moral fabric of society and that of our children "deadening" our senses and harming our body cells including cutting off our great seeds of innate compassion and wisdom.

With these points taken to heart, I still reflect back to my friend's situation (the one with cancer) and wonder

Why would anyone choose milk, sugar, cheeseburgers, and soda over the chance to see their son or daughter begin elementary school, go on their first date, or walk down the aisle?

Doesn't that sound foolish to you?

What's the answer to these self-sabotaging behaviours? My answer is within the quote box below.

"Usually humans need something greater than themselves to believe in until the child within them grows up to fully own that their *Godself* has all the answers. Coaching can help them connect to their almighty *Godself*."

The good news is there is hope. Spirituality, science, and Coaching jointly lay the foundation for true self-cultivation that can greatly enhance our own lives and the lives of those around us. Gandhi encouraged us to be the change that we want to see in the world. The foundation for peace, health, and happiness is within reach. As we look at the world around us, it's time not only to recognize our own *Godself*, but to also reflect and honour the *Godself* in everything and every being around us.



Lost in the Wilderness



In the distance is the cry
of a soul lost in the wilderness.
Not the forest type
But the wilderness of the mind.

They constantly abuse themselves
with bad food, drink, and such.
Possessions are more important than love
And they seek power over others.

I ask you all . . .
Where have we learned this way of life?
What has happened to the simple life?
What has happened to charity?

Coaching brings us to that place
where self-love is present every day.
Where the ice in the heart melts to
reveal a special being. A real leader.



Chapter 9



What Colour is My Halo?

Just for laughs: Two antennas met on a roof, fell in love, and got married. The ceremony wasn't much, but the reception was excellent! Too funny!

Once we become aware of energy fields—the matrix of an individual, a group, or even a country—we begin to wonder why we receive a positive “reception” from some people and a negative one from others! The answer is that our energy field emits a frequency that attracts people, repels people, or causes them to be neutral towards us. Let's uncover more about this phenomenon.

We all know that light is energy and we realize when we look at a rainbow in the sky that light has colour. Therefore, our personal energy field also will have colour. We call our personal energy field our energy matrix or our “aura”. Teasingly I call it our “halo”! While only some people literally can see the colour of your aura, the majority of people can feel or sense your aura or your energy field. What we are feeling or

thinking at any given moment in time is what people will see, sense, or feel in our halo. And every person has their own personal antenna with which to see, sense, or feel someone's halo. Therefore, as one whole human being, we are a large version of the receptor's antenna.

The billion-dollar question is, "What exactly do people sense in our halo?" The short answer is they sense our beliefs and emotions, and even the types of food and drink we put into our bodies, which emit a frequency which others will pick up on when we are in the same room with them or are speaking over the phone. Have you noticed that sometimes you can pick up on the emotions of a loved one on the other side of the world? That is because we literally enter into their energy matrix simply by thinking about them. Here are three more examples of how people and animals can sense what is going on in our halo.

With a co-worker, can you often sense if they are angry at you? Absolutely. Their negative thoughts towards you are like spears of energy bombarding your energy field.

Your spouse/partner is cuddled up to you on the sofa. No one says a word yet can you feel/sense their love?

You've had a bad day at the office. When you open the front door of the house, your dog runs up to you and jumps up and down at the joy of seeing you! Animals are very connected to their caregivers. They know that you've had a bad day hours before you walk through the door. How do they know this? They are simply in tune with our energy matrix all the time. In actual fact, animals in general feel a great responsibility to look after us. They will sense that you are coming home even though you might still be several kilometers away. When we are sad, our pets will physically come very close to us to lend us some of their loving energy.

Let's take a moment to hug our pet(s) shall we? And thank them for their enormous, unconditional love. While we're at it, let's thank all the birds, land and sea animals, and all creatures for the role they play in helping re-create Earth as a loving paradise.

How do we Create our Personal Halo?

Another billion-dollar question is “How do we create our personal halo?” The answer from the sages is quite simple.

People Influence our Personal Halo

Born into a combined matrix of Mom + Dad, our halo carries our parents’ beliefs and the imprint of beliefs from previous lives. Therefore, we are a complex being having inherited beliefs from parents and previous existences. Even if you don’t believe in past lives, you will agree that children often take on the patterns of their parents.

We are born with a divine purpose unique to us. As we meander through life, on a quantum physics level we seek (attract) people and opportunities who will help us fulfill that purpose. As we interact, if the beliefs in the energy matrix of another person such as a Manager in a corporation are stronger than our own convictions, we might integrate the Manager’s beliefs into our own energy matrix. For example, I once had a Manager who was extremely prejudiced against women. While Ed’s actions showed he clearly was strong in his beliefs about the inadequacies of women, he verbally never dared say a word, probably for fear of receiving a lot of hate mail and having his career destroyed! But women could feel his discrimination. His energy field was very clear about it! At some level, by being in Ed’s energy matrix I also began to believe that men are superior to women. I watched as the men were promoted to higher positions when there were women who were equally or more highly qualified. Through what we often call “osmosis”, I took on Ed’s belief. In essence I was deserting the female race! I only realized this spiritual desertion in me a couple decades later when I began vacuuming out my subconscious. Sheesh, it was glorious to toss that out, I can tell you!!

“We are born with a divine purpose unique to us. As we meander through life, we seek people and opportunities who will help us fulfill that purpose.”

One of my favourite corporate Leaders was a gentleman named Mike Pascoe. His energy matrix towards women in business was very different from Ed’s. Mike respected the creativity, nurturing ability, and compassion which women brought to business. Generally speaking, Mike was fair in his dealings with all employees—male or female. Interactions with Mike were pleasant. I believe that his positive beliefs greatly affected me and my career’s progress. My energy matrix took on many of his positive beliefs and I am so grateful for his teachings. Thank you Mike!

Therefore, part of our energy matrix or the aura we project is the collective of frequencies of our various beliefs which we have acquired from parents, siblings, colleagues, books, seminars, and so on.

“Therefore, part of our energy matrix or the aura we project is the collective of frequencies of our various beliefs which we have acquired from parents, siblings, colleagues, books, seminars, and so on.”

Have you noticed how people come into your life for a reason or for a season? An example of attracting someone for “a reason” comes from my business life. I have attracted many corporate executives as Clients because as they were working on their big egos, I hate to admit it but I also was working on mine. In reality, I had attracted them in order to polish the parts of me that were no longer serving me—and one part was my own ego! An example of attracting someone for “a season” could come from our personal life. Perhaps you have attracted many

long-term friends who are on the same spiritual path as you are and you excitedly share new awarenesses.

These are examples of people being on “the same wavelength” or “birds of a feather flock together”. Notice the word “wavelength”. Physicists study light and sound waves and their wavelength.

Spiritual Masters have the highest frequencies in their aura. Indeed, if you take a picture of their body, sometimes the body is missing. The picture will just show a big ball of light where the body was.

The more our thinking is negative, the lower the frequency of our aura; the more our thinking is positive, the higher the frequency of our aura. As humans, we are attracted to those people with auras who can help us fulfill our spiritual purpose.

Food and Drink Influence our Halo

It is now widely accepted that food and drink influence our halo.

Let’s say, for example, that you are at the grocery store and wish to buy some raw nuts to make a raw nut paté! Yum! As you stand in the bulk foods section, you wonder which of the three bins holding the same type of walnut from three different suppliers is the one you should select from.

Unconsciously turning on your antenna, you suddenly know from which bin to select your walnuts because of the energy matrix or aura of those particular walnuts. Nothing in the world will allow you to select from the other two bins. It’s almost as if a wall springs up between you and those other two bins! There could be all kinds of reasons for this. Maybe the person picking the walnuts that day was angry and therefore they would have transferred their anger energy into the walnuts and then into you. Or maybe the country of origin has a law which says they must pasteurize the nuts before they export them (which of course kills all the enzymes rendering the walnut as a perfectly useless food).

Mike Adams (NaturalNews.com)¹ eloquently writes about the fears that can be in our aura from the food we consume.

Let us talk about the correlation between meat consumption and human emotions. What you see in meat-eaters—especially beef-eaters—is a lot of internal anger, fear, and violence. Just look around. Pick ten people whom you know who eat a lot of meat and rate their level of emotional stability, anger, fear, and violence.

Then, take ten people who are vegetarians or vegans and try that same exercise. Then compare those two groups of ten. You will find an amazing correlation. All the people who eat plant-based diets—vegetarians or vegans—are non-violent. They are not angry. They do not live in fear. They do not support war and violence. They do not treat others inhumanely. They probably love animals and I do not mean love to eat them. I mean love to have them around.

. . . What is behind it? How can meat consumption be correlated with such violence? The answer is that tissues store emotions . . . If you go to Google and search around for organ transplant recipients, you will find many recipients who actually experience the emotions of their organ donors. They are recipients of heart transplants and liver transplants, for example. They actually experience the memories of the donor who has long since passed away, obviously. They experience the memories and the moods . . . It is because the tissues themselves—the organs—actually store energy. They store vibration. They store emotions. When you take a heart out of one person and put it into another person, you begin to unleash the emotional energy that was in the original heart organ. That is why the recipient then begins to experience those emotions all over again.

What I believe Mr. Adams is implying is that animals are like humans in that they do not want to be killed. They want to live happy, healthy, and long lives. They try to run away when they are killed. They don't want to leave their loves ones. Therefore, when we eat the flesh of animals that are constantly in fear of being killed, we assimilate that fear into our own tissues. That fear then radiates out into the halo of a meat-eater.

“Who would you rather have babysit your children? A meat-eater who has a stored killing fear in their tissues or a vegan who wouldn't even dream of killing an ant?”

Everything has a frequency and if we pay attention, we will only hang out with positive people and buy and eat the foods which are the most nutritious for us, which give us the highest loving frequency.

How do We Identify What We are Projecting from our Aura?

Well, this is our third billion-dollar question! There are three ways to identify what we are projecting from our aura.

1. If we meditate, we can “see” through our third eye what we are projecting.
2. A CLI Power Coach® can help you see what beliefs in your subconscious mind are creating the frequencies in your aura.
3. We can conduct an assortment of profile assessments which will give us an idea of what we are consciously and subconsciously projecting. As discussed earlier, a profile is a tool which Coaches use to help their Clients understand what their competencies are as leaders, employees, husbands, wives, community leaders, students, professionals, and so on. For example, a Leader could complete

a profile to understand their behaviour as a Leader. Maybe they are too aggressive or maybe they are too shy. They could conduct profiles to determine their strengths and areas of improvement in sales, time mastery, people skills, and so on. On the home front, a wife could determine her behaviour in interacting with her husband and children. In a moment, we'll present a wide array of profiles which are often used in the coaching industry.

Profiles Help Identify What we Project from our Aura

Benefits to the Client of conducting Profiles:

- They become honest with themselves by affirming their areas of improvement in all areas of life;
- The areas of improvement that are hiding in their subconscious can come forward during the profiling process;
- They articulate their goals;
- They prioritize their goals;
- They identify the values they have not been receiving/receiving and not giving/giving;
- They celebrate the parts of their lives that make them happy and content;
- They measure their return on investment.

Benefits to the Coach when the Client conducts Profiles:

- The Coach better understands their Clients. As they scan the results of the Profiles, the Coach quickly acquires a "picture" of what the Client's life looks like. The Coach connects with the Client on a deeper level;
- On the Summary Accelerator Intake Form (see "Selection of Profiles" below), the Coach has clear direction from the Client

with respect to the top 5 challenges/goals the Client wishes to work on;

- The Coach understands the objectives and results the Client is looking for from the coaching sessions;
- The Coach can assist the Client in selecting their top challenges/goals based on the scores received;
- When the Client may say, *“I don’t know what to work on today,”* the Coach can bring their attention back to the results from the Profiles. There, they will find lots of things to work on!

There are three different ways to use Profiles:

1. Prior to beginning your coaching sessions with a Client, it is often a good idea (but not imperative) to use the results from a variety of Profiling Tools as a basis for your work together. The Client can use these tools to determine their performance and behaviour in all seven areas of their lives and on all four levels: emotionally, physically, spiritually, and intellectually. At a minimum, we suggest that the Client completes “Happiness in 7 Areas of Your Life” and the “Summary Accelerator Intake Form”—both available online and currently free of charge. The DiSC[®] is usually also used. For more details on these profiles, see below.
2. Profiling Tools may be discussed at the beginning of any Coaching session. If this happens:
 - a) simply take an intuitive stroll through the list below to see which profiles seem to surface for the Client. There may be more than one. Show them to the Client and have a discussion around the benefits of completing the profile(s);
 - b) alternatively, show your Client this list and have a discussion with them with respect to which profiles feel appropriate for them at this time.

3. Profiles may be given for homework when the Client can focus in private.

Some Profiles from which to Choose:

Below are just a few profiles which can be used by the Client to receive a better understanding of what beliefs they are projecting from their aura. This is by no means a complete list. Some can be accessed at www.CoachingAndLeadership.com/store. For others contact sales@CoachingAndLeadership.com. Some are free and some are billable. CLI Power Coaches receive volume discounts as part of their training package.

1. Rate the Health Level of Your Organization:

This profile assists management in rating the overall health of their organization by studying its health within four levels: emotional, intellectual, spiritual, and physical. This tool is important for all Leaders as it triggers thoughts on where the strengths and areas of improvement are within their organization.

2. Internal Performance Evaluations and Learning Agreements at Work including 360s:

Most organizations today have their Managers trained to complete annual performance reviews on all employees. Some use 360 assessments in which the employee receives feedback on their performance from various people within the organization.

Your Client may wish to bring the results from their in-house reviews to your Coaching session. They may wish to work on specific goals or on specific issues that are challenging them at this moment in time as a result of these reviews.

CLI believes that annual performance reviews are necessary for employees of all levels. The ideal situation is where the Manager has training in PCMK™ and uses them to assist each employee in setting goals, identifying subconscious roadblocks to the achievement of the goals, streaming in innovative solutions, then developing a workable whole-brain action plan for each goal.

With respect to 360 assessments, I believe these profiles can be hurtful to the spirit of employees when used on their own without the support of the positiveness of other self-scoring profiles. Indeed, if a 360 is conducted on its own and the results are perceived by the Client to be negative, the Client can be thrown into a victim state unnecessarily and unfairly. We question the need for such assessments. In fact, my heart wishes we would ban them forever and stop needlessly hurting people.

CLI prefers to work with what the employee believes are their goals and challenges and only with feedback from the employee's direct manager during their annual review process versus giving a colleague the opportunity to hurt their spirit. Power Coaching® plus self-coaching tools and processes greatly assist the employee in identifying **their own conscious and subconscious roadblocks** to success. If each employee is committed to being the very best they can be and self-coaches daily, it isn't necessary for anyone (other than the immediate Manager) to share with the employee what they think could be some of their areas of improvement. The participants in a 360 assessment may do more harm than good if they do not truly know the employee. If employees do The Brain Walk® every day, their subconscious will bring forward all of their fears and insecurities and catapult them forward. Therefore, there is no need for 360 assessments.

In the words of Socrates, "Know Thyself". Power Coaching® tools, profiles, and processes enable each Client to become intimate with their own strengths and areas of improvement and show them how to value themselves. The PCMK™ system is uplifting to the spirit.

3. **Business Management Competencies:**

Using this type of profile, Clients have the ability to determine eleven (11) Business Management Competencies: planning, goal setting, prioritization, analyzing, scheduling, meetings, finances

and budgets, paperwork and email, delegation, communication, and presentation/facilitation skills.

4. **Values-Based Competencies:**

Every organization has a set of values which they would like their employees to follow such as honesty, integrity, courage, justice, respect, faith, etc. The challenge most employees have is understanding *how to* exhibit these values. Using this profile the Client rates themselves on their ability to demonstrate the values. Coaching is then implemented as a powerful modality for helping them become more value-able to the organization. Pardon the pun!

5. **Sales Strategy Proficiency Assessment:**

This profile is a MUST HAVE for all sales professionals as well as Coaches, Consultants, Speakers, Trainers, and Helping Professionals who wish to have a clear understanding of how well they sell. You will be given your scores in a variety of steps in the sales process and your beliefs in each step of the sale. With this report in hand, the Coach assists their Client (or themselves) in overcoming their shortcomings in the sales process and becoming extremely efficient in sales.

6. **DiSC®** (available in many languages):

The DiSC® is a powerful profile in that it measures the behaviour of your Clients in any given environment. For example, your Client may wish to know the specific details of their behaviour as a Leader, as a salesperson, or as a mother or father. Children might want to “see” fully their behaviour in the home. This profile is a must for every human being. Once we know our behaviour in a given setting, we can proceed to change our unconstructive behaviours with the use of coaching tools. We can also learn how to identify and better celebrate our positive behaviours.

7. **Time Mastery Profile®:**

This profile published by Inscape Publishing is another winning tool. Here at CLI we call it “a workshop in a profile”. In other

words, your Client may not need to attend an expensive workshop on time management. All they may need to do is complete The Time Mastery Profile online. They will receive a detailed report of how they spend their time along with suggestions for change. The next important step for the Coach is to work with the Client to study their Time Mastery issues and goals.

8. Communication Styles:

Use this profile to assist your Clients in determining how they communicate: are they visual, auditory, kinesthetic, or auditory digital communicators? Let's say that you are coaching a husband and wife. The husband may turn out to be auditory/visual which means that he loves to watch television in the evenings. The wife may discover that she is kinesthetic which might mean that she dislikes watching television (wasting her time) and would prefer to work in the garden. Couples (and corporate team players) who understand each other's communication style often can exist in greater harmony.

9. Autobiography:

From time to time, we ask our clients to take a section of their life and write about it in an autobiography. You may wish to begin with 0-5 years, then 6-10, etc. The benefit of this approach is that the Client reflects on their lives, the goals in life that were never fulfilled, and the good things that happened.

10. Happiness in 7 Areas of Your Life:

This profile enables your Clients to profile their performance in all 7 Areas of Life. We highly recommend that each of your Clients complete this profile in order to study their whole life—their strengths and their areas of improvement.

11. Summary Accelerator Intake Form (S.A.I.F.):

This profile can be completed on its own in order to assist the Client in articulating their goals, values, strengths, and areas

of improvement, etc. It provides the Client with an opportunity to share together with the Coach their expectations from their work.

How do we Increase the Frequency of Our Halo?

The road to a happy life is easily travelled when we increase the frequency of our halo because we don't have the heavy, unconstructive frequency thoughts, beliefs, and actions to weigh us down. Here is how we can increase our frequency and make our halo glow.

1. Conduct profiles as explained above.
2. Make a list of your areas of improvement, strengths, and goals—can use the S.A.I.F. Profile.
3. Hire a Coach who knows how to help you permanently change your unconstructive thoughts, beliefs, and actions into positive ones and make that powerful cellular shift into a higher frequency.
4. In Chapter 18 “Taking Care of me – The Coach”, we specify how important it is to master our mind, body, and spirit. This includes pure food/drink, exercise, and meditation. Our energy matrix will project our degree of health. If our Clients see our faces looking a bit grey in colour, they will sense that their Coach's face is reflecting what is going on inside their body as well as in their aura. Clients look to Coaches to be role models of a healthy mind, body, and Spirit.

“Clients look to Coaches to be role models of a healthy mind, body, and spirit.”

How will we know Our Halo has Changed?

1. A few months down the road, we can redo some of the profiles to prove that our behaviour has shifted.

2. We can look back over our Coaching Kit to see the changes we recorded from week to week. Sometimes, these changes are so subtle we may forget that they have been achieved; therefore, the Coaching Kit reminds us.
3. People will tell us! You'll remember from Chapter 4, the survey completed by Meyers, Norris, Penny? “. . . More importantly, 67% indicated that they received feedback from others stating they noticed a change in their perception, behaviour, and/or attitude.”
4. The best indicator that your halo has changed is that you will *feel different*. You will feel lighter, more peaceful, more confident, and much wiser.



I found my Heart

I weep, for I left my heart behind
at a time long ago
when someone hurt me.

I permitted them to hurt me
for I was weak
and unable to stand for my truth.

I am sad, lost,
fearful, and untrusting.
Can you help me find my heart?

I want to be strong again
and yell silently from the rooftops
that I am a powerful, genius human being.

That I am loving, and beautiful,
and handsome all in one.
For I am a mix of beauty and brawn.

Yes, please Coach me!

[2 weeks later after PCMK™]

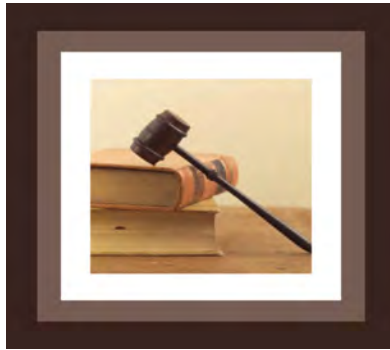
My heart now beats
like a well-tuned drum.
It has found its way back home.

I vow never to lose it again
I vow to sing and dance
and love and be loved.

I am heart.



Chapter 10



An Introduction to The Universal Laws of Human Behaviour

A Sunday school teacher was discussing the Biblical Ten Commandments with her five- and six-year-olds. After explaining the commandment “Thou shalt not steal”, she asked, *“Is there a commandment that teaches us how to treat our brothers and sisters?”* Without missing a beat, one little boy (the oldest in the family) answered, *“Thou shalt not kill.”*

Clever little boy! Our world is filled with man-made laws. Stoplights, lanes for cars, city by-laws, seatbelts, and all sorts of safety laws.

Then, we have the physical laws of nature like the Law of Gravity.

Along with all these physical laws, it stands to reason that we also would have emotional and spiritual laws. At CLI, we call them The Universal Laws of Human Behaviour. These universal truths are simply truths that give an individual permission to see the greatness within self, to appreciate their own brilliance, to rise above mediocrity (the norm), and to know they can achieve whatever they want to achieve. Chances are you will recognize these laws because many were taught to us as children. I'll use a coaching story to demonstrate how The Universal Laws of Human Behaviour are highly effective in coaching and how they demonstrate *The "God" in Coaching*.

Cam, Director of a Shelter for Abused Women and Children

In 2002, I was invited to a small country to deliver a two-day workshop on "Introduction to Coaching for Leaders". I love the simple energy matrix in small countries compared to the complex energy matrix of a large city. In smaller communities, each person experiences less bombardment of energies from large numbers of humans and technologies. I remember my first visit to specific large cities in various parts of the world. I was bowled over by the intenseness of the negative energy in those cities. Of course, it is the collective energies of the people which create a city's energy matrix. The same applies to a corporation or a home. Since each person helps create the matrix of a group, the individuals within the group also can help change the group's energy matrix in a positive way. In this coaching story, we see how the leader shifted the group's energy matrix in an immensely positive way.

The story immediately informs us that while a Client may come to us for business coaching, we may end up doing life coaching or vice versa. Therefore, it is mandatory for CLI Power Coaches to learn coaching methodologies which are universal to both. We believe that a Business Coach **MUST** learn life coaching; otherwise, they cannot serve their Client fully on all three levels for mind, body, and spirit mastery. Terry Sewell explains . . .

“ . . . Of particular note from the work that I did with Betska was the amazing spillover of the growth and self-exploration from the professional world to the personal world. As we know, the two are inextricably linked but busy executives try to compartmentalize these worlds to their own detriment.”

- Terry Sewell, Senior Advisor to
Assistant Deputy Minister Lands and Trust Services

Following the two-day workshop, a Leader asked if I had time in my schedule for a private coaching session. The next evening “Cam” arrived. As the Executive Director of a shelter for abused women and children, her Real Issue was:

The women and children come to our shelter and even though we have rules, they don't abide by them. They make long distance calls for which we have no budget. They eat food outside of meal times which is also not in our budget. I need to know how to set and to enforce business boundaries with my Clients. Otherwise, I fear I will lose my job.

Fair enough. Setting boundaries is often a challenge for many Leaders; however, it is an important leadership competency.

To assist her with this challenge, we began with a coaching methodology called Conversational Coaching with Mind-Kinetics® and ended up blending in a couple of other methodologies each of which is scientifically engineered to “pop” those receptors in the brain body.

Halfway through the coaching session, I asked her if she would like to discover the Root Cause of when this pattern of not setting and enforcing boundaries with her Clients began. Because she was so tired

of this pattern and was very aware that it had been a life-long pattern, she immediately asked to find that Root Cause.

Thanks to science, we have extra knowledge and understanding of neuroscience, cell biology, and Mind-Kinetics®. An especially important coaching competency is to be able to help the Client find the reference point for their recurring behaviours. In fact, The Law of Love says that if you want the Client to change a negative behaviour permanently into a positive one, then we must be aware of the "Root Cause" or the reason why the behaviour began. Only then can the Client *let go* of the behaviour. Remember that unlike the Therapist, the Coach does not spend a lot of time in the past. The Client finds the Root Cause event that set the unconstructive belief in concrete in their mind body, quickly discusses it with the Coach, and then the Coach invites the Client to move forward by working with the Client to turn the unconstructive belief into a positive one.

Using a specific colour, Cam went into her subconscious to find the age of 14 for the Root Cause event. It took about two seconds to find that age because the colour presented her with the memory stored in the cells in one of her lowest chakras.

I then asked her, *"So Cam, what happened to you at the age of 14 that was stressful or challenging for you?"*

Cam responded, "At the age of 14, I was in my bedroom and my brother Peter walked in. After some discussion, it appeared that he wanted to rape me. In total fear, I told him "no" and screamed and yelled until he left."

She continued with the story. The next morning, she awoke to her parents and grandparents banging on her bedroom door. They sadly told her that her brother had committed suicide during the night. Cam informed them that her brother had come into her bedroom the evening before and had wanted to rape her but she threw him out of the room. Her parents and grandparents responded by saying, "So you are responsible then for Peter's suicide. You killed him."

With this information in mind, the next coaching question was, “Cam, your subconscious has given you this age and this event as the Root Cause of your inability to set and to enforce boundaries with your Clients. What is the pattern and how is this event the beginning of this pattern?”

Cam responded, “Well, the pattern appears to be a fear that when I set and enforce boundaries, someone will hurt themselves, maybe even kill themselves. In my subconscious, I believe that my brother killed himself because I wouldn’t let him rape me. Therefore, I let my Clients do whatever they want since I don’t want them to hurt themselves.” What followed next was a waterfall of tears.

Her question to me was, “So Betska, do you think that I killed my brother?” Instead of influencing her processing, I invited her to study *The Universal Laws of Human Behaviour* for her answer.

The Universal Laws of Human Behaviour

There are many Master Laws, many sub-laws of the Master Laws, and many sub-laws of the sub-laws. In this book, we present to you some of the more common Universal Laws. Let’s study Cam’s coaching session and how these laws relate to it. CLI Power Coaches use these laws in their coaching practice in every session because their coaching methodologies are designed with The Laws in mind. First, they learn how to use them to change their own behaviours and then they invite their Clients to consider them in their own lives.

1. **Law of Service:** “As I honour, respect, and love my own individuality, so I honour, respect, and love the individuality of others. The more I love myself, the more I can love/service others.” Cam’s huge subconscious, repetitive belief pattern that if she enforced boundaries someone could hurt themselves was getting in the way of her being of the greatest service to her Clients. For example, if she enforced boundaries, she could be a great role model for the abused women and children who possibly have ended up abused as they too didn’t know how to set and enforce boundaries.

2. **Law of Equality:** “My true needs, wants, desires, hopes, dreams, wishes, and their fulfillment are as important as those of any other soul in existence. In The Creator’s eyes, I am just as important as the next person.” Cam’s parents and grandparents clearly believed that Cam should have let her brother rape her and then maybe he wouldn’t have committed suicide. In other words, Cam came to believe that her parents and grandparents felt that her brother’s needs were more important than her own morals and beliefs. You can see how this can be tragic for some. As leaders, parents, and employees we create a safer environment at work and at home when we see each other as equals. For example, prejudice must stop in this world for the reason that when we put others down or think that we are lower than others, we are not honouring the *Godself* of everyone. The compassionate thing to do is to help the ones who are slower than us to fully access their brilliance.

“Remember, everyone is totally brilliant inside. Some people choose faster than others to access that brilliance. We could assume that people of any age know everything inside and have access to that wisdom. The key active word here is “sameness”. Instead of judging, we can see everyone as the same, as brilliant—we can look for their true essence versus what appears on the outside.”

3. **Law of Mastery of Self:** “As I Master my lower self, I become my higher self to access innovative solutions to challenges and goals.”

One of Cam’s comments at the end of the coaching session was, “My God Betska. For thirty years I have held this belief that I killed my brother in my subconscious. I can just imagine how this has thwarted my progress in terms of believing that I am leading a meaningful life.” If sometime during the last 30 years Cam had used PCMK™’s masterful ability to help a Client find Root Cause events

in less than 5 seconds, she would have been free of that belief. Cam would have mastered her lower self on this belief and begun to live more so in her Higher Power.

4. **Law of Choice:** “If I wish to change my life, I must change my choices.”

During her own discussion on this Universal Law, Cam said, “What this law is telling me is that I didn’t kill my brother. The Law of Choice says that we each make our own choices. We are responsible for our own choices. My brother made his own choice to commit suicide.” Once again, the tears of 30 years of anguish poured from her lovely face. She was relieved of the burden of guilt.

By virtue of having a choice, we become 100% responsible for our lives.

5. **Law of Belief:** “What I think, both consciously and unconsciously, I become. My thoughts are my actions.” Turn unconstructive words, thoughts, and actions into positive ones.

From Chapters 7, 8, and 13 (when you get there!), we now know that proven science says it is our unconscious mind’s beliefs which are running the show; therefore, if Coaches wish for their Clients to have permanent, positive results by kicking out their recurring behaviours in every coaching session, they must have the coaching methodologies which go quickly into the subconscious to uncover what is going on and then use this information to help the Client “architect” their new future. You see, until this specific coaching session, Cam had no idea when and where the pattern had begun because it was buried in her subconscious. Her subconscious belief (thought) that if she enforced boundaries, someone will hurt themselves became her “actions”. PCMK™ masterfully took her into her subconscious to find the Root Cause event. Then, we supported Cam in turning this three-decade-old pattern into constructive positive beliefs.

Cam's new belief systems were, "I, Cam, now balance my budget because I set and enforce boundaries with my Clients. My Clients now lead safe and empowered lives because they too set and enforce boundaries."

To assist the Client in anchoring these new belief systems into their subconscious, PCMK™ Coaches select a methodology from The Emotional Charges Release Chart for Innovative Solutions. With these successfully anchored, Cam's new actions of enforcing boundaries will be the result of this coaching session.

Note: All business and life coaches, including parents, should only write belief systems for self and others if they have been trained properly to do so.

5. **First Law of Increase:**

- a) "What I resist persists. My negative patterns repeat themselves." Cam was a smart businesswoman; yet, while she was aware of her pattern, she did not know consciously where it had begun and obviously did not know how to remove it. Therefore her pattern persisted. Our Higher Power will keep bringing these unconstructive patterns forward until we do something to change them.
- b) "The seeds of gratitude, kindness, joy, etc. will bring even more positives to me."

With her new positive belief systems in place, Cam will sow many seeds of gratitude, kindness, and joy by being a role model of enforcing boundaries. These actions will bring even more positives to her.

- ## 6. **Law of Attraction:** "I attract people, places, and things into my life to help me grow emotionally, spiritually, physically, and intellectually. Some will push my buttons. Others will celebrate life with me. Birds of a feather flock together." Cam unconsciously attracted these Clients into her life to push her

buttons and to show her that she too had the same pattern of not setting and enforcing boundaries.

7. **Like Begets Like (The Mirror Law):** “What I see in others is a reflection of what I see in myself. When I point fingers, I have three others pointing back at me.”

This Law states that if we are emotionally charged when thinking about someone else’s unconstructive behaviour, then they are mirroring back to us that we have the very same behaviour. The Law also states that if we are happy with someone else’s behaviour, then they are mirroring back to us that we too have that wonderful, positive behaviour and we could take a moment to celebrate that!

Remember the family matrix and how children can take on the patterns from their parents because they are being raised in the energy matrix (beliefs) of their parents? It is possible that when Cam’s parents and grandparents accused her, Cam took on the pattern of mirroring her parents by also judging others as witnessed by her judgment of her Clients. A second mirror, as mentioned in the previous Law, is that these women were reflecting back to Cam how she too couldn’t set boundaries. A third mirror could be that these women and children were looking for people to rescue them instead of finding their own inner power to rescue themselves. For 30 years, Cam had not thought of learning how to rescue herself. A fourth mirror, and this time a constructive one, is that the women loved their children so much, they wished a better life for them, and Cam too wished a better life for herself and for them. Such a blessing.

8. **Law of Love:** “Major transformation comes only when I: a) define the issue (Root Cause pattern and the learning); b) express my feelings; c) bring love to the issue.”

Science has shown us that because our emotions are blocking energy from entering the cells, we can only have the greatest clarity *after* the release of the emotional charges.

Cam was able to begin transforming her behaviour only after she discovered “why” she was behaving this way and connected her current behaviour to its origin. For all Clients, once this discovery is made, the receptors can begin to “pop” energetically and let in the nutrients to the cell. Cam brought “love to the issue” through the discussion of The Universal Laws and by doing a final release with a methodology from The Emotional Charges Release Chart.

She streamed in from her superconscious the perfect solution for her challenge in the form of a red duck. The “red” to her meant “power”. The “duck” to her represented three things, namely “floating on water, oily feathers which prevent it from getting wet inside, and motherhood.”

Because the PCMK™ release methods are engineered scientifically to give the Client the perfect solution to a challenge or goal, Cam concluded that the red duck was indeed perfect for her. Her plan was to implement a new group meeting session every morning with her Clients. She would reinforce the boundaries and say how important it was for everyone to follow the boundaries because by everyone watching the budget of the shelter, more women and children would benefit. This she gleaned from the oily feathers. If people don’t understand fully the consequences of their behaviours, they can’t internalize and therefore this “oil” will not allow them to connect to the consequences nor stop their behaviours. These morning meetings would remove the “oil”. The “red” colour represented power. This to her meant that by taking back her power (not permitting them to control her), she will be a better role model for them in terms of encouraging them to take back their power in their own lives. The “motherhood” represented something highly emotional for Cam. Because her parents and grandparents (role models) blamed her for the death of her brother, Cam took on the pattern of blaming others. She learned that by replacing judgment with understanding, equality, compassion, and communication she could lead a more meaningful life and better serve her Clients. WOW!

9. **Laws of Giving:** “As I give love, I receive that love back again. As I give, I gain in understanding.”

Cam knew that by setting boundaries, she was actually giving love by helping the Clients learn how to be more responsible for their actions.

10. **Laws of Karma:** “What I sow, I reap. As I do good things to myself and others, good things come back to me. As I behave badly towards myself and others, ‘negative’ things come back to me. What goes around comes around.”

Also known as The Law of Cause and Effect, this law is vital to embrace in our journey to self-realization. By having the negative belief that she killed her brother and by her parents/grandparents believing that Cam killed her brother, all parties were adding to their negative spiritual bank account. With Cam internalizing the learning and flipping her belief systems, she is now erasing the negative account balance and adding more merits to her positive spiritual bank balance.

11. **Law of Priority:** “I must save myself first before I can save another.”

This Law we hear often on airplanes where they inform us in an emergency to put the oxygen mask on ourselves before we place it on our child. Because Cam’s coaching session helped her save herself from her unconstructive beliefs, she was able now to better serve her Clients. The shelter became both a physical and emotional safe haven for the abused.

12. **Law of Forgiveness:** “I forgive myself to receive love from others. I forgive others to be able to give more love to them.”

Such a beautiful Law. What it means is for us to consider being more kind and compassionate to ourselves and to others. To be completely free of the event at age 14, Cam will need to forgive her brother, her parents, her grandparents, and herself totally.

With just this one coaching session, she was able to do much of that forgiving. I didn't see her again. There probably wasn't a need because the transformation was so huge in a 90-minute session. At the same time, it is possible that she may have chosen therapy to have in-depth discussions about her pain. She would have used The Law of Choice to select her next Helping Professional.

13. Law of Life: "Love is stronger than fear." By embracing the PCMK™ coaching methodology engineered to use love to overcome fear, Cam had hit a homerun. She turned her fears into loving action for her Clients. This Law hugely impacts our actions. If we have a fear, we must embrace that loving attention to any fear can destroy the fear forever. We become courageous in our actions.

Summary

As I write these chapters, I am having fun observing the two hummingbird feeders suspended from a gorgeous arbutus tree. John faithfully fills them up in order to ensure that these lovely sentient beings are well stocked with liquid food. We both enjoy watching our sweet little bird friends in their daily activities. Each of these feeders has three flowers from which the birds can feed. In total there are six flowers. At this moment, three hummingbirds are fighting like crazy to chase the others away from the feeders. In other words, each hummer wishes to have both feeders to themselves. On the surface, it would appear that they are being very greedy; however, when we understand their behaviour, we completely change our opinion of them. You see, hummers use so much energy to stay alive. Being raging, metabolic furnaces, they have to be "power smart". The males belligerently defend these feeders, driving all other hummers away because this serves as their insurance policy for their high-energy needs.

If all humans embraced The Universal Laws of Human Behaviour, we would be as successful as these hummingbirds in terms of sustaining life. Imagine if each one of us pugnaciously looked inside ourselves every day to turn unconstructive, unconscious beliefs into positive beliefs and

actions. Just imagine that! Our lives would be far more meaningful. We would accomplish a lot more and be spiritually well fed. The “*God*” inside of us would feel peaceful. And, as we have already seen from my story and the stories of PCMK™ Clients, the less unconstructive trash we have in our unconscious, the less we have blocking our access to that very wise *Godself*.

I’m not suggesting that we become selfish and chase others away! Au contraire! What I am suggesting is that we benefit when we delve inside ourselves to get to better know ourselves, when we show that same determination as the hummers to “feed self.”

“Imagine if each one of us pugnaciously looked inside ourselves every day to turn unconstructive, unconscious beliefs into positive beliefs and actions. Just imagine that! Our lives would be far more meaningful. We would accomplish a lot more. And, we would be spiritually well fed. The ‘*God*’ inside of us would feel peaceful . . . the less unconstructive trash we have in our unconscious, the less we have blocking our access to that very wise *Godself*.”

The Cam coaching story powerfully illustrates how we never know what can happen in a coaching session. What started out to be a business coaching session actually turned into both a business and life coaching session. Terry was right when he said that we cannot separate business and life since we are just one being and our business and personal lives form the matrix of who we are as a person.

Coaches who have the training to work with such speed with their Client’s subconscious are truly *enspiriting* their Clients. Golden Era Coaches are mindful that as Helping Professionals, we must create environments where our Clients move forward quickly, are *enspirited*, and take action for a more successful life.

Oh Give me a Home

Lord, give me a home
where all beings are safe
in their thoughts, words, and actions.

Give me a home
where all life is sustained
by every breath we take.

Lord, give me friends
who see my beauty within
and who are positive in all ways.
Give me a planetary home
where sincere prayers are said daily
and answered by Grace.

Lord, give me a life
where all Coaches wisely practise a spiritual life
to be infinitely more valuable to their Clients.

Give me a home
where I am free as a bird
to reach the highest heights of love.

Lord, give me more love
with which I can transform
and be more worthy of respect.

Give me a home
where I can weep openly
to celebrate each joyous moment.



Chapter 11



The Values of Humanity

When we are coaching self and others, we have to bring life, energy, and happiness into our world instead of just copying the dark aspect of this world. In other words, we have to try new things and add freshness and lightness to our work!

John and I have just returned from an exciting game of badminton. This game was different because we played on a volleyball court. And, the court was made from beach sand—the view to the beach is most stunning. While a regular badminton game on a normal court can be challenging, the game on a sand court was exhausting! But we sure had fun! Professional players know how to play well as they volley back and forth perfectly. Coaching can be likened to badminton. A Master Coach

is so attuned to their Client that each major, intuitive question yields an “ah ha” moment from the Client. In other words, the Coach and Coachee are perfectly volleying back and forth. We are probably all working towards being such a great Coach. I remember one coaching session when after helping the Client find the challenge/goal they wished to work on, I asked just one question. It was so powerful that the Client’s “ah ha” moment was like an explosion. It was obvious that dozens of receptors (hundreds? thousands?) had “popped”. With that result, I simply took him to The Emotional Charges Release Chart to complete the session. I have been unable to repeat this one question coaching session but I continue to try! Imagine the time we would save if each coaching session was that precise and effective. Wow! The explosion was related directly to the spiritual “Value of Humanity” of “self-love”. In that moment, by connecting to self-love, he found his answer and achieved the results he was looking for. Thus, the coaching session was over!

Having been exposed to the coaching methodologies of students from various coach training schools, I am very happy to report that many use Spiritual Values when coaching Clients, and this element helps the Client to transform their thoughts for permanent, positive change.

“What are The Values of Humanity? These are the values by which we direct our lives.”

CLI Power Coaches learn and work with the 75 main values of humanity. While there are too many to discuss in this chapter, let’s focus on the Top Ten Values which we see most often.

1. Love
2. Self-love

3. Acceptance (non judgment)
4. Honesty
5. Respect
6. Discernment (knowing right from wrong)
7. Faith (in self and others)
8. Wisdom (tapping into one's own inner wisdom)
9. Responsibility (taking responsibility for one's own actions and consequences thereof)
10. Caring

When we have a challenge in our lives, we have become disconnected from one or more of The Values of Humanity. For example, a company president may be having difficulty communicating with her people. She may be having this challenge because she has lost “faith” in her people to complete projects on time and on budget. Or perhaps she is not listening well to her people and therefore has lost “respect” for them. The same applies to goals. If we are having difficulty achieving our goals, then we have become disconnected from one or more of The Values of Humanity.

“When we have a challenge in our lives, we have become disconnected from one or more of The Values of Humanity.”

Let's use a coaching story to illustrate the significance of The Values of Humanity in the coaching process.

Bill, Managing Director, and his Wandering Wife

Part One:

In 2005, Bill was a Managing Director of an international company. His wife, Charlene, had attended one of my personal development weekends and was moved by what she experienced. She then invited Bill to engage in some private coaching sessions with me.

We worked on many of his leadership competencies such as better communication with his employees, strategic planning, and managing his time.

Once we had worked easily through these competencies and Bill had created solid action plans with which to improve his leadership abilities in the workplace, his trust in me as his Coach had grown. He then shifted his focus to work on his relationship with his wife. Charlene was having affairs. And she was having them with other women. Of course, Bill naturally was upset.

I handed Bill *The CLI Values Chart* for him to use when answering my **first coaching question:**

“Because of Charlene’s behaviour, what three top values are you not receiving from her?”

Bill quickly answered.

I am not receiving love, responsibility, and caring. I am not receiving love because Charlene has turned her affections elsewhere. I am not receiving responsibility because Charlene truly is not taking responsibility for how her behaviours are affecting me and our relationship. I am not receiving caring because she doesn’t seem to care that other people will see her with these other women around town and will talk. I am a senior company executive and people will look down upon me, not respect me, and not trust me because

they see that I am permitting this type of behaviour to continue.

The **second coaching question** with respect to The Values of Humanity was:

“Because of Charlene’s behaviour, what three top values are you not giving her?” Bill carefully thought about this question before he responded.

I am not giving her honesty, wisdom, and discernment. I have not sat down with her to have an open-hearted conversation. I certainly have not been approaching the challenge very wisely. It has just been easier to hide my head in the sand. And with respect to discernment, I know what is right and what is wrong here. I need to begin to communicate with her, to find out what is missing in our marriage that she needs to find elsewhere, and then see if we can begin a fresh relationship.

The **third coaching question** with respect to The Values of Humanity was:

“With respect to Charlene’s behaviour, what three top values are you not giving to yourself?”

Bill’s response gave him the answers he needed in order to turn the situation around.

I am not giving myself self-love, respect, and faith. I have been struggling with this for a couple of years now and by not addressing it, it is clear that I do not love myself very much. However, the fact that I am coming out of the closet and discussing it with you today is a major step for me. I have not been respecting myself because keeping silent about this challenge is eating me up. It is

keeping me up at nights. And Betska, I truly think that I have lost faith in myself to give Charlene what she needs. And maybe I have lost faith in her as well. However, I am ready to work at this. I am ready to love myself enough to work at it. And I am ready to show her that I wish to do everything I can to ensure that she is happy as my wife.

The coaching conversation around values was all that Bill needed to return home and piece his marriage back together. More than six years later, they are still together. Thank God for miracles!

Part Two:

A couple of years later, Bill called me to say that he was coming to Victoria and asked if we could meet to discuss some business challenges he was having. Over a lovely cup of tea, Bill told me about his issues at work. One of his employees had recently died and many of his other employees were blaming management for her death. Engaged in a one-year contract, we set out to support Bill. We discovered that the female receptionist was emotionally running the organization. Her gossip and threats to other employees were turning employees against management. Not a pleasant workplace.

The values not being exhibited by the employees in this business case were:

- Sacrifice: They did not take the time to discover the true reasons for the employee's death. In other words, they sacrificed the entire organization's harmony by deciding to blame management for the situation.
- Perseverance: Not one employee was willing to take leadership responsibility and work with management to solve the challenge. It was much easier to remain silent.
- Friendliness: While interviewing the employees, it felt like this army of negative energy was being sent to management.

No one dared to support them for fear of encountering the wrath of the receptionist.

The year-long project involved research, individual coaching, group coaching, and workshops on team building and personal leadership. During one of the group coaching situations I was facilitating, the receptionist literally jumped across the table at one of her colleagues and grabbed her by the throat. The anger was so fierce and the fear was even greater. Pretty wild eh? I'll bet you know what I was thinking . . . that I should have been a _ _ _ _ _ !

In the end, the situation improved greatly and management regained their power in terms of being able to lead a more harmonious team. With the coaching and training, the frequency of the organization was raised greatly and thus many of the negative people left of their own accord. The energy matrix had changed and these negative people simply could not handle the new frequency of positive energy. Corporate leaders, as you are reading this, take note that this is a very effective way of changing the dynamics of your company for the better. Raise the frequency with coaching and the negative people will either leave or transform.

The main value which management needed to give to themselves was "self-acceptance". By looking inside self, they began to see:

1. why they permitted such a situation to get out of hand;
2. why they attracted this group of employees through The Law of Attraction. In other words, in this problem situation, what was management learning?
3. what positive competencies they needed to work on in order to prevent situations like this in the future;
4. which competencies they were exhibiting and the need to celebrate them.

By giving themselves self-acceptance and self-love, these Leaders upped their game and became stronger, more respected, and more successful.

Now here is a question for you? What pattern do you see Bill repeating in both his personal and professional lives? You might find several. The one that was particularly glaring was his inability truly to “feel” the pain of his wife and of his employees. If he had had the ability to feel their pain, he would have been able to address it much earlier before both situations blew up in his face. Interestingly enough, there are still corporate Leaders who are taught to not “feel” the emotions nor listen to the emotions of their employees. This is to their detriment. Leaders in this Golden Era must lead with both logic and heart. They must be whole-brain thinkers. And they could make the choice to be more courageous and outrageous in developing solutions to our megathick file of world challenges.

Summary

The major point to be made in this coaching story is that we almost always repeat the same patterns at home and at work. Therefore, by coaching out an unconstructive pattern at work and turning it into a positive one, our family members also will benefit greatly from our changed behaviour. BONUS! No charge!

In summary, using The Values of Humanity in the coaching process is important. As well as using these values throughout the session, CLI Power Coaches are invited to use them at the beginning of the coaching process to ground the Coach and Client into the same electromagnetic field. To do this, both Coach and Coachee use a deck of CLI Values Cards.

To assist children, families, corporate teams, and communities to connect more easily with The Values of Humanity, CLI’s Research and Development Department has developed a delightful new resource called “Noble Life™ Card Games”—48 card games for a peaceful life. Each package comes with a booklet filled with card games to play at

home and at work using a deck of CLI Values Cards. This exciting new learning resource:

- brightens our day by lifting our spirit!
- brings joy and love into our lives;
- raises self-esteem;
- solves relationship challenges;
- builds our leadership abilities.

The Noble Life™ Card Games are used by children, teens, parents, all adults, executives, athletes, and professionals . . . just to name a few. Give this gift to your Clients and families and watch them achieve noticeable results in their lives. May you find the use of these learning resources value-able!

See the Resources Section of this book for more details.

To life!



Speak

Speak to me of leadership
And I will say "love yourself".

Speak to me of teamwork
And I will say "respect others".

Speak to me of communication
And I will say "recognize others".

Speak to me of planning
And I will say "be fair".

Speak to me of goal achievement
And I will say "trust".

Speak to me of success
And I will say "have purpose".

Speak to me of happiness
And I will say "forgiveness".

Speak to me of spirituality
And I will say "meditate".

Speak to me of career
And I will say "be humble".

Speak to me of family
And I will say "be reverent".

Speak to me of innovation
And I will say "be courageous".

Speak to me of money
And I will say "be of service".

Speak to me of health
And I will say "laugh"!



Chapter 12



Power Coaching® with Mind-Kinetics® – in Action!

By now, you will have experienced that this book truly is about coaching our Clients for mind, body, and spirit mastery. On several occasions, I have mentioned the significance of The Law of Love/Transformation in the coaching process. In this chapter, we'll begin discussing it in even greater depth in order to reiterate that it is one of the most important laws for permanent, positive, behavioural change. Then, after providing the full Model for PCMK™, we'll join Larry and his wonderful parrot, Casey, in a coaching session and demonstrate this law in full action! To wind up the chapter, we'll study the science or the engine of the session to see how easily Larry came to self-realization on his real challenge.

The Law of Love/Transformation

You’ll remember that there are 3 steps that need to take place before those receptors will transfer nourishment and energy into the body of the cell.

Step One: Get the learning. To “get the learning” is a core competency of the Coaching profession. In other words, a Coach’s job is to help the Client understand why they keep doing the same thing over and over again (repeating the same pattern). All positive and unconstructive patterns reside in the subconscious.

“It is our unconscious that holds the power of a Leonardo da Vinci or an Einstein.”

- Win Wenger, *The Einstein Factor*

The Law of Love states that the subconscious will only change a pattern once the learning is achieved. Just like a computer can search a database for certain information, the organic computer can search the subconscious instantly for the Root Cause age and event that was the seed of the pattern. PCMK’s methodologies are designed brilliantly to ferret out these seeds specifically. Once again, in order for a biological shift to take place, the Coach can invite the Client to find the Root Cause of their recurring behaviours. But because Coaching is about the present and the future, we don’t dwell on the past. We spend only sufficient time in the past to find the pattern, and then we quickly move the Client forward. As far as The Law of Love/Transformation is concerned, there is no need to keep discussing the past event. The receptors in the body are waiting to “pop” as soon as the Client attains the learning. Incidentally, Coaches refer to these seeds as Root Causes and the Therapists often refer to them as core age regressions. Same cereal box, different name.

Step Two: Discuss the emotions. As we have already studied, receptors in the body have constricted due to some emotional event. That's the sole reason why we can't achieve a goal or overcome a challenge. Therefore, a discussion of emotions is critical because it was the emotions that created the shutdown. If you are from corporate and/or are a left-brain thinker (someone who primarily uses logical and analytical skills to solve their challenges) you may be saying to yourself . . . "Good grief. Here is that fluffy feelings stuff again." You can relax. It is obvious now why emotions need to be discussed. To make the discussion more comfortable for the left brainers, PCMK™ uses a simple process to help them identify those emotions and feel safe while exploring them. CLI Co-President John Burr and I were weaned in corporate. We know the drill there. The truth is that these exercises are vitally important for corporate and left brainers. Corporations and governments are facing their own crises today. As mentioned earlier, one statistic shows us that historically, half of all U.S. corporations have been sued by their employees. Worldwide, many employees are apathetic—they come to work, do their job, collect their paycheque, and skedaddle home. Ownership is rare!

Just imagine if we were to create an environment where these employees could express their emotions and ideas safely without explosions of tears and rampages. Sounds like heaven, doesn't it? Productivity would soar.

Step Three: Bring love or strength to the challenge or goal. To create permanent, positive change at a biological level, we use The Law of Life. The Law of Life states that love is stronger than fear. Thus far, PCMK™ has 37 different ways with which to create this permanent, positive change. While the emotions are being released, the Client is able to "pull an Einstein" and stream in solutions to their challenge or goal in the same fashion as the genii of history.

All PCMK™ Coaching and leadership methodologies have The Law of Love/Transformation imbedded within. This makes it so easy

for the Coach. They don't have to worry about making a mistake. They just have to follow the recipe. And Clients can move forward quickly.

The Full Power Coaching® Model

Nobel Prize winner David Baltimore² is one of the world's pre-eminent geneticists. He humbly states: [Baltimore 2001]

Understanding what does give us our complexity—our enormous behavioural repertoire, ability to produce conscious action, remarkable physical coordination, precisely tuned alterations in response to external variations of the environments, learning, memory, need I go on?—remains a challenge for the future.

Through research on science, spirit, and the development of Mind-Kinetics®, CLI believes that Lipton and CLI have the answer to Baltimore's commentary in terms of “ability to produce conscious action” and “precisely tuned alterations in response to external variations of the environments”.

Let's put CLI's science together with the findings of Pert and Lipton. The best way to do that is to present a coaching scenario with a Client named Larry. On the next page is a diagram of the “Full Power Coaching® Model”.

Important notes to this model:

1. The Client determines either a Real Issue or a Real Goal. Of course, the Real Issue is just the underside of a Real Goal.
2. Power Coaches receive the training to take their Clients on an investigative journey on ALL four levels: emotional, intellectual, spiritual, and physical. Notice the order of the roadblocks. Emotional = right brain; Intellectual = left brain; Spiritual = right brain; Physical = left brain. This movement of the energy back and

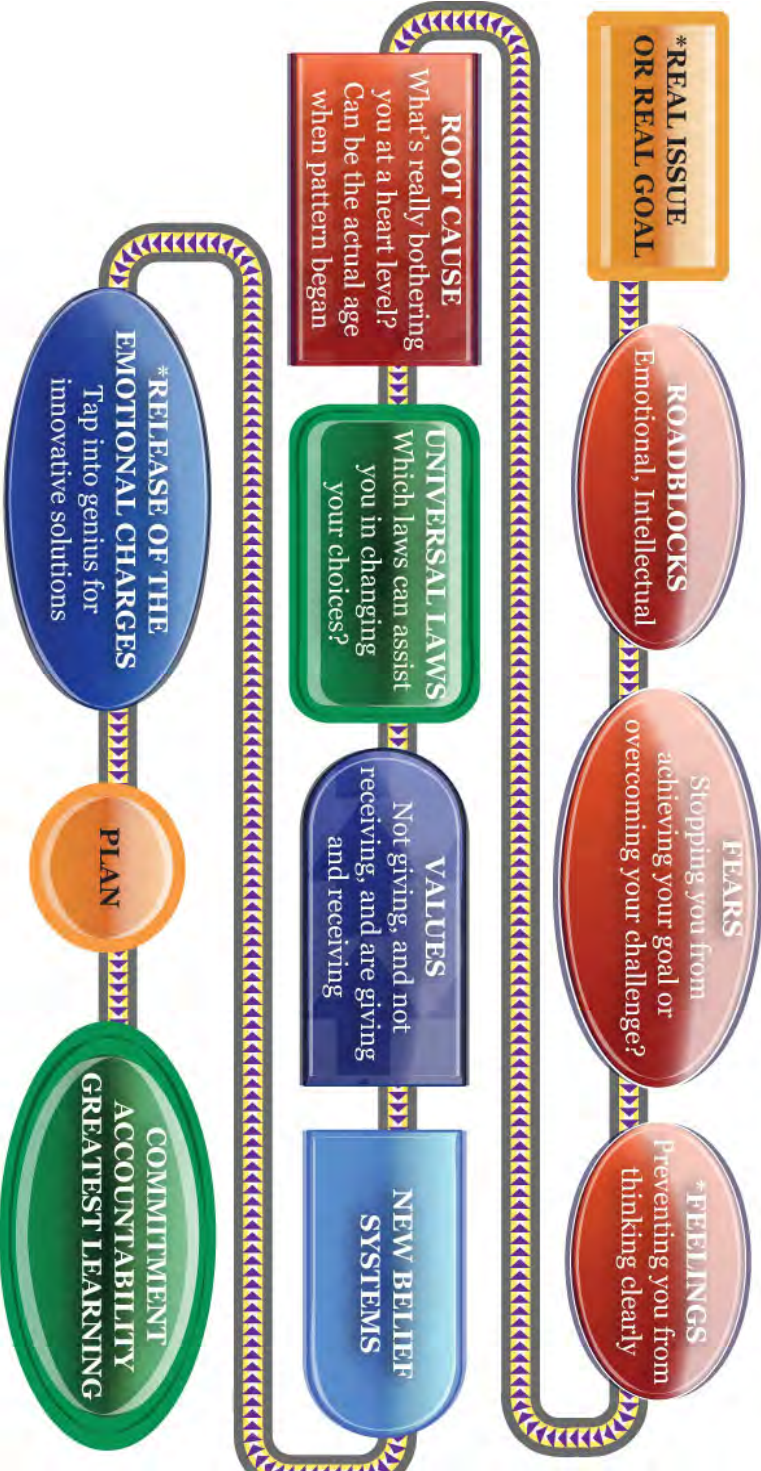
forth across the corpus callosum begins to loosen the energy that is keeping those receptors constricted.

3. Fears and feelings usually elicit a right-brain answer.
4. Root Cause is almost always a right-brain answer.
5. Exploration of The Universal laws usually elicits both left- and right-brain answers.
6. Exploration of The Values of Humanity is directed for a response from the right hemisphere.
7. New belief systems are interesting because they require use of both the left and right hemispheres.
8. Release of the Emotional Charges catapults the Client into their superconscious for highly innovative answers.



Full Power Coaching® Model uses the Science of Mind-Kinetics®

* The 3 double boxes represent the minimum requirements of PCMK™



PCMK™ Sample Session

Larry and Casey, The Parrot

My Client, Larry, has a pet parrot named Casey. Casey is brilliant. The two of them would come for coaching sessions together. I would watch as Larry would climb out of the car and Casey would happily hop onto Larry's shoulder for a ride to the front door. Larry liked to sit at the oval coaching table and Casey would hang out on the table. I would usually prepare a little plate of his favourite foods like bananas or apples, maybe some seeds (for Casey, not Larry!).

Here is a summary of one of Larry's PCMK™ sessions

Step One – Finding the Real Issue/Real Goal: Larry is having to do all the cooking and dish-washing, cleaning, laundry, and gardening while his partner watches her soap operas. He also has to take the children to their soccer games and karate matches. The children have not been taught how to do chores. At midnight, if he is fortunate, he can open his computer and tackle some of the work from his job.

Larry's real goal is, "I have a lazy wife who won't do much around the house. I am exhausted from working all day at the office and then coming home to do all the work at home. My real goal is to become a better time manager." What results is he looking for? "I would like some tips on how to be a better time manager."

I know exactly what you are thinking and it ain't pretty! You are wondering how Larry is letting his wife get away with this behaviour, right? Well, people act exactly how they have programmed their subconscious. So let's go in to see how Larry is programmed. Ready?

I'm sure you have it memorized by now (!) that a fully trained Power Coach® has up to 80 PCMK™ full session methodologies at their disposal for mind, body, spirit coaching. Since we know from quantum physics that everything has a frequency of vibration, Larry's Real Goal has its own unique frequency. The Power Coach® benefiting from their training in quantum physics selects a coaching methodology that

has the perfect frequency which will create the shape-shifting of the receptor proteins. Each of the 80 methodologies is different and there are scores of different questions that could be asked. But let's say that the methodology with the perfect frequency invites the Client to explore most of the steps in the PCMK™ Model.

By the way, there are some Coaches who believe that the Coach should permit the Client to select the methodology because if the Coach selects it, that could be considered “leading the Client”. Not so. The Client is in an emotional charge over the Real Issue/Real Goal. Their receptors are constricted; therefore there is very little clarity. Frequency-wise, they would probably be at a 1 or a 2 out of 10, with 10 being the highest level of clarity. Therefore, the Coach makes the selection.

At this point in the process, since the brain is the central information processor, its function is to coordinate the dialogue of signal molecules within the community. As Lipton³ states [Lipton 2005],

. . . in a community of cells, each cell must acquiesce control to the informed decisions of its awareness authority, the brain. The brain controls the behaviour of the body's cells. This is a very important point to consider as we blame the cells of our organs and tissues for the health issues we experience in our lives.

The brain, therefore, sends a message to the unique receptors in charge of Larry's Real Issue/Real Goal to ask them to pay attention. Imagine now as Larry goes through the PCMK™ process that each new positive thought is changing the frequency of his entire body.

With a goal of this magnitude and flavour, chances are that the constricted receptors are in both his heart (love, faith, trust) and throat (communication) chakras. In this simple session, we aren't concerned about where the receptors are located. In advanced Power Coaching®,

the Client would use a methodology which would show the Client where the blocked receptors are located.

Step Two: Larry's roadblocks on all four levels: emotional, intellectual, spiritual, physical. The Client discusses how these roadblocks are stopping them from achieving their goal of being a better time manager. Notice that the Client is invited to go beyond just the intellectual and physical roadblocks. I remember coaching an Examiner for a specific credential. When I invited her to explore the emotional and spiritual roadblocks, she froze and haughtily declined this exploration. I gather that in her world of coaching, exploration of these emotional/spiritual roadblocks are not considered. And that's a good thing because if the Coach has little to no training on how to release these emotions, they had better not take the Client there. An important note here is that, as per Pert's research, Coaches *need* to have the training to take our Clients on that journey because it is the emotional events that caused the receptors to constrict in the first place. If they don't take that journey, we are in essence almost wasting their time and money because they aren't creating permanent positive change at a cellular level. However, in Larry's case, he took the journey and will probably be noticing that the receptors are starting to quiver as the "learning" becomes apparent. Many light bulbs will turn on in this early part of the session. Larry's roadblocks are as follows:

Emotional Roadblock: "My wife Maria is lazy. Her mother did everything for her and thus she really doesn't know how to cook or clean. Before our marriage, she had never even been to a supermarket." How is this stopping Larry from reaching his goal? "I am afraid of raising the issue with my wife for fear that she will yell and scream at me. I don't like confrontation."

Casey lets out a squawk as if to agree, then nods his head.

Intellectual Roadblock: "I know how to manage my primarily male team at work. Everyone has their role and they complete their projects in a harmonious fashion. But at home, I am stumped. I think perhaps my intellectual roadblock is that I don't know how to communicate with

women." How is this stopping Larry from reaching his goal? "If I don't communicate my heart with Maria, I may never solve the problem."

Spiritual Roadblock: "My spiritual roadblock is that I don't have faith in my wife to change. She has been behaving like this for years." How is this stopping Larry from reaching his goal? "Well, my lack of faith in my wife to take responsibility and to help out around the house is causing me to question the value of our marriage. I had wanted a true partnership but in reality, I feel like a slave because I have to do everything to run the household." Readers, I know exactly what you are thinking. You think Larry is a wimp right? Well, keep reading. . . .

Casey flips open his wings and makes like he going to take off but doesn't. He gives us the sense that we are doing a great job in the exploration.

Physical Roadblock: "I am exhausted. My body is screaming at me. I wake up in the morning tired." How is this stopping Larry from reaching his goal? "I can't even think straight some days. I never seem to catch up. Moreover, I don't have any intimate time with Maria. And this is making me feel like I am letting her down."

Step Three - Fears. The Client's Coaching Kit has a list of 20+ fears including fear of success, fear of being alone, fear of claiming the gifts that God has given them, and fear of survival. There are thousands of fears and the Client uses the list simply to trigger the nature of their real fears. The Client can elect to discuss these fears or not—their choice. Larry is noticing that he is starting to relax as he articulates his fears in this particular coaching session. "I am afraid that Maria will leave me if I don't cater to her needs. I am afraid that the children aren't getting enough special time with me because I am so busy 'doing things'. Thirdly, I am afraid of losing my high-paying job because I am always so exhausted at work."

The banana is looking very good to Casey right now. He meanders over to the little plate and helps himself, but not before he casts a glance in my direction as if to say "Good job, ma'am".

Step Four - Feelings. The Client's Coaching Kit has a list of constructive and unconstructive feelings. This list is gold for the Client because they may realize suddenly that they have many constructive feelings about this goal. Or, they may awaken to discover a myriad of unconstructive ones. The receptors are becoming quite excited now. Some of them may have been constricted for decades. I can always tell when they are older because the Client may feel cold as the receptor proteins prepare to do their final dance.

I feel manipulated by Maria and bewildered that she can't seem to see what she is doing to the family. I feel trapped, exhausted, helpless, unbalanced, and suddenly I feel a lack of love for my wife because I feel she doesn't value my need for rest. At the same time, I am optimistic that the PCMK™ session will give me something to turn the situation around. I also feel amazed because the discussion thus far is already making me feel lighter and courageous.

Step Five - Root Cause: Here's the exciting part. You'll remember how Lipton told us that the subconscious mind is millions of times more powerful than the conscious mind. Yes? Therefore, the Client may elect to go into the subconscious and find the Root Cause of why he continues to permit his wife to manipulate him and behave in this way. The Coach has many ways to do this. One way is to use colour. As mentioned earlier, the receptor cells for this Real Issue/Real Goal are probably located in both the heart and throat chakras. Therefore, the Power Coach® invites the Client to imagine special colours with the proper frequency to help the Client find the exact Root Cause age of when this pattern began.

Side note: Here's another piece of brilliance that you will love. Power Coaches have a methodology whereby the Client actually can tell at what ages in the future Larry would have repeated the pattern if he did not receive Power Coaching® to create a cellular shift and move

forward. This is astonishing research. The Client is always mesmerized by how accurate the organic computer is and how the subconscious even knows when they will repeat the pattern based on their history to date.

“Power Coaches have methodologies whereby the Client actually can tell at what ages in the future Larry would have repeated the pattern if he did not receive Power Coaching® to create a cellular shift and move forward. This is astonishing research. The Client is always mesmerized by how accurate the organic computer is and how the subconscious even knows when they will repeat the pattern based on their history to date.”

Larry discovers that he began to permit people to manipulate him at the age of 16. If Larry is 36, that's a long time to have a pattern! No wonder he is stressed. Larry began to remember the event that caused the receptors to constrict at that tender young age. His mother was a doctor and his dad was a farmer. Dad was home all the time while his mom worked in a clinic in the local town. His mom would come home and, because the dad was home all the time, she would expect her husband to do everything. In addition, his mom had a big ego. It was clear that she thought that she was better than Larry's dad. She bossed him around a lot and treated him very badly. She often laughed at him and tried to embarrass him in front of the children. Larry instantly saw the pattern. He had taken on the pattern from his dad who permitted Larry's mom to manipulate him. Larry weeps. He felt sorry for his dad who died of a heart attack at a very young age. Larry always thought that his dad worked too hard.

Let's take a moment to discuss the difference between coaching and therapy in this situation. A Therapist, being the archaeologist, would probably spend a lot of time with Larry discussing the manipulation situation when he was a teen. This might even take several sessions to

discuss all the minute details surrounding the manipulation. A Coach with the aforementioned skills helps the Client find the age, discusses it very briefly, just until the Client finds the pattern, and then moves the Client forward as you will see in Step Six below. The Coach does not need to hear the details. The Law of Love/Transformation simply says “What’s the learning?”. Once the Client has the learning, there is no need for them to doddle. Forward – ho!

Watching his Master like a hawk (pun intended), Casey hops over to sit on Larry’s right shoulder and gives him a big, fat kiss! This was the comedic break we needed right now. Larry and I burst out laughing and Larry realizes that while this revelation was painful, it was necessary for him to bring it forward in order for him to understand and then let it go. Lightness in the coaching session is a core competency. It reminds us that this world is an illusion. Casey, you truly are a fine feathered friend!

Step Six – The Universal Laws of Human Behaviour: I have facilitated coaching sessions where all I needed to do was hand the Client the chart listing The Universal Laws of Behaviour. They finally understand why they are acting the way they are or why others are reacting in a certain fashion. This discussion also uses a handy dandy list simply because not many Clients are familiar with The Universal Laws.

Larry is brought back to his present situation and is asked to study the chart. He immediately understands the #1 Universal Law at play here which is The First Law of Increase—“What you resist persists.” He has been permitting his wife to manipulate him for years and his Higher Power kept bringing the issue forward, but he chose to ignore it until he became so exhausted that he couldn’t handle it anymore. The second law that jumped off the page was The Law of Belief. Larry believed at a subconscious level that it was okay for women to manipulate their men. The PCMK™ session has made Larry realize that his beliefs around women have to change. Believing that his wife is manipulative is not healthy for him. He also wishes to change his beliefs so that he

can communicate his needs and feelings without his wife exploding at him and possibly leaving him. Many “ah ha” moments come with the understanding of how The Universal Laws play a role in our challenges/goals.

I am the lucky one this time as Casey literally flew over to my right shoulder and gave me a kiss—two in fact. Wow! What a treasure this bird is. He quietly remained on my shoulder for the next few minutes.

Step Seven – The Values of Humanity: Receptors usually “pop” here as well. Larry explores what values he is and isn’t receiving. He also explores the values he is giving and not giving. Remember that when we have a challenge, we have become disconnected from one or more spiritual values.

In terms of values he is not giving, Larry lists respect, self-love, and faith. “I am not respecting myself enough to make a schedule in which Maria and the children take part in the chores. I am not giving myself self-love in terms of healthy eating. My busy life only provides for processed foods. And frankly, Betska, I don’t have any faith that she will change. My Mom didn’t.”

In terms of values Larry is not receiving, faith is the value that he is not receiving from his partner. “Maria doesn’t have faith in me that I can manage my time better because she is always yelling at me that her blouses are never ironed.”

In terms of values Larry is giving, patience seems to be his middle name.

Step Eight – New Belief Systems: I worked with Larry to help him draft up his own new belief systems which he will soon anchor in his subconscious to replace the old beliefs that are no longer working for him. These Golden Age belief systems are tricky to write but with the guidance of a trained Power Coach®, the Client scores a home run. In a nutshell, Larry’s unconstructive beliefs are both conscious and subconscious.

1. “It is okay for my wife and my children to take advantage of my good nature. I allow them to manipulate me and think that that is okay.
2. I don’t know how to communicate with women.
3. If I do communicate, my wife may leave me.
4. My wife doesn’t love and respect me.
5. My wife is insensitive to my needs.
6. Maria thinks she is superior to me.”

Larry’s new belief systems are:

1. “I, Larry, now have a better, balanced life because my loved ones fully participate and complete their share of chores around the house.
2. I, Larry, now enjoy a happier and more peaceful marriage because with an open heart, I communicate my feelings to my wife and we effectively use our new, innovative solutions. Our home is now more harmonious.
3. I, Larry, am now truly loved and respected by the women in my life. They are sensitive to my needs and clearly show me that they believe me to be their equal.”

Step Nine - Release of the Emotional Charge: To understand fully the magic of The Release of the Emotional Charge, let’s review three main points from Lipton’s research.

1. Receptor “antennas” also can read vibrational energy fields such as light, sound, and radio frequencies. This is so important because the Release Methodologies are all in the realm of light and sound frequencies. This is why they work so well.
2. Cells possess a uniquely “tuned” receptor protein for every environmental signal that it needs to read.

3. Receptors can read energy fields. Therefore, biological behaviour can be controlled by invisible forces, including thought

This means that whoever or whatever is in your energy matrix can affect your cells if you let them. Because the session has already “popped” many receptors for Larry, he is now vibrating at a much higher frequency. Once again, the Power Coach® uses quantum physics to select the release methodology with the perfect frequency which will release any emotional charges that have arisen during the session. At the very same time, more shape-shifting will occur—as many as the brain will permit in this session. You see, the brain guided by the superconscious knows how far a Client can go in any given session. The Release Methodology generates the environmental stimuli for more shape-shifting to occur. But here is a critical piece of information. CLI has developed release methodologies which generate environmental stimuli for both left-brain dominant and right-brain dominant people. As an example, if someone is left-brain dominant, chances are they will require a mathematical formula to “pop” because that is where they feel safe. In that safety, they will be able to make the shape shift. In that moment when the shape shift occurs, the cell membrane welcomes in the energy (new belief systems) and food that it had rejected previously (remember the olives with the pimentos?). CLI’s release methodologies are designed then to welcome more new energy in the form of light and sound which represent innovative solutions to their challenge/goal. The solutions are always perfect—in Divine order. The Client streams in solutions in the fashion of the genii of history. Image streaming is commonplace among genii. They do it as easily as brushing their hair.

Larry’s release methodology is called Pythagorean 10. Pythagoras was a 6th century genius, Greek, mathematician. Remember him? $a^2 + b^2 = c^2$. He is often called the *Father of Numbers*. Pythagoras believed that each number has its own personality (frequency): male; female; perfect; imperfect; ugly; and so on. The number 10 was the best number because it contains in itself the first 4 integers $1 + 2 + 3 + 4$ and these written in dot notation form a perfect triangle. Pythagoras believed that everything is related to numbers. Ask any Ph.D. in Mathematics! With

Math, Pythagoras believed that everything could be predicted. The #10 represented “completeness” and “perfection of Divine order”. Odd numbers are masculine and even numbers are feminine. Well, we know that the right hemisphere which has access to the subconscious and superconscious is the “feminine” part of us.

Just before Larry conducts this most important part of the coaching process, Casey, who has been quiet for the last few minutes, jumps onto the table and literally jumps up and down, up and down, flaps his wings, makes all kinds of exciting noises and races across the table between Larry and me. Animals are very sensitive to frequency changes. Casey was telling us that Larry was about to experience a HUGE “pop”! Larry’s life was about to change for the better, and Casey was so happy for his Master. You should have been there. This was an absolutely incredible scene to experience!

With the Power Coach® guiding him to conduct Pythagorean 10, Larry streams in a green kitten who is sitting on a fence—about to leap into a garden filled with two-foot-high Swiss chard. To Larry and the Power Coach®, this seems like a strange solution! But we know that the superconscious always provides the perfect solution because remember, the correct frequency of the release methodology is selected. Larry decodes his image. The kitten represents his wife. The green represents trust as it is the colour of the heart chakra. The fence represents a barrier that could be taken down, and the garden of colour Swiss chard represents nutritious food.

When asked, Larry decided on the highly innovative solutions to his Real Goal of being a better time manager.

“I need to understand that my wife is embarrassed that she doesn’t know how to help out; therefore, I need to remove that barrier (fence) by helping her learn one step at a time. I had never ever imagined that Maria was embarrassed but it makes total sense to me now.”

In a flash of genius, Larry remembers that his mom loved cats and that cats were something they had in common. Larry also remembered

that Maria loves cats. Cats are great stress relievers. "Just like my dad, I am not only creating stress for myself by doing everything myself, I am doing my family a disservice by not encouraging them to help. For the children, chores could be life skills training. With this training as a gift to my children, I will ensure that they do not turn out to be like Maria."

Once the receptors "pop", the solutions keep streaming in. Larry took a moment to weep as he remembered how Maria always remembered birthdays and how he always forgot. Larry was so busy "doing" stuff that he forgot to remember the things that are important to his family such as birthdays, anniversaries, and precious conversation over a cup of tea on their patio.

CLI also uses right-brain visualizations to "pop" receptors. Let's segue for a moment. Want another example of how visualization helps motor memory? A Chinese pianist, Liu Chi Kung, was jailed for seven years. When he was released from prison, he resumed his piano playing. Critics said that he played better than he did before he was imprisoned. Asked how he managed to retain and to improve his playing talent, he said that he practised playing the piano in his mind every day of his jail term. That's the same routine as visualization. It imprints into the brain the kind of wiring needed for muscle control and performance.⁴ [Time Colonist 2010]

Step Ten – Plan: Larry's plan is simple. Using SMART goals, he decides to:

- sit down with his family this weekend and apologize for his controlling behaviour;
- share his PCMK™ session with them and ask for their assistance while sharing with them how important these life skills training chores are for everyone;
- ask his older daughter to make up a schedule on the computer by the following Saturday and to divide up the chores evenly;

- ask Maria if she would like to join him in taking a Nutritional Eating Class on the Vegan Diet so that they can all regain their health;
- suggest to Maria that they make Saturday evenings their date night. Every Saturday, they will do things as a couple and reconnect to the love they once had.

Step Eleven – Commitment, Accountability, and Greatest Learning:

Larry's closing remarks:

“I commit to acting on my action plan before the next PCMK™ session. I will be accountable to myself and to my family. My greatest learning was that by doing all this busy work, I was forgetting that in life, it is the journey, not the destination, that is important. I also was astonished to see that I had taken on these unconstructive patterns from my Dad. I sure am glad to have let those go.”

Debrief

Notice that the Power Coach® did not have to give any advice. If she had, it would have been AFTER the Client had developed his own Action Plan in Step 10. This is to safeguard that the Coach is not influencing the Client's direction before he had created his own plan. This also is done for legal reasons. Your idea becomes enmeshed with theirs and we make it very clear that it is always the Client's choice to act on an idea or not. If we just give them our idea and they act on it and it bombs, well, this could attract some legal issues which we don't want to attract.

Now, let's take a look at what really happened here, from a scientific perspective.

Pert and Lipton have told us that constricted receptors restrict food and energy to the cells. Because the body's cells see all environmental signals as equals (just as humans would benefit from seeing each other as equals), receptor-effector proteins are activated by an assortment of perceptions of what's going on in their world. From *Biology of Belief*:

Such perceptions include whether things like potassium, calcium, oxygen, glucose, histamine, estrogen, toxins, light, or any number of stimuli are present in their immediate environment. The simultaneous interactions of tens of thousands of reflexive perception switches in the membrane, each directly reading an individual environmental signal, collectively create the complex behaviour of a living cell.⁵ [Lipton 2005]

Larry is exhausted because he has taken on one of his Dad's negative patterns. The receptor-effector process is disabled because of these emotional events. The cells are kept alive with just enough nutrients. Not only are molecular nutrients stopped from fully penetrating the membrane of the cells, so are radiant energy signals. This is due to The Law of Love/Transformation. In other words, these stubborn receptor-effectors will only permit food and information (ideas) into the cell as the learning takes place. These learning aspects are identifiable as high-level awarenesses. The brain, now satisfied, says to the subconscious mind, "Okay, now that you've learned why you continue this unconstructive behaviour, your subconscious mind can now take these new belief systems and work with your logical, conscious mind to take action." There are no more barriers and these new actions become a "reflex" behaviour, or no-brainer. Pun intended!

With this new, positive, subconscious mind programming, neural pathways are hard-wired to ensure a repetitive pattern—but this time a positive pattern. The next time Larry is faced with an opportunity to display the same unconstructive pattern, he may feel a slight pull

towards the unconstructive pattern, but the new, positive, constructive pattern will take over because the subconscious rules! Hurray.

It must be noted here that this stimuli to action process is an honour of the human because we have a developed prefrontal cortex, the part of the brain associated with thinking, planning, and decision-making. This prefrontal cortex is the seat of our conscious or awareness mind. We use this mind to observe our own behaviours and emotions.

This conscious awareness mind is given access to the data stored in our subconscious—thank God for that! This is how humans have been designed. And the subconscious is hard-wired to access the brilliant genius of our superconscious mind otherwise known as the electromagnetic field (EMF) or universal knowledge (all-knowing). With this conscious awareness mind, we can study our behaviours, gain the subconscious “learning”, access our superconscious for brilliant solutions, and hence permanently change our behaviour including elimination of disease. It’s pretty simple, don’t you think?

“With this conscious awareness mind, we can study our behaviours, gain the subconscious “learning”, access our superconscious for brilliant solutions, and hence permanently change our behaviour including elimination of disease.”

Larry, thanks for the biology lesson and for showing us how Power Coaching® with Mind-Kinetics® worked to help you remove those barrier emotions and stream in genius solutions.

Casey and Larry head for home with Casey once again happily bouncing on Larry’s shoulder. Just before they arrive at their car, Casey turns his gorgeous orange and yellow head around to look at me. He tells me that he is very grateful for the PCMK™ session that has set his Master free. I thought I saw him wink at me. Could that be?

In My Daughter's Eyes

In my daughter's eyes I am a hero
I am strong and wise
I know no fear
But the truth is plain to see
She was sent to rescue me.
I see who I wanna be
In my daughter's eyes.

In my daughter's eyes everyone is equal
Darkness turns to light
And the world is at peace.
This miracle God gave to me
Gives me strength when I am weak.
I find reason to believe
In my daughter's eyes.

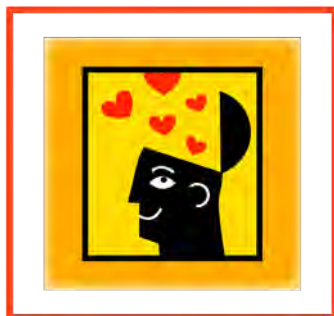
And when she wraps her tiny hand 'round mine
Oh it puts a smile in my heart
I'm clear, I realize what life is all about.
It's hangin' on when your heart has had enough.
It's giving more when you feel like giving up.
I've seen the light. It's there.
It's in my daughter's eyes.

In my daughter's eyes I can see the future
A reflection of who I am and what will be
Though she'll grow and some day leave
Maybe raise a family.
When I'm gone you'll see how happy she made me
For I'll be there
In my daughter's eyes.



Betska K. Burr

Chapter 13



The Birth of PCMK™ – Models, and Theory

“All things are created by the mind. Our mind we must create; we must speak good things, think good things, and then we will change the negative to the positive. We should teach the cells in our own bodies to think good thoughts. Whatever good we think or speak, our minds, our bodies, and the millions and billions of cells in our bodies also will listen immediately. That’s why I say that you’re your own master.”

- Supreme Master Ching Hai

History of PCMK™

The PCMK™ story begins in the early 1990s. Back then, I had what I call a “cosmic kick”! After the birth of our child, Tania, I became bankrupt emotionally, spiritually, physically, and mentally. At the

age of 37, my lower back was so sore that raising my body up from a chair was a painful experience. Basically, my body felt as I imagine a 100-year-old's body feels—worn out, exhausted, and disconnected from my Spirit. In addition, my brain was foggy. I was very concerned and wondered about the cause of the fog. Normally, I was able to think very quickly. But now, my emotions flipped easily from happy to sad. My doctor completed all of the necessary tests and found everything to be “normal”. Her diagnosis was “stress” and suggested that tranquilizers would be the remedy. Shocked at this answer and not wanting to take any drugs to control my mind, I went on a journey to search for my own remedy. In the beginning, my search for help took me to the Alternative Medicine profession: massage, shiatsu massage, naturopathy, homeopathy, acupuncture, and so on. While these modalities helped me cope, my back pain, brain fog, and emotional distress continued on.

Despite these challenges, I continued my work as a Professional Speaker and author promoting my books on leadership, team building, and leading a balanced life. In essence, while I was true to myself in terms of leading a life that reflected good leadership and team-building skills, I was living a lie when I spoke about leading a balanced life. I certainly didn't feel balanced! This was one of the main reasons for taking myself off the speaker's circuit for a few years. I needed to regroup and to heal from whatever it was that I needed to heal. At this point, it was a mystery to me.

While on the speaker's circuit, I observed an interesting phenomenon. Only 10% of my audiences were actually transforming. In other words, only 10% of the participants in a workshop or keynote speech took my information and created better lives as a result of my work.

Mystified by these poor results and being in a state of total frustration, I approached my colleagues at the National Speakers Association and asked them, “What am I doing wrong?” Their response? “Nothing Betska. Get used to it. That is the norm.”

I remember returning to my office, sitting in my chair, and shedding a million tears as I held back the urge to scream. “Well, the norm is unacceptable!” I thought, “Have we really come to this? Are we as a human race as apathetic as we appear? Why have we forgotten how truly great we are?” I believed, and still do, that everyone can exhibit a genius similar to Einstein, Plato, da Vinci, or Pythagoras. I believed in my heart that ALL human beings have the ability to be great thinkers. In that moment, I courageously took a stand to ignore the advice of my Speaker colleagues because I had great faith in humanity. And this faith brought me to a turning point in my career.

With the feeling of being bankrupt emotionally, spiritually, physically, and mentally, and having an audience transformational rate of 10%, I was a mess. Often when people are in distress, they pray. So I prayed.

Dear God:

Here I am, God. I have a devoted and supportive husband and a beautiful daughter. We have a stunning new home with lots of yard and a garden for Tania to play in. We have a fancy car. And my wardrobe is enviable—each outfit has matching shoes, hat, and gloves. I have everything I need. I wish to thank You for these blessings. But why am I so miserable, God? Why am I so unhappy? Why is my back so painful at this young age? Why am I having such difficulty climbing out of a chair? Why is my brain so fuzzy?

And why are my audiences so unresponsive to my speeches and workshops? Why is only a small percentage taking my material and doing something with it? What am I doing wrong? How come humanity is so slow to change and to lead with their hearts? Please help me understand.

I want to be happy inside. I want to feel peaceful. I want to have a clear head. And when I am working, I truly wish that my material is profound to make 100% of my

audiences and private Clients transform their negative thinking into positive action. I want to make a real difference. Please God, give me something that will do all of this. Give me something that works. I hope I am not asking for too much. Amen.

God's Answer to my Prayer:

God was very quick to respond to my prayer. Here is what happened.

1. **To help heal my body:** God sent me a variety of talented practitioners in the natural healing field.
2. **To help me heal my spirit and feel more peaceful inside:** God sent me a fully enlightened, living Master, Supreme Master Ching Hai, who taught me the Quan Yin Method of meditation.
3. **To help me heal my mind and feel happier inside, then help others to do the same:** God sent me Jan Sweeney and Anthony Robbins!

Betska Meets Jan Sweeney

Jan Sweeney called herself a Facilitator of Stress Elimination. My dear friend and amazing artist, Ken Jackson, www.KenJacksonart.com was very concerned about me and suggested that I go and see Jan. After just three sessions, the fog in my head began to clear and I thanked God for His/Her swift response to my prayer. I asked Jan if she could teach me how to do this amazing work which so speedily achieved what all other modalities together could not. She was a beautiful angel who taught me a few profound tools for whole-brain thinking. Thereafter, every year for four years when Tania and husband John were in bed, I *coached myself* on my challenges and goals. For ninety minutes to two hours every evening, I scoured my conscious and subconscious for negative thinking. Every year, I removed approximately 3500 blocks and have the paperwork to prove it!

In simple terms, this is what Jan taught me.



As I cleaned up what I lovingly call “the trash” in my brain mind, I noticed a miraculous shift. I began to think differently. I was able to stream in solutions to challenges very quickly. My fog vanished, my back pain totally disappeared (and has never reappeared), and my emotions stabilized. Then, I noticed more miracles in action as I cleaned up my negative thinking. I embraced a new ability to think like the great geni of history—just like Einstein, da Vinci, Plato, Confucius, and so on. I literally had taught myself how to stream in solutions to my challenges and goals instantly. In addition, I began streaming in dozens of coaching and leadership methodologies for body, mind, and spirit health. Today, these methodologies are recognized worldwide as being extraordinary tools for maximizing human performance.

These genius coaching and leadership methodologies are the result of thousands of hours of continuing research and development which began in 1995. I not only discovered why people have trouble transforming their behaviour, I went on to research and then develop what many believe is the secret to transforming human behaviour. That secret is called the "Science of Mind-Kinetics®".

Today, instead of 10% of my audiences transforming, 100% transform to one degree or another, depending upon the amount of work they are willing to put into it. That was my dream. God had answered my prayer.

Now, let's take a look at how Anthony Robbins supported me in this journey.

Betska meets Anthony Robbins in the Mirror

[While on the onset, this story appears to be bad-mouthing Anthony Robbins, you will soon see that he was a great Teacher for me and another inspirational figure in the development of PCMK™.]

My Naturopath in Ottawa, Ontario, Canada, Doris Sweetnam, was a dear soul. She was one of the many talented practitioners God sent me (I attracted) to help me bring my body back into shape. I'll move on to Anthony in a moment, but thinking about Doris reminds me of another story! My deepest thanks to Doris, who has now ascended, and to Katherine Willow, a Naturopath residing in Carp, Ontario, Canada, for creating miracles with my body. Katherine was the one who told me to stop eating red meat or it will "kill you". She initiated my decision to scrutinize the type of food and drink that I put into my body. Wow! What an eye opener it was to discover all the poisons I was ingesting. One look at the product contents of packages made me shudder. Funny thing is that I had never even questioned them before. Obviously, I had been raised to believe that our government food regulatory bodies were looking after my health. From that moment, I took charge of what went into my mouth and what went on my body.

One day in the mid-nineties, Doris mentioned that she was going to hear Anthony Robbins speak and she asked if I would like to join her. As a Professional Speaker, I jumped at the opportunity to hear this speaking giant and to learn from him. On the morning of the event, a car full of us took the 20-minute trip into Ottawa to hear Anthony speak.

Approximately 2,000 people filled the conference hall in downtown Ottawa. At 9:15 a.m., Anthony began speaking. By 11:30 a.m., I wanted to leave. I couldn't stand the programme. Anthony's approach and his programme content were driving me crazy. At lunchtime, I asked my carpool buddies what they thought of the programme. They were ecstatic and very happy and eager to stay for the rest of the day. Obviously, I was forced to stay the afternoon. So, I stayed for the afternoon and watched the clock as I felt my discontent grow by the minute. Finally, at 6:30 p.m., our little group was willing to head home. "Thank God, I thought."

Back home, I recalled what Jan had taught me about The Mirror Law and how to go into my subconscious to figure out what was bugging me. When John and Tania were asleep, I used my customary 2-hour private evening time to figure out why I disliked Anthony Robbins.

From an unconscious level, I discovered 11 things that I disliked about Anthony. The biggest thing was that he was "too superficial" in his programming. In other words, he didn't help us go deep enough in terms of discovering why we had a certain thought or behaviour. Well, I'm sure you can see the mirror, right? If I was angry at Anthony for being superficial, then I too must be superficial in my own programming. That explained everything. If only 10% or so of my audiences were transforming their behaviour, then it must be because my programming was too shallow. It didn't go deep enough. Duh!

So that evening, I recalled the great training I had received from Jan and worked diligently to reprogramme the cells in my brain body that were responsible for these 11 things I disliked about Anthony and hence disliked about myself.

This next story shows you how quickly cellular reprogramming works. Two weeks after the Anthony Robbins outing, I had a visit from John Robertson, the Minister of the United Church we attended in Stittsville, Ontario, Canada. John said, "Betska, I am going on vacation for a couple of weeks. Could you do the next two sermons for me?" In disbelief, I replied, "Me? You want me to do the sermons?" John answered "Well, you're a Professional Speaker aren't you?" Having "popped" my receptors over Anthony Robbins, I knew that "God" was giving me a chance to bring more profoundness to my programming. Just as he was leaving, John said, "Oh, and by the way Betska, could you please organize the entire service? Could you work with the Choir Mistress to select the hymns to match your sermon?" My private thoughts were, "Thanks a whole bunch John. Okay, now you are really stretching it!"

John Robertson was a magnificent Speaker. His sermons were always well researched and orchestrated. While it was difficult to replace John, I was grateful for the opportunity to transform my work. I spent hours developing these two services and was rewarded by the laughter and comments from the parishioners.

Anthony and John, if you are reading this book, please accept my deepest gratitude for this opportunity. It took me to the next phase of my business which was to change my training materials drastically in order to give people the transformative experience they are looking for in life.

Everyone wants a happy life, right?

The Next Phase

In 1995, I took myself off the Speaker's circuit for four full years to research and to identify why people have trouble changing behaviour.

During this time, I continued to use the tools I had learned from Jan and the methodologies I had myself developed to continue my personal transformational journey. The vacuum cleaner in my mind

was cleaning up my negative thoughts constantly and turning them into positive ones. My transformation was huge! In 1996, people began asking me to help them in the same way I had helped myself. The funny thing is that I agreed to help them, but I didn't charge them. I didn't think that I could charge them for coaching!

From that time onwards, I truly was determined to help people at the very deepest level. I knew that transformation happened on the spiritual, emotional, and physical levels but began in the mind. All of this knowledge and experience furthered my understanding of the mind, body, spirit connection.

“I knew that transformation happened on the spiritual and physical levels but began in the mind.”

God didn't waste time answering my prayer. As I kept vacuuming, I gathered enough positive, spiritual merits to attract a living Master. (Read more about this exciting story in Chapter 17!) In 1997, I began meditating a minimum of 2.5 hours per day. The inner power I began to experience was beyond words. During 1997 and 1998, I developed (came easily to me because I continued to vacuum with PCMK™ and to meditate daily) new, extraordinary coaching tools. They had no name at that point. I am grateful to those early Clients who came for coaching and trusted me in my infancy as a developer of coaching tools. Those stories are the content of another book! Wow, did I learn a lot!

So, with a healthier body, a healthier spirit (thanks to Supreme Master Ching Hai), and a subconscious mind that I continued to clean up, it was natural that I would open up the pathways to uncharted genius for myself. With my mind, body, and spirit now being looked after, I was on the road to having a happier life. It took a lot of work as you have already seen! My karmic debt load was huge.

My heartfelt thanks to Doris and Anthony for being the catalysts. May God bless you always.

Side note about Anthony Robbins: Colleagues of ours just mentioned today that they attended one of Anthony Robbins' programmes in California. They knew of my story and were thrilled to tell me that Anthony now studies at the Oneness University in India. Yay Anthony! The more speakers, trainers, and consultants connect with their own greatness, the better and faster they can help humanity.

Enter Power Coaching® with Mind-Kinetics®

In 1999, my husband, John, joined the business. John, a strategic thinker, has been hugely instrumental in taking these methodologies to the world. John, having a solid corporate background, has been a major catalyst in the growth of CLI. Together, we named the transformative coaching and leadership methodologies "Power Coaching® with Mind-Kinetics®". With these methodologies, others can:

- experience a major transformation in their own lives;
- become more positive thinkers;
- begin to think more bilaterally for enhanced genius thinking;
- communicate better on all levels;
- have the capacity to be prosperous in all areas of life;
- get in closer touch with their *Godself* and have greater inner peace;
- enjoy better health (diseases can actually disappear);
- feel very happy inside. They are like rocks in a storm unmoved by praise or blame.

Our vision for PCMK™ is that it will continue to support other coaching methodologies in bringing greater consciousness to the planet. We wish to thank all those who are helping us achieve this vision.

My Spiritual Life Purpose

It took me awhile to understand truly my spiritual purpose. Now, it is evident that my purpose is to “help people end the war within themselves and then replace it with peace and love.” My belief is that as we end the war within ourselves, we will eliminate war and achieve peace on the planet.

“My belief is that as we end the war within ourselves, we will eliminate war and achieve peace on the planet.”

And as already mentioned, the work on myself continues . . . I am absolutely amazed at how many layers are stored in the subconscious. But the consciousness has shifted greatly within me. I am a new person with an entirely new and exciting outlook on life. I continue to vacuum out that subconscious to bring even greater peace and love to myself. The more I vacuum, the more I become a better wife, mother, friend, Coach, business person, humanitarian, and meditator. The more I vacuum, the greater love and compassion I feel for everyone and everything, even the smallest of ants and bugs.

What is PCMK™?

Through all those years of research, the question remained, “If we know that mastering the mind, body, and spirit is the secret to a happy life, why have we complicated our lives so much and moved away from pursuing this mastery?” Have you ever wondered?

We pollute our minds by permitting negative people to influence our thoughts. We pollute our bodies by eating low frequency foods and drink (meat, fish, dairy, eggs, non-organic foods, GMO, alcohol, and so on). We pollute our spirits by permitting material possessions to be our “God” versus finding our true, loving self inside.

“The ability to attain any goal is absolutely contingent on the condition and quality of our mind.” “A wholesome intention combined with a lucid mind is the pre-requisite for genuine power.”

- Thich Nhat Hanh

Definition of PCMK™ in Business Coaching:

Power Coaching® with Mind-Kinetics® advocates the flow of energy from point to point along the continuum of the fastest way to increase innovation, to improve creativity, and to develop people who take responsibility and ownership, and then take safe risks.

Definition of PCMK™ in Life Coaching:

Power Coaching® with Mind-Kinetics® advocates the flow of energy from point to point along the continuum of the fastest healing route.

CLI recognizes that there may be other modalities that also fit the definition of “along the continuum of the fastest healing route.”

According to *Webster’s Dictionary*, Kinetics means “energy associated with motion”. As a child, I was fascinated with potential and kinetic energies and wondered “How do we effectively take the enormous potential of a human being and put it into motion (kinetics)?” CLI has answered that question with years of R & D to give birth to the Science of Mind-Kinetics®. Mind-Kinetics® is a science which opens the mind and empowers the Client to receive new ideas and to take action for permanent, positive change. The Science of Mind-Kinetics® helps the Client purify their mind, body, and spirit. And then there is nothing stopping them from accessing their *Godself*—that brilliant part of us which enables us to live a happy life.

“The Science of Mind-Kinetics® helps the Client purify their mind, body, and spirit. And then, there is nothing stopping them from accessing their ‘Godself’—that brilliant part of us which enables us to live a happy life.”

The Magic Behind The Science of Mind-Kinetics®

Power Coaches use Mind-Kinetics® to assist their Clients in “dramatically improving their performance at home and at work”. Mastery begins with knowing that habits and behaviours will only change with a physiological shift in the brain/body.

Here are the components of Mind-Kinetics® which make the science so magical!

1. **The questions and processes are designed to move between left brain and right brain** in order to stimulate fresh, unimpeded food and energy (ideas) flowing through receptors into the cells. The Client’s plans are more balanced as they include both logical, left-brain actions as well as heart-based actions.
2. The questions and processes **encourage active, pentalateral thought moving from left brain to right brain and back again as well as from conscious mind to unconscious mind to superconscious and back again**. Potential energy is now turned into kinetic energy as the now nourished thinking cells “stream in” innovative solutions from the superconscious via the right brain. All the great genii in history have known the secret of pentalateral thinking. With PCMK™, now everyone can do it. Yay!
3. The visualizations, tools, and processes **anchor in the unconscious, positive new beliefs** in place of the unconstructive ones. This process alone is hugely transformative because the reprogramming takes place at a cellular level.

4. The Science of Mind-Kinetics® also **uses colour to stimulate the opening of receptors**. For example, the colours on The Brain Walk® maps are chosen carefully and arranged in the proper order to “pop receptors”. Indeed, the colours are also associated with energy channels in our body. The skillful use of these colours can source the **exact ages (Root Cause)** when unconstructive patterns began in our lives—the organic computer or human brain is a beautiful, complex instrument with a memory system far more powerful than any mechanical computer.
5. Daily use of Mind-Kinetics® tools stimulates our genius. As we open our constricted receptors, they never close again because there is no reason for them to re-constrict. The learning has taken place, the emotions are released, and solutions are received. Indeed, **the more we use the tools, the more we empty our mind of “trash”**—turning unconstructive thoughts, words, and actions into positive ones. Soon, we realize that we are thinking faster, more clearly, and are taking action. When we think, we take action. We don’t doddle. We don’t waste our energy on unconstructive thoughts.
6. The Science of Mind-Kinetics® **uses Universal Laws** as a foundation. We begin to understand why we do the things we do. We stop blaming self and others.
7. Embodied within Mind-Kinetics® coaching methodologies are spirit-ual values like honesty, integrity, respect, faith, acceptance, etc. **Discussion of these human values accesses the right side of the brain and the subconscious for deeper understanding** of behaviours and habits of self and others.

“In essence, Mind-Kinetics® brings us enormous success in all areas of life because these discovery tools create shifts in our thinking at a cellular level. The tools are unique and fun!”

How does PCMK™ work?

As Lipton has recorded, each unconstructive pattern or thought has a frequency and is connected to specific cells in the body. And Pert suggests that each of these patterns was created because of some emotional event. Because of these emotional events, the receptors on these cells are restricting food and energy (solutions) from entering the cells and are hence referred to as “molecules of emotion”. We cannot think clearly due to undernourished cells.

PCMK™ finds the Root Cause of the cellular shutdown and then quickly opens the gate for cellular recovery. The opportunity for the renewed flow of energy (positive thought) happens because the Client connects to their divine power in the EMF and this is “the fastest healing route.”

“PCMK™ finds the Root Cause of the cellular shutdown and then quickly opens the gate for cellular recovery. The opportunity for the renewed flow of energy (positive thought) happens because the Client connects to their divine power in the EMF and this is ‘the fastest healing route.’”

Everyone keeps repeating the same unconstructive patterns because they haven’t found the Root Cause.

“The receptors will only “pop” once the Client has learned why the cells shut down in the first place. Why? Because as human beings, our overall spiritual purpose is to learn how to love ourselves and others more. That’s it. That’s our mission.”

The low cellular activity extends to a lack of clarity = “stuckness”.

With PCMK™, we become renewed. Cells are revived and the collective of healthy cells makes us smarter and more peaceful.

Let me take you back for a moment to Chapter 1 and the concept of "The Culture of Death".

If Mony Vital is right about the fact that at the moment of birth, we literally start to die because of our belief systems, then it is very clear now about what we need to do if we wish to live longer and use our wisdom to create a better world for our children and all future generations.

We need to look at the belief systems inside our subconscious about death and dying and aging and reverse those beliefs at a cellular level. As Supreme Master Ching Hai said at the beginning of this chapter, "*We should teach the cells in our own bodies to think good thoughts.*"

Empowered Leaders who move past their own "stuckness" are free to help the world. These Leaders move beyond themselves to own the genius which is rightfully theirs. More and more Leaders are realizing that the old ways of coaching and mentoring their employees and colleagues are simply not good enough. We are in The Golden Era now where our Clients are having higher expectations of the results they receive from Helping Professionals in such fields as coaching, training, therapy, and consulting.

"Empowered Leaders who move past their own "stuckness" are free to help the world. These Leaders move beyond themselves to own the genius which is rightfully theirs."

In summary, coaching methods which help the Client find the Root Cause of their patterns are the methods which create the greatest and fastest shift for the Client. They are the fastest "healing route".

“In summary, coaching methods which help the Client find the Root Cause of their patterns are the methods which create the greatest and fastest shift for the Client.”

In a recent speech to an ICF chapter, I spoke on “Quantum Physics in Coaching”. After the presentation, one of the attendees suggested the profession’s direction by saying, “What you have told us here this evening, Betska, is the future of coaching.”

Benefits of Using PCMK™’s Scientifically Structured Methodologies vs. just a Free Fly Coaching Model

Definition of Free Fly Coaching (in review): Coach works with a Client and simply asks questions based on what the Client just said. This coaching model is primarily unstructured—very free flowing in its approach.

Definition of Scientifically Structured Methodologies: Coach is trained in a raft of structured methodologies which follow a specific process. With these scientifically engineered methodologies, it is important that the Coach follow the model for the Root Issue/Root Goal because the questions have been designed to “pop” receptors and give the Client the opportunity to stream in genius solutions from their highest creative centres.

The CLILearningSystem for coach training makes life very easy for novice and senior coaches wishing to learn mind, body, spirit coaching technologies. Students of PCMK™ begin their journey by learning what is a left brain/right brain/conscious/subconscious/superconscious question, how to use colour to access the subconscious and the superconscious, the Universal Laws of Human Behaviour, the Values of Humanity, how to release emotions, and how to train the Client to stream in solutions from their highest creative centres (their *Godself*). Much later, once they are skilled at the above-mentioned components

and have begun their own mind, body, spirit mastery, their intuition becomes sharper. Eventually, with a more finely tuned intuition, they naturally progress to adding questions of their own. At this point, they have been well schooled in how to structure a coaching session in order to give the Client the “pop”. Because of the CLI Learning System, even the most senior Power Coaches rarely just use a free fly coaching process as many of the PCMK™ methodologies are quite complex and should be followed in order to maximize the benefit to the Client.

Here are just a few benefits of using PCMK’s scientifically structured methodologies versus just a free fly coaching model.

1. **You can’t make a mistake.** PCMK™ students follow The Recipe for PCMK™. It’s just like baking a cake. Use the wrong ingredients and your cake will fail. Use the proper ingredients as described in Chapter 12 and you will have a beautiful cake.
2. **Clients use Pentalateral Thinking (whole-brain thinking) throughout each session.** Using this “pentalateral” thinking coaching approach, the receptors “pop” quickly, the nourishment flows to the thinking cells, and the Client develops solutions to their challenge/goal. Daily, Clients begin to think more brilliantly, like the genii of history.
3. **The release of the emotional charge** empowers our Client to “let go” of the emotions surrounding the Root Issue or Root Goal. Instead of being dispirited, the release of the emotions frees the Client’s heart and mind. They let go of the attachments in the situation.
4. **An experienced Coach can graduate to a mixture of a structured coaching methodology and free fly coaching.**
5. **PCMK™ keeps the Client Safe.** In coaching, a Client often can express their heartfelt emotions. PCMK™ keeps the Client safe by bringing the heart to peace by the end of the session. The Client is not left dangling emotionally.

6. **A PCMK™ Coach remembers that they are the Architect.** Especially in deeply charged issues, the Coach won't be tempted to use therapeutic modalities when they aren't properly trained in them.
7. **Permanent, positive change.** The Client never falls backwards.
8. **Guaranteed outcome.** The Client always receives answers.
9. **PCMK™ takes great advantage of the Client's electromagnetic field (EMF)** which is all-knowing. The Coach uses the EMF to select the coaching methodology and emotional release methodology with the exact frequency needed to create a cellular shift, and then to stream in genius solutions.
10. **PCMK™ can give the body back its health.** Otherwise, emotions stored in the body cause dis-ease which eventually can lead to disease.
11. **Each methodology follows The Law of Love/Transformation;** therefore, the Client receives permanent, positive change on their Real Issue or Real Goal.
12. **The Power Coach® is invisible.** The Power Coach® sits back, asks questions, listens without judgment, and lets the Client do the work.
13. **The Coach's ego is in the back garden.** They are present to help the Client explore.
14. **PCMK™ uses the full power of the brain mind vs. willpower.**

Models and Theory

This section includes many models and a theory which can be used in the coaching process.

What do we mean by Coaching for Mind, Body, Spirit Mastery?

Mind Mastery

- Client transforms “negative” thoughts (beliefs), words, and actions into “positive” ones . . . replaces judgments of self and others with love and compassion.
- Clarity of thought and direction.
- Training to become a pentalateral thinker and someone who easily streams in solutions to challenges and goals.

Body Mastery

- Illness is not the truth. Wellness is the truth.
- Discovery of beliefs which make us ill and turn them into positive beliefs.
- With a healthy body, the Client can spend more energy on thinking positively and working on their spiritual self.

Spirit Mastery

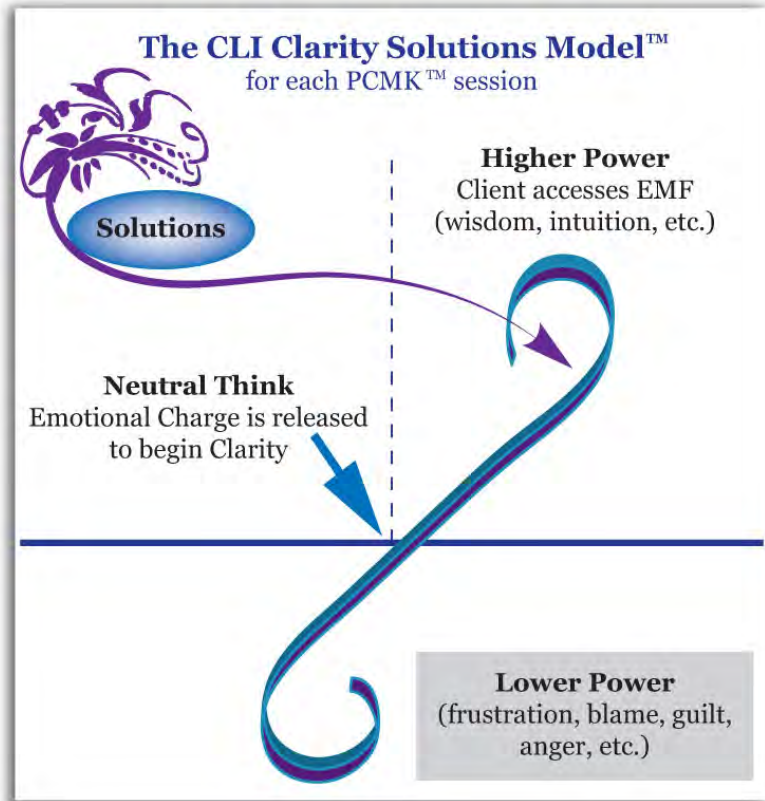
- The Coach assists the Client in raising their “spirit” by becoming more loving towards self and others. “The more we love ourselves, the better we can serve others.”
- “Spirit” means different things to different people; therefore, spiritual mastery could include greater faith in self/others, religious goals, and so on.

This CLI Clarity Solutions Model™ below applies to each challenge a Client cannot overcome on their own or a goal they wish to achieve but cannot.

When a Client first begins their coaching session, they are in their “Lower Power”. The receptors on the cell membranes are restricting the food and energy (solutions to challenges and goals) from entering the cell because of some previous emotional event which makes the Client repeat certain patterns.

The Power Coach® selects the coaching methodology with the best and highest frequency to ensure that the Client finds the Root Cause of

the pattern and truly understands why they have been repeating this pattern. With this process, the Client moves to Neutral Think and then up to their “Higher Power” where they stream in solutions from their Electromagnetic Field. The result is permanent, positive change.



The CLI Success Triangle™

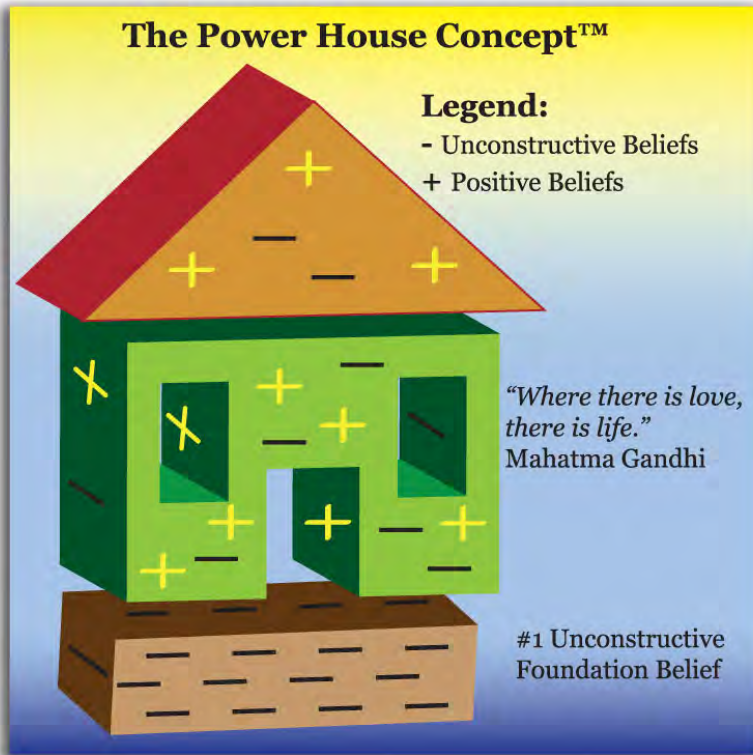
CLI's definition of success:

“Ultimate success means having achieved self-realization where we are completely pure in our thoughts, words, and actions. This manifests in a feeling of inner peace and joy. We feel “one” with everything around us.” We believe that individuals can achieve ultimate success through the following vehicles:



This CLI Success Triangle is, by far, the most important of all the CLI Models. If we, as Coaches, wish to be of the highest service to this planet, then every day, we must consider working diligently towards mind, body, and spirit mastery. For more details, see Chapter 18. Self-coaching daily, working with a Senior Coach every month, exercising, having a pure diet, and daily meditation may seem like a tall order; however, as we mentioned, we hold the heart of our Clients in our hands. Mind, body, spirit mastery gives us the highest level of intuitive ability. We can be responsible role models for them.

As Coaches, we also could consider encouraging our Clients to work towards mind, body, spirit mastery. All the while, we are creating a more peaceful world. From inner peace comes world peace.



When we look at The Power House Concept™ diagram, we are to imagine that each of us is a house. Inside our “house” are both negative and positive beliefs. Because of the scientific engineering of PCMK™, every time we do a Coaching session, we are turning the negative beliefs (represented by a – symbol) into positive ones (represented by a + symbol). This happens when we are self-coaching and coaching with a CLI Power Coach®. You will experience that every negative belief system will be cleaned up. Imagine now that you have fewer and fewer negative beliefs in your brain/body. How will you feel? Indeed, you will feel happier and more peaceful inside and very powerful because you will know how to access your genius for solutions. You will feel much safer in your world. The negative self-talk has taken a back seat to the

positive. You will have more deposits in your positive spiritual bank account.

Betska’s #1 Unconstructive Foundational Belief

One day, Jan worked with me to help me find my #1 unconstructive belief system which sat in my spirit like a huge block of cement. This foundation was most unhealthy for me to keep. You see, I discovered that my largest roadblock to a happy life was the sexual abuse I had encountered at the ages of 3 and 7. I had shut down my right hemisphere which is the “feeling” and “intuitive” brain. I was trying to solve my challenges in life with my left hemisphere. And thus, life was not working very well for me. In essence, I had shut down my heart because no one believed that the event had happened. I was told that I was lying about the incident. I felt ugly inside and enormous rejection not only by my caregivers but also by God. In my mind, my belief system was, “Nobody loves me enough to care that I have been hurt. I am not worthy of love.” Jan and I worked to open the door to my heart again—to open it up to give and receive love. Thus, the right hemisphere was opened with the following belief system. “I, Betska, am now totally loved by God. I happily receive and give love, kindness, compassion, and support. I am beautiful inside and out.” The important part of this coaching story is that when someone shuts down their right brain to the extent I had, I also had shut down my intuition because the right brain accesses our intuition from the EMF. With this part of my brain now turned on, I reconnected to my *Godself* and look what happened! Whereas before, I was using my left hemisphere to run my life, I now was able to create these miraculous, award-winning PCMK™ methodologies which were developed primarily with my right hemisphere. My intuition had to be well honed in order to stream them in like the genii of history. Therefore, my recommendation is that you work with a senior Power Coach® who has the ability to do this work with you. You will be amazed at your progress in life. One of our students calls it “removing the biggest boulder on your shoulder” technique!

Once again, if I had wished to discuss this situation at great length, I would have gone to see a Therapist. Jan, however, being the Architect, within one hour helped me find the recurring pattern from that past and then quickly moved me forward with some positive belief systems.

As mentioned in Chapter 1, because we are in the same energy matrix of our parents, we can take on their unconstructive and positive belief patterns. It is highly recommended that we discover these patterns. PCMK™ automatically helps you to find them easily in the unconscious.

What is the top, unconstructive pattern you have taken on from your parents/guardians?

Self-coach and work with a senior Power Coach® to turn it into a positive.

What is the top, positive pattern you have taken on from your parents/guardians?

Take a moment to celebrate this pattern!

Let's return to individual positive and unconstructive beliefs in The Power House Concept™.

We acknowledge that as individuals, we will feel increasingly peaceful and happy as we turn our negative beliefs into positive ones.

Now, imagine that everyone on this planet has only positive beliefs, that their personal house is clean of negative self-talk. What kind of a future would we create? While it might seem impossible to have everyone on this planet possess only positive beliefs, it is certainly a worthwhile goal. We would have a safer, recovered planet and happier, healthier people. We would eliminate war, hunger, death from starvation, abuse of humans and animals, abuse of the air, oceans, and

forests, and so on. Wow! What a beautiful earth we would have. I am holding on to that dream.

Will you join me in this dream?



The Diamond Concept shows us that each issue in our life is like a diamond with many facets. For example, in the “diamond” above, a Coaching Client may wish to work on becoming a better communicator in different “facets” of their life:

One triangle facet = He has difficulty telling his wife he loves her.

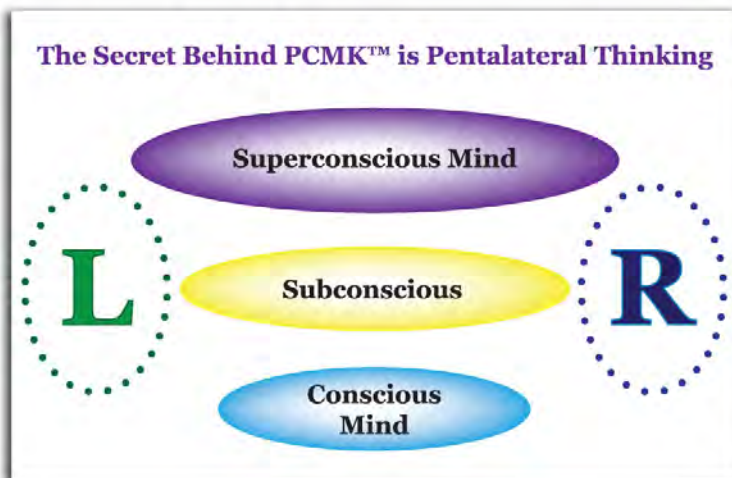
Second triangle facet = He wishes his wife would hug him more.

Third triangle facet = His boss is really bugging him. He wishes he had the courage to tell him the truth about how he is feeling.

Fourth triangle facet = He is not communicating well with himself these days—he wishes he could pay more attention to his intuition and act on it.

In other words, there are many “facets” to an issue and we simply need to keep self-coaching and coaching until those facets are well polished wherein we feel peaceful about the issue and have the solutions. In PCMK™, we also say that in each facet, the Client has a “frustra” or frustration (all the feelings, fears, distorted thinking, irrational thoughts, and so on that are blocking us from moving forward). When we eliminate the frustras in each diamond of our life, we polish the diamond. What happens to us inside? What happens to us on the outside? Indeed, we come closer to having a happy life.

You have the diamonds in your own pocket. As you polish the diamonds in your mind, watch your life shine!



Pentilateral Thinking means we encourage our Clients to use the five parts of the brain mind: left brain and right brain PLUS conscious mind, subconscious mind, and superconscious mind.

Left brain: often referred to as the logical/sequencing brain.

Right brain: often referred to as the innovative, intuitive, feeling, relationship brain that *connects us to our subconscious mind and superconscious mind*. This is its most important function.

Our own Client research indicates that while the cells in charge of logic and sequencing are usually in the left hemisphere and the cells in charge of innovation, feelings, relationships, and connection to spirit are typical right-brain functions, the hemispheres often can be transposed. In other words, the cells in charge of logic/sequencing will be located in the right hemisphere and typical right-brain functions will reside in the left hemisphere. Sometimes, this causes confusion for the Client while at other times, it appears that the transposition is exactly correct for the Client's thinking processes and is particularly transposed in order for them to carry out their spiritual purpose. It is quite fascinating.

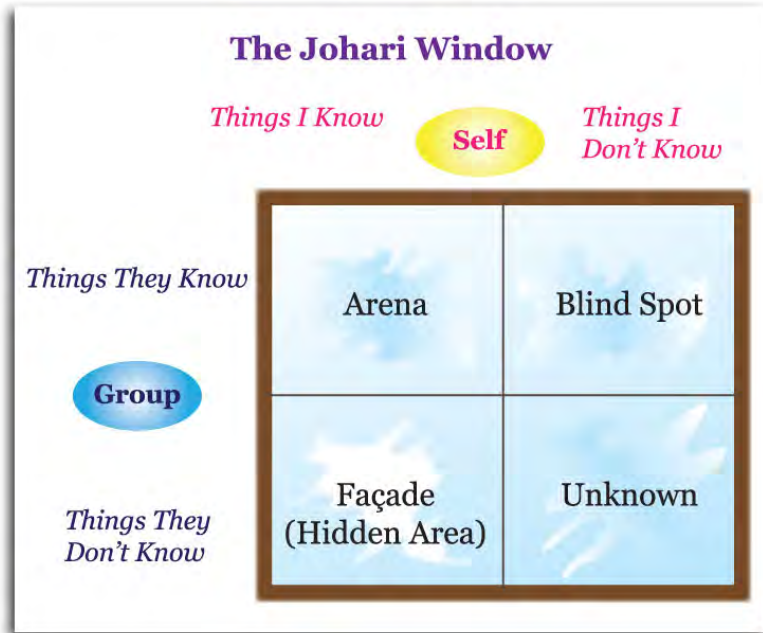
At this point, it is good to remind ourselves of Lipton's research which confirms CLI's knowing that while the brain is the Master of the 50+ trillion cells in the body, each cell also has its own brain. CLI's knowing is that our memories are stored in the subconscious mind which exists in the membrane of each cell.

Conscious Mind = our conscious thoughts. This is the weakest mind yet powerful when it takes action.

Subconscious Mind = a powerful part of our thinking of which we are not consciously aware. It is the storehouse of ALL our positive and unconstructive patterns.

Superconscious Mind = the part of our being that resides in the energy field around our body. This EMF is all wise, all knowing, and has all the answers. At the end of each PCMK™

session, the Client easily taps into this rich field of solutions to life.



The Johari Window, developed by psychologists Joseph Luft and Harry Ingham (not “Jo” and “Hari”!), is a communication window through which we give and receive information about ourselves and others. I am sure that many of you know of this concept.

What we have noticed is that many coaching methodologies are developed to work primarily in the Arena and Façade. Because they also are developed to work primarily with the conscious mind, it is difficult for the Coach to help the Client truly see their subconscious blind spots and unknowns in the subconscious. Coaches trained in PCMK™ methodologies are able to assist Clients in opening ALL their windowpanes to breathe fresh air into their whole being.

1. In the Arena pane, they can work on known challenges and known goals.

2. In the Hidden Area, they can work on letting go of the emotions around the "secrets" in their life.
3. In the Blind Spot, Clients may request subconscious coaching on how others perceive them and amplify the wonderful attributes within them that others can see yet they cannot.
4. In the Unknown pane, PCMK™ also excels. Clients can go into "discovery mode" to identify all of their unconscious, unconstructive patterns and turn them into constructive ones. They also may identify their positive, unconscious patterns, then celebrate and use them with great gusto!

The Ego Defined

Typical behaviours of People in Heavenly Ego:



- no judgment
- love of self, all people, animals, nature
- joyful
- peaceful
- uses wisdom vs. mind
- pious
- devoted
- committed
- detached
- patient
- like a rock unmoved by storms

Some typical behaviours of People in Superior Ego:



- not courageous
- disrespectful
- unkind
- intolerant
- lack of trust
- not courteous
- uncaring
- dishonest

Some typical behaviours of People in Inferior Ego:



- low self-confidence
- easily swayed
- can be bullied
- low faith in self
- low faith in others
- low self-acceptance
- not joyful
- not purposeful
- not magical
- meek

We usually coach individuals who either appear to be in Inferior Ego or Superior Ego. By the end of each coaching session, our role as a Coach is to help the Client move into Heavenly Ego on the challenge or goal they wished to work on for that session. It is in this place where they can make the best forward movement.

When we are coaching Clients who appear to be in Superior Ego, it is wise to remain in non-judgment of them because their Superior Ego is usually a shell which houses an Inferior Ego. In other words, they may display aggressive tendencies because they have low faith in themselves.

Our Research – Empirical Data

In the past, CLI has received phone calls from the unconvinced to ask us to conduct scientific studies on PCMK™ to prove its validity. At first, I sat perplexed, then realized that we don't need science to tell us that things happen. We know that PCMK™ works just like we know that gravity works or that the sun rises every morning. We see it happening *every time* we coach. What we need science for is to explain *why* these things happen. That's the fun part!

There are two types of research: laboratory and observation. Scientists who study the galaxies apply observational science using powerful telescopes. Through many years of observational research, the points below reflect what we have discovered.

- Every Client in every PCMK™ session “pops” their receptors to find solutions to challenges and goals.
- The Client creates a whole-brain plan based on left-brain and right-brain information and innovative solutions from the EMF.
- Every Client in every session, when using specific methodologies, naturally streams in solutions in the form of images, words, feelings, or sounds.

- Every Client, when using colour for example, is able to tap into their subconscious to find the exact Root Cause age and starting seed of a recurring behaviour.
- Every Client experiences permanent, positive change in thoughts, words, and/or actions with respect to every issue they work on. They are unstuck and move forward.
- Every Client after every session becomes better at pentilateral thinking.

More Thoughts on the Subconscious . . .

More from *Biology of Belief*. The Conscious Mind: The Creator Within

The evolution of higher mammals, including chimps, cetaceans, and humans, brought forth a new level of awareness called "self-consciousness" or, simply, the conscious mind. The newer, conscious mind is an important evolutionary advance. The earlier, subconscious mind is our "autopilot"; the conscious mind is our manual control. For example, if a ball comes near your eye, the slower, conscious mind may not have time to be aware of the threatening projectile. Yet the subconscious mind, which processes some 20,000,000 environmental stimuli per second vs. 40 environmental stimuli interpreted by the conscious mind in the same second, will cause the eye to blink.

The two minds truly are a phenomenal mechanism, but here is how it can go awry. The conscious mind is the "self", the voice of our own thoughts. It can have great visions and plans for a future filled with love, health, happiness, and prosperity. While we focus our consciousness on happy thoughts, who is running the show? The subconscious. How is the subconscious going to manage our affairs? Precisely the way it was programmed. The subconscious mind's behaviours when we are not paying attention may not be of our own

creation because most of our fundamental behaviours were downloaded without question from observing other people. Because subconsciously-generated behaviours generally are not observed by the conscious mind, many people are stunned to hear that they are “just like their mom or their dad”, the people who programmed their subconscious minds.

. . . if our subconscious were programmed with such healthy behaviours, we could be totally successful in our lives . . .”

“Therefore, Power Coaches using the Science of Mind-Kinetics® work with the Client to help them determine the unconstructive behaviours buried in their subconscious mind and flip them into positive thoughts and actions. ONLY THEN are we guaranteed a happy, successful life.”

Summary

“All things are created by the mind. Our mind we must create; we must speak good things, think good things, and then we will change the negative to the positive. We should teach the cells in our own bodies to think good thoughts.”

- Supreme Master Ching Hai

Empowered Leaders who move past their “stuckness” are free to help the world. These Leaders move beyond themselves to own the genius which is rightfully theirs.

Power Coaching® with Mind-Kinetics® advocates the flow of energy from point to point along the continuum of the fastest healing route.

PCMK™ is a scientifically engineered set of coaching and leadership methodologies which is fast, effective, and transformative because the Client develops solutions using pentalateral thinking. It instantly changes unconstructive beliefs into permanent, positive ones. These methodologies are worthy of the awards they have won.

* * * * *

A little one was asked, "What would it take to make your Mom perfect?" She replied: "On the inside she's already perfect. Outside, I think some kind of plastic surgery. Diet. You know, her hair. I'd diet, maybe blue."



Rage

O Rage

I have given you power
to overtake my mind.
My body shakes
with uncontrolled anger.

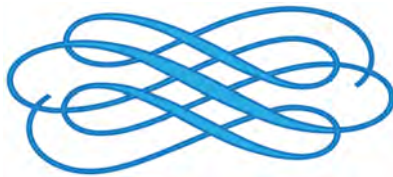
From where have you cometh
with such a searing lance?
For what purpose?
I seek to know
the reason for this quake.

You work relentlessly
to take me off my path
to where I must go,
to where I must be,
one with God.

Goodbye my friend
for that you have been.
You have shown me where to look
inside my broken heart
and the ice begins to melt.

I return to love.





Chapter 14



Characteristics of a Great Coach

This touching story brings us to our knees in terms of understanding how we have made a mess of this world. It also demonstrates how a Commander valiantly did his job while focusing on his spiritual values. Compassion is one of the greatest characteristics of a Diamond Coach.

The Commander whose Troops were Hungry for Love

In November of 2002, I was on a flight to the Maritimes of Canada.

Sitting beside me was a Commander in Chief of a Military School. Usually, I like to rest and meditate on flights but instead became engaged in a wonderful conversation with this amazing man.

Up to that point, whenever I thought of a Commander, I thought of a tough, ruthless, authoritarian, strict, and demanding person. You too? I mean, that's what they look like on TV!!

He began to tell me that his toughest job in terms of teaching the new military recruits was not to teach the technical part of fighting a war. That was easy.

He told me that he had three challenging jobs:

1. The first was to help the new recruits discover their moral compass—to use a Coveyism. In other words, he assisted them in finding the values that are important to them.
2. The second difficult job was to get them to live their values fully. For example, he told me that he has led many regiments into war such as Bosnia. In the same breath, he told me that his #1 value in life is “love”. Of course I’m sitting there glued to my seat and it wasn’t from the turbulence I can tell you! This is a Commander of a Military School who leads regiments into war and he is telling me that his #1 value in life is love! I guess all those TV programmes lied!

He told me that he refuses to kill anyone unless he absolutely has to. He is so compassionate! He puts a strong value on human life. Indeed, in Bosnia he did everything in his power to stay one step ahead of the enemy. They bombed buildings but did everything they could to preserve human life.

3. The third difficult job of this Commander was to assist these young men and women **to end the war within themselves**. You see, once you are trained to fight, you simply carry out your duties, whatever they may be. But to end the war within themselves is another story.

You see, the hearts of these men and women suffer. The Commander told me that Rwanda was particularly rough on the group. Twenty-seven of his officers returned after a lengthy stay and 23 of them committed suicide. Sadly, there were not enough psychologists employed to help with these difficult times.

These men and women who committed suicide were having difficulty ending the war within themselves. No doubt they died from

broken hearts. Yes, they did their physical jobs. But they likely were unable to:

1. come to grips with the human atrocities that they encountered;
2. handle the guilt that they undoubtedly felt with respect to their role in the war;
3. understand the Universal Law of Cause and Effect; that group Karma causes war; that war and all deadly struggles like this are part of our great learning of how to love ourselves and others more.

These young men and women were hungry for love. Because Coaching has come on to the planet to bring greater enlightenment, Coaches trained to handle traumas can assist greatly in situations like this.

George Bush, Osama Bin Laden, and Hitler are simply a cast of characters whose job it is to create war. And through those wars, we have been forced to look inside our hearts to remove judgments of ourselves and others. Who are we to judge others? And of course, The Law of Cause and Effect also says that if we judge others, others will judge us.

The Coaching Industry is Having Some Growing Pains

As there seems to be much dispute in the industry over the characteristics of a great Coach, I invite each of us to sit back and to look at this logically.

While the governing bodies define a great coach as someone who believes that the Client has all the answers inside and that Coaches primarily should be helping the Client to develop their own solutions, the industry is fraught with Coaches who defy this philosophy. Some “Coaches” continually call themselves Coaches when they primarily give advice and opinions (mentor/consult) throughout the session.

CLI research shows us that our Clients are usually wasting their time and money if we give advice when their receptors are still constricted because they biologically are unable to "receive" our ideas. In spiritual terms, this is equivalent to stealing someone's time if they are not gaining anything from our coaching sessions. The Client cannot "hear us" anyway, so what's the point of giving advice? Granted, sometimes our advice will "pop" open a few receptors, but why take the chance? Let's maximize the use of our Client's time and money by using coaching methodologies which are certain to create some "popping". Make sense?

One governing body, while saying their definition of coaching is that people have all the answers inside of them, lists right in the heart of their core competencies that the Coach can give insights at any time during the coaching session. Once again, we know that we can shut our Clients down if we give advice before they have "popped" and have created their own Plan of Action.

No wonder Coaches are confused. Our governing bodies could benefit from understanding cell biology, neuroscience, quantum physics, and the Science of Mind-Kinetics®, and then assemble core competencies and examination processes based on that knowledge.

24 Characteristics of a Great Coach

You may wish to add to this short list of characteristics of a great Coach.

1. **Great Coaches are very clear with their Clients on the difference between "Coaching" and "Mentoring".** A Helping Professional may wear many hats: Coach, Consultant, Mentor, Trainer, Facilitator, and so on. If a Client requires lots of mentoring, a separate consulting session is arranged, but that consulting session is not called a "Coaching session".
2. **Great Coaches know that giving advice before the receptors have "popped" is usually a waste of time.** Therefore, they

use techniques which assist the Client in “popping” the receptors. Next, they invite the Client to create their own plan first—without interference from the Coach. Only then do they ask permission to mentor or to give advice.

3. **Great Coaches don’t have egos.** They rarely give lots of advice when it’s not necessary. Great Coaches are masters at asking questions which inspire higher thinking and the Client streams in their own solutions.
4. **Great Coaches practise loving presence.** First and foremost, great Coaches see themselves as blameless and faultless. Great Coaches don’t have much or any negative self-talk. Secondly, they don’t blame their Clients either, no matter how serious the situation. They see everyone as “learning” something. Just like the Commander, great Coaches use “love” of self and others as their driving force without any judgment.
5. **Great Coaches practise mindfulness.** As soon as the coaching session begins, the Great Coach turns off their own “stuff”. They think only about serving their Client. The Chinese characters “to listen” actually mean listening with our eyes, ears, heart, and with undivided attention. It truly is all about the Client and their needs—not ours.

“It’s all about the Client and their needs—not ours.”

– John Burr

6. **Great Coaches work towards having positive thoughts, words, and actions at all times.** Our negative self-talk often drowns out the positive. It is common sense that the more we purify, the less there is blocking us from our “*Godself*” (intuition).

7. **Great Coaches understand that there are different levels of intuitiveness.** A Coach who seriously practices mind, body, spirit mastery (See CLI Success Triangle in Chapter 13), every day becomes increasingly intuitive.
8. **Great Coaches practise neutrality.** As the Client is responding to your questions, it is wise to keep your own responses neutral—showing neither approval nor disapproval. Instead, simply say “Thank You” once they have answered your question. This establishes trust and prevents the Client from trying to please us or to avoid our disapproval. For example, let’s say that the Client mentions to you that she has cheated on her husband. Your immediate response is to go out of neutral and you say something like, “Gee, that wasn’t a good thing for you to do.” The Client suddenly may perceive this disapproval and henceforth answer your questions with responses that will avoid your disapproval. If you approved of a Client’s answer, they might henceforth answer your questions with responses that will make you approve of them. The evidence then is clear. Stay neutral. This gives the Client an even playing field—one in which they can explore without interference from you.
9. **Great Coaches study and use all their knowledge of The Universal Laws of Human Behaviour in the coaching process.** See Chapter 10.
10. **Great Coaches permit the Client to develop their own solutions.** They know that coaching is primarily about self-discovery.
11. **Great Coaches use tools which open the heart.** They remember that the receptors constricted due to some emotional event. Once the Client understands the learning, their heart naturally opens and more love pours in.
12. **Great Coaches expect no outcome or reward.** Their ego is in the back garden and they put the entire responsibility and accountability in the heart and mind of the Client.

13. **Great Coaches follow The CLI Success Triangle which is Mind, Body, Spirit Mastery.** Great Coaches are relentless with serving self. They self-coach daily, receive buddy coaching as often as possible, and eat pure foods and drink (no flesh, dairy, eggs, alcohol, drugs) because they continually want to purify their mind/body for clarity purposes. The world is full of coaches. If we really want to be a great one, at least two hours of daily meditation are necessary. This will enable us to tap into that vast reservoir of universal knowledge. Our questions and our mentoring will always be at the highest frequency possible.
14. **Great Coaches encourage their Clients to study and to live the mind, body, and spirit connection** thus creating a more enlightened world.
15. **Great Coaches create an enjoyable experience for their Clients.** There is lightness in their approach believing that all fears can be eliminated through The Law of Life, “Love is stronger than Fear.”
16. **Great Coaches understand that positive and unconstructive patterns are stored in the subconscious** and use tools to change these unconscious patterns into permanent, positive ones.
17. **Great Coaches believe that “God” only sends them the Clients they can handle.** Remember this when a Client with what you believe is a serious issue asks you for Coaching. Through the Law of Attraction, they have found your frequency.
18. **Great Coaches look for the best in people.** Great Coaches are like children—always looking for the best in people.
19. **Great Coaches look for balance in their lives.** They know when to go and pick a few weeds or to go for a walk. They see their potential in their mind’s eye.

20. **Great Coaches hang out with other great Coaches.** They recognize that they don't need to hold on to a poverty mentality. They know that they can create whatever they want to create.
21. **Great Coaches are humanitarians.** Always giving back to community.
22. **Great Coaches are human angels.** They create magic in the lives of their Clients.
23. **Great Coaches self-coach daily** moving higher and higher to become as fully enlightened as possible. See Chapter 16.
24. **Great Coaches reach out and love unconditionally.** And the love comes back many fold.



God Gives, God Takes

I saw a face spring in front of me
Of whom I'd heard bad news
A face I'd loved since one-day-old
Barefoot or clad in shoes.

The face I saw and the news I'd heard
Of sickness so suddenly be
I dropped all thoughts of Christmas tide
And came to the small city.

In I went to the hospital room
Where my dearest one did lay
And saw the face just resting there
Sleeping the day away.

The eyes that once could sparkle so
Like snow on a sunny day
Were all closed up—he could not see
His hair fell in curls of grey.

I stood and looked down at my friend
Held his warm and wrinkled hand
And told him that I wanted him
To fight—to take a stand.

No movement, no feeling from this limbs
No smile, no sparkle, no wink.
Just a heavy breathing, a noise
“Please God, make him blink.”

I held his aged fingers in
My hand that longed to have
Him reach out and tweak my nose
Like he used to, to make me mad.

They told me to talk to him a bit
One hears but cannot speak.
So I sang for him some Ukrainian Christmas songs
I was strong, I did not weep.

My singing made me feel so good
As I kissed the dear old man.
I hope he heard my valiant cry
"Let him live, O God, Amen".

I left and told him that I'd return
When the sun would rise again
And stay and talk to him once more
Of dreams we could attain.

And as I left, my hopes were high
That my friend suddenly would wake
Back into this world of whiteness
Winter birds, wind, frozen lakes.

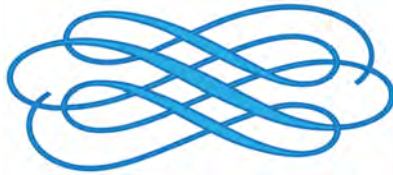
The phone rang loudly at 8 o'clock
That Grandma hobbled to answer
To hear that my friend had gone away
To heaven, a devoted believer.

Tonight, I know that my friend did hear
When I sang those songs he knew
But how on earth did I forget to say
"Moshov—I love you."*

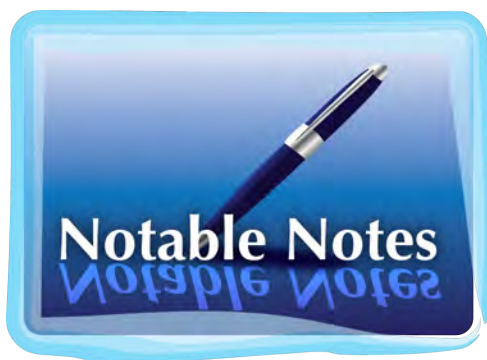




My Moshov (the handsome man in the picture) was Matt Kopan from Insinger, Saskatchewan, Canada. He was my first spiritual teacher. He gave me some insights into how to love my *Godself*. One day when I was just 10 years old, he took me out into the woods to pick wild mushrooms. We became separated and I felt I had lost my way. I panicked—so much so that I ran into a giant nest of bees. I was stung brutally by a hoard of angry insects. Hearing my screams, Moshov came running and immediately put the metal pail to my heavily red-pocked face to take the pain away. He had separated from me intentionally in order to teach me direction. Little did he know that I would be stung. The moral of the story is that when we feel lost in life, we shouldn't panic. There is always help around. We should simply pray and have faith that we will be looked after.



Chapter 15



38 Notable Notes – Wow!

To be a great Coach, there are many tricks to the trade! Here is a huge download of “notable notes” to assist you in offering your Clients the best of you.

1. **Self-coach daily.** CLI Power Coaches are invited to sign a “Commitment” which is simply a commitment to themselves to “ramp up their game” and to be of the highest service to their Clients by cleaning out their own negative thinking. See Chapter 16 for more on self-coaching.
2. **Be coached monthly by a higher level Coach.** When I first started in the coaching field, I hired Jan to coach me every single month, and she was gracious to keep her fees low for me. (I now pass this gift on to others.) Because she had many more years of experience than I and was far more enlightened, Jan was a lifesaver in terms of helping me to see parts of myself which I refused to see.

The ego was so big back then. I highly recommend that you also hire a mind, body, spirit Coach who has a vast number of methodologies in their toolkit. This is a business write-off and is a “must have” if you are serious about being a great Coach.

- 3. Self-coach before each session** with a Client—at the very least do The Brain Walk® - A Journey for Peace of Mind to release any unconscious judgments about yourself and/or your Client. Just to remind you, you can do it for free “online” at www.TheBrainWalk.com or you can buy The Brain Walk® – Genius Edition as a gift box set from www.CoachingAndLeadership.com—click on The CLI Store.

By using a self-coaching methodology before every Client session, aside from removing judgments you might have of your Client, it also will ground and centre you in preparation for better serving your Client.

- 4. Refrain from mixing coaching practices** or you may become confused and not serve the Client well. I am reminded here of a student story. “Alice” studied PCMK™ with us and was a good student. Then, she returned to her office to work with several other internal Coaches who had each received their coach training through different schools. There were differences in approaches to the Client. For example, as we have mentioned on several occasions, PCMK™ instructs the Coach to mentor only at the end of the coaching session after the Client has completed their plan.

At the office, Alice listened to the other Coaches do their work and they had been trained in schools where they could mentor all the way through the session. I’m sure that their Coach Training Schools are simply unaware of the consequences of such practices on the mind, body, spirit in terms of possibly shutting down the Client’s ability to think on their own. About a year after she had finished

her training with CLI, Alice requested that she take her written and oral exam to become a Certified Power Coach®. She passed her written portion but failed her orals because she was mentoring all the way through. During the review, she totally denied that she was mentoring. Fortunately, we recorded the session and she was able to hear why she had failed, even though she was adamant that she was just “asking questions”. Indeed, she may just have been asking questions; however, her questions were “leading the Client” to agree to the Coach’s solutions. For example, in the heart of the coaching session, she would ask questions like, “Well, how would you feel about asking your boss for advice?” A better question which fits the definition of coaching would have been, “What other people could support you in the achievement of this goal?” It is obvious that the second question is far more powerful.

5. **Ensure that you are fully present** for the Client throughout the session. If your mind wanders, refocus. Usually, this means that you have become ungrounded and this is common because your Client’s issue is usually your issue to some degree or another. A quick way to refocus is to excuse yourself by saying, “Could you give me a moment? I need to reground myself.” Next, while still sitting where you are, close your eyes and think of your favourite flower, bird, or animal. Permit the beauty of nature to ground you again. Then open your eyes and begin again. The regrounding should take no more than 30-60 seconds.
6. **Watch your own body language and behaviour.** Put your ego in the back garden to create a trusting environment. They truly must believe that you want to help them.

The coaching session is not about showing how smart you are. It’s about helping the Client discover how smart they are.

7. **Remove any physical barriers** when coaching in person. For example, instead of sitting behind a desk, move over to a round table or where the Client will feel "equal" to you.
8. **Divide up your coaching Session into three parts for a one hour session:**
 - Determining the Client's Real Issue or Real Goal: 10 minutes;
 - Coaching Methodology plus Release of the Emotional Charge for Innovative Solutions: 40 minutes;
 - Planning, Mentoring, and Commitment: 10 minutes.
9. **ALWAYS do a release method at the end** of each session to release the emotions. As mentioned previously, the coaching industry definitely needs to improve in this area. Many Coaches raise the emotions of their Client and then leave them sitting in those emotions. Not only is this dispiriting to a Client, it is a dangerous practice. They easily could have a car accident on the way home from the coaching session.
10. **Listen with your right ear when telecoaching or any time you answer the phone** as it is the positive ear. If you use the left ear, you will miss things and not think or hear as positively. Remember that we have positive and "negative" parts of our bodies.
11. **Coach and Client should drink water BEFORE each major piece in the coaching process.**

Water is a conductor of electricity. Up to 60 percent of the human body is water, the brain is composed of 70 percent water, and the lungs are nearly 90 percent water. Approximately 83 percent of our blood is water, which helps digest our food, transport waste, and control body temperature. Because our bodies are electrical, we need the water to conduct the electricity between the five parts of the brain mind to generate clear thinking. When we drink water,

our lungs become more hydrated and this pumps more oxygen to the brain for us to be able to think more clearly.

12. **Greet your Client in a neutral way.** When you first greet your Client, refrain from asking, “How are you today?” If you ask this question, they may respond immediately with their feelings and move into a story BEFORE you have completed the discovery of their Real Issue or Real Goal for today’s coaching session. Instead, talk about the weather or neutral things.
13. **Believe in your Clients.** If you don’t believe that your Client has all the answers inside them, they won’t believe in themselves either.
14. **Coach people only on their own accord.** Do not force anyone to be coached. Let them know what you do and allow them to ask you for Coaching sessions. In fact, if we try to force someone to be coached or are devious about how we convince them to go through the coaching process, we are incurring negative karma.
15. **When coaching family and close friends,** follow the guidelines in Chapter 18 to eliminate any thoughts they might have about you wanting to “fix” them.
16. **Life partners should both learn coaching skills.** CLI believes that life partners greatly benefit when they both learn coaching skills with which to coach each other. John and I have done it very successfully over the years. Thank God! And the training to be “neutral” really came in handy! Thank God! For example, if I am coaching John and his issue is that he is really angry at me for something I did, then the Professional Coach in me realizes that whatever I did might only be his perception or it could be true! What matters during the coaching session is that I must be in a place of loving compassion for him and help him move through his emotions in order to develop peaceful, workable, specific solutions to the challenge. At the end of the coaching session, I do not mentor. He leaves with his self-created plan knowing that I was truly “there”

for him. Again, I thank God for my being there for him and for him being there for me.

“Life partners should both learn coaching skills. CLI believes that life partners greatly benefit when they both learn coaching skills with which to coach each other.”

17. Set boundaries with your Clients, especially those who are very talkative. Ask them, “In order to maximize the use of our time together, I invite you to think carefully before answering my questions. Your answers should be short and clear. One or two sentences will do it.” This trains the Client to do their processing inside. CLI Power Coaches take detailed notes during the coaching sessions; therefore, by training the Client to focus inside before speaking, the CLI Power Coach® saves their arm from having to write too much! CLI Power Coaches take detailed notes because they often repeat back to the Client exactly what they said in order to encourage further processing in the subconscious. Additionally, note-taking provides the Coach and Client with the information they need in order to find in-depth, unconstructive, and positive patterns. By helping them to think before they speak, the Client eventually begins to lead their lives in a more focused fashion.

18. Use open-ended questions and refrain from using “why”. In selling, we learn quickly to use only open-ended questions if we want a chance at closing the sale! Therefore, in the coaching process, we use only open-ended questions that begin with “what”, “how”, or “when”. If we need greater clarity, we use phrases such as “I’m curious about . . .”, “Tell me more”. The exceptions to the rule are section-closing questions such as “Does that feel complete to you?” In other words, we know that we are entering into a different set of questions and therefore want to ensure that the Client has

processed and answered your previous question fully before you move on.

Refrain from using “why” as it may imply judgment. Replace it with “what” or “how”.

- 19. Honour your Client should they feel low in spirit.** Should you notice that your Client is feeling heavy or emotionally low at any time during a coaching session, it is important to help them lift their spirits and think clearly in a leadership mode versus a victim mode. You could ask them to honour themselves. Example, you could ask the Client, “What strength value are you displaying at this moment or what strength value are you bringing to your challenge or goal?”

CLI Power Coaches and Clients both have a deck of CLI Values Cards for this purpose and a myriad of other uses.

20. Important Notes for Mentoring:

- a) Once the Client has developed their own Plan, you may ask permission to mentor. Do not over-mentor. Giving too much advice can shut them down. 5 – 10 minutes is maximum for mentoring. One or two ideas are best. If you are a specialist in a particular field, the Client may ask you to give them a special separate mentoring/consulting session.
- b) If the Client has no plan or their homework is to create a plan, then no mentoring is to take place in this day’s session. Once the Client has a Plan and agrees to mentoring, ensure that you give them more than one idea and let them know that it is **their choice** as to which ideas they follow through on. This creates self-empowerment. In addition, you are now acting in a “consulting” capacity. Consultants always give their clients choices to avoid litigation in the event that the Client acts on a single idea provided by the Consultant and the idea turns out to be a poor one.

- c) Mentor only after the release of the emotional charge(s). If you attempt to mentor before the emotional charges are released, chances are the Client will not be receptive to new ideas nor will they have reached a point where they can receive clarity and solutions from their highest creative centres. Remember that they are not receptive because their receptors are still filled with emotional energy blocking any positiveness from entering the body of the cell. Attempting to mentor prior to emotional charges being released can "shut a client down". You could feel a wall between you.

21. If you find that you have "shut a client down":

- Immediately apologize for the shutdown.
- Ask them, "I sense that something has happened. What specifically did I say or do to shut you down?"
- Ask them, "What would enable you to continue working with me at this time?"

Watch their eyes. Do whatever you can to convince them to trust you again. If you sense that they are willing to move on, do another grounding exercise and continue where you left off (if that feels appropriate). Be aware. You may have to switch tools. On rare occasions after a severe shutdown, your Client may wish to leave the coaching session and reconnect with you at a later date. Pray that this never happens. And, if you have fears about this happening, do some self-coaching on it or have a Buddy Coach or Senior Coach help you to eliminate these fears. Remember, if you keep these fears, you will attract that which you fear.

22. If the Client finds themselves displaying the same **unconstructive characteristics again**, it is because there are more receptors that need "popping" in and/or around the same Root Issue/Root Goal or there are more receptors constricted in another area of their life. Remember that once a receptor has

“popped”, it never constricts again because the Client has finished with the learning. There is no need for the energy to become stuck in the receptors. Invite the Client to work with you to explore other areas of their life in which they display these same characteristics.

23. **Prioritize the week’s multiple goals.** If the Client does The Brain Walk® every day, they will accumulate a lot of plans! At the end of each week, they can review their plans and choose 3 top goals to accomplish in whatever timeframe they wish. The plans that are discarded are not to be worried about because The Brain Walk® retrains the brain mind to think positively on a subconscious level. And since Lipton has stated clearly that it is the subconscious which runs the show, even if the Client doesn’t focus consciously on the goal, the subconscious eventually will assist them in achieving it. I remind you, though, that if the Client is consciously focusing on a goal, they usually will achieve results faster.
24. **We recommend that our Clients self-coach** Monday through Friday and give their mind/body/spirit a break on the weekends.
25. **Working with children.** Children take on patterns from their parents. Often, parents will want you to “fix” their child for them. A conversation with them might go something like this:

Over the next few weeks as I am Power Coaching® your child, I also invite you to partake in a few separate sessions. The benefit to you is that you will be able to understand better how to work with your loved one once the PCMK™ sessions are over. You will both have the same understanding of human behaviour and how to change it. Another major benefit to you is that you will be able to develop innovative solutions to living more harmoniously with your child. The benefit to your child is that the two of you can self-coach together which increases the bond between you. The child also will see that you too are making an effort and are not thinking that everything is ‘their fault’.

Behavioural science also tells us that children can take on the patterns of their parents. Therefore, by you coaching out your unconstructive patterns, you will break the patterns you don't wish to pass on to your child. And you may wish to amplify your positive patterns which you hope your child will embrace! Let me explain how this works

26. Coaching couples. Coach each party separately if you are coaching them on improving their relationship. Always start coaching them one-on-one to remove their big judgments of each other in private. Then, once you have been trained in group coaching, you may encourage them to do group work with the two of them present. It will save everyone time and money. By the way, we usually charge more for the Group Power Coaching® because the sessions take longer.

27. Corporate coaching. Often, managers will want you to “fix” their employees for them. A conversation with them might go something like this.

At the same time that I am Power Coaching® your employee, I also invite you to partake in a few separate sessions. The benefit to you is that you will be able to understand better how to work with the employee once the PCMK™ sessions are over. You both will have the same understanding of human behaviour and how to change it. Another major benefit to you is that our intent will be for you to develop innovative solutions for working more harmoniously with this employee. The employee also will see that you too are making an effort and not think that everything is ‘their fault’.

As Professionals, we know that birds of a feather flock together; hence the difficulties in organizations. When Leaders do

Power Coaching®, they are, in effect, breaking the patterns for the entire company. Now how cool is that!

Add Group Power Coaching® to the mix and the organization will enjoy a faster, more effective way of achieving their goals.

- 28. Legal obligations if the Client says that they would like to harm themselves or others.** Check the laws in your country. For example, if a Client says that they would like to harm themselves or others, you may be required to report them to the police or Department of Family and Children's Services. Your Coaching Contract should stipulate this.
- 29. Generational patterns.** PCMK™ has the ability to break patterns which whole families and entire companies have carried for years such as all types of emotional, spiritual, physical, and intellectual abuse. Remember that people hold on to their patterns because the patterns somehow serve them. Coach them to find the patterns and then help them change them. For example, a Manager may continue to exhibit manipulative behaviour because it gives them a feeling of control.
- 30. Working with other Helping Professionals.** Since Coaches are Architects, and Therapists are Archaeologists, if your Client wishes to spend a lot of time discussing their past, suggest a Therapist. Your Client also may benefit from visiting a family doctor or other helping professionals such as massage therapists, Traditional Oriental/Chinese Doctors, and so on. In the event that you wish to communicate with these other Helping Professionals, have everyone sign a Confidentiality Agreement.
- 31. Everything happens for a reason.** How is it that a person may want to remain in victim mode? Let's take the example of a corporate executive who doesn't wish to stop judging his employees. Somehow it is serving both parties. They are teaching themselves and others some major things. Stay out of judgment and move into compassion to know that everything happens for a good reason. You

may suggest coaching as a vehicle to remove the judgment; however, The Law of Choice says that only they can make that choice. If they say "no" to coaching, review your marketing presentation for holes. It's possible you are not explaining it well enough.

32. Understanding suffering. Sometimes it bothers us to watch people struggle. Remember the butterfly story.

When a butterfly is coming out of the cocoon, if you try and help it, it will die. It needs to struggle in order to start its bodily fluids moving.

33. What if you go into judgment of your Client in the middle of a session? Remove judgments immediately because your Client will feel that judgment and not work deeply with you. You can either excuse yourself for a moment or, when you become good at this, you can do it on the spot while still coaching! Four quick methods:

- a) "Think Pink": With eyes open or closed, see the colour pink in your mind's eye and permit a symbol, object, or sound to spring forward which will process out the judgment. Then, continue on with the coaching.
- b) Say a silent prayer asking your Higher Power to release the judgment and to give you an intuitive hit later about the nature of the judgment.
- c) CLI Power Coaches can pick a CLI Values Card to understand your judgment. Then Think Pink!
- d) CLI Power Coaches can pick a Values Card to understand your judgment and then do The Brainbow™ release methodology.

This Section for CLI Power Coaches only

34. What if you can't finish a long, structured coaching methodology? Let's say that you are only 2/3 of the way through a long, structured coaching methodology and the Client says they have to leave in 10 minutes. Remember that it is important always to release the emotions before the Client leaves. Therefore, CLI Power Coaches go to The Emotional Charges Release Chart for Innovative Solutions to complete a release. In addition, there may be parts of the methodology that could be done for homework. Invite them to do so. Once they complete the homework, ask them to walk The Brain Walk® map to release the emotions and thereby stream in innovative solutions.

35. Important Decoding Notes for CLI Power Coaches:

- a) During The Release of the Emotional Charge for Innovative Solutions, the Client's superconscious will have given the Client the perfect, logical solution to their Real Issue/Real Goal. Always ask the Client to describe what they have streamed in: colours, noises, textures, people, places, and things. Ask questions like, "What colour is it?" "What do you see around it?" "What noise, if any, is it making?" "What textures are present?" "What or who else is in the picture?"
- b) If there are many descriptors, decode in steps, i.e. "What does the colour red represent to you and how is it a solution to your Real Issue/Real Goal?" Do the same for noises, and so on.
- c) Remind the Client that the solutions they streamed in are initial solutions. As time goes on, more solutions may come to mind because with the energy now flowing easily through the receptors into the thinking cells, the Client receives new ideas freely. If the Client receives a colour as the solution, it is possible that they are still processing. Always ask them, "Please watch the colour to see if it will turn into an object, symbol, or image." If the colour doesn't turn into anything, just decode the colour

. . . "What does this colour represent to you?" "And, how is it a solution . . . ?"

36. During The Release of the Emotional Charge for Innovative Solutions, the Client may, on rare occasions, stream in the same image. This means that they are spiritually stuck. Invite them to shine light on the image and it will transform to a higher frequency and different image. They won't be stuck any more.

37. If after The Release of the Emotional Charge the Client doesn't feel peaceful at the end of a session, chances are they have instantly hit another frustra. This is rare with PCMK™; however, it is important that the Coach understands what is happening. They will have released the emotions of the current session's Real Issue/Real Goal but may have found themselves immediately facing another major frustra. In others words, just know that you have done your job for this session. Of course, if the Client is very unnerved and your schedule can accommodate it, you may wish to conduct a back-to-back coaching session. If your schedule doesn't allow it, invite the Client to do The Brain Walk® - A Journey for Peace of Mind, preferably in your outer office or, if the frustra's emotions are minor, invite them to do The Brain Walk® when they arrive home. They also may wish to discover the details of this new Real Issue/Real Goal and have you coach them on it for the next session.

38. How to blend business units. If you are a person of many talents, chances are you have other tools in your toolkit. An effective way to blend tools is to add your tools to The Coaching Tree. For example, if you are a Therapist with many effective therapeutic models, you may wish to add them to The Coaching Tree. At the beginning of each coaching session, use The Quick Guide to find The Real Issue or Real Goal the Client wishes to work on this day. Then intuitively select a tool from The Coaching Tree. If the EMF selects PCMK™, then use it. If the EMF selects one of your other tools, then use it. This keeps the process pure for the Client. The ego is out of the way.

Where is Heaven?



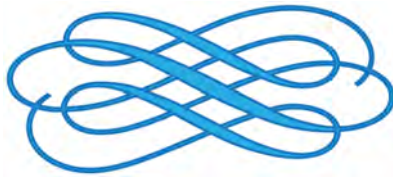
Who goeth there?
Your face as bright as
The brightest star.
Where are you going?
Where is the place you call home?

It's in heaven, you say?
You anxiously await death
For it's there that freedom awaits?
Think again sweet man.
Think again sweet woman.

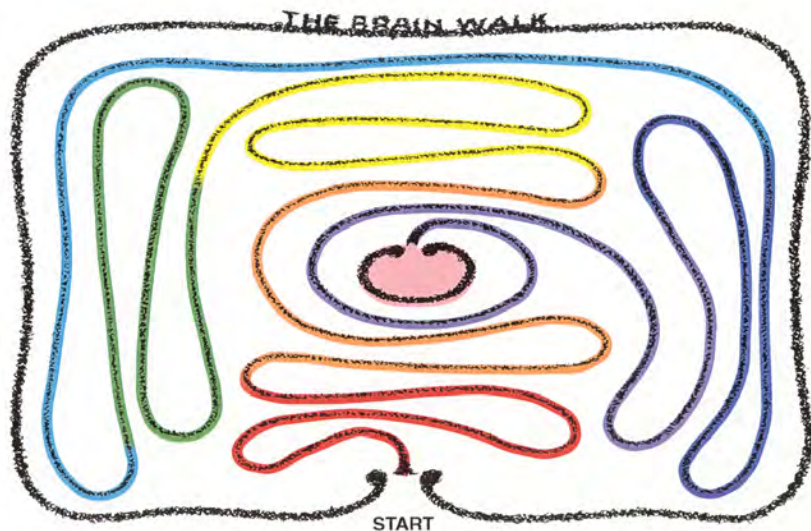
To keep your face so bright
See the light inside
And hear the sounds of God
Inside yourself as you meditate.
For "heaven" is the home deep within your heart.



July 2010



Chapter 16



Self-Coaching for Greater Wisdom

Introducing The Brain Walk® – The World's #1 Positive Thinking Tool

In Chapter 13, we visited the history of PCMK™. In essence, this coaching system was first developed to heal this broken heart of mine. I had no idea that many years later, I would be writing a book about it!

While you may not have come from as traumatic a childhood as I, almost every person on this planet has thousands of subconscious, negative beliefs. Because they are subconscious, we simply don't know they are there!

For example, individuals may think that they have “arrived” in life because they have all the material wealth they need and more. With a world filled with pain, the wealthy people could do magnificent things with their money to help stop global warming, end drug abuse and addictions, subsidize organic vegetable growing, fund research projects for disease, help eliminate armaments and war, and so on. However, many of them are content to play golf every day or use their time just for their own private gain. This behaviour indicates an individual who has disconnected from reality or doesn’t think that they have the leadership skills to help the world. But here is the ticket. In CLI’s philosophy, every one has genius.

Imagine if all the rich people in the world used their money to help the world. Wow! Imagine a world filled with genii! We would solve our earth-threatening challenges very quickly! We could create heaven on earth! Whether you are financially rich or poor, you can use Coaching to connect to that all-knowing part of you and use that wisdom to bring into your life even greater meaning and purpose.

My deepest prayer is that individuals around the world believe that they too can achieve grand things by remembering their greatness. All we need to do is to tap into that genius through methodologies like PCMK™. To this end, we recommend that every man, woman, and child self-coach daily. If you choose PCMK™ as your vehicle, you can learn how to self-coach in one of three ways:

1. You may wish to attend The School for Power Coaching® and learn many self-coaching methodologies including ones which find the subconscious Root Cause age of an unconstructive belief in under five seconds. Then, learn how to turf it out.
2. You may hire a CLI Power Coach®. Simply visit www.CoachingAndLeadership.com. Click on “Choose a Coach.” They will show you how to use The Brain Walk®, for example.
3. You may wish to begin by trying some self-coaching methodologies on your own. A great place to begin is www.TheBrainWalk.com.

Additional self-coaching methodologies can be found at www.CoachingAndLeadership.com. Click on “Free Self-Coaching.”

Ernie Sees God and Meets Prince Charles

In April of 2001, I was called to go up to Whitehorse, Yukon, to deliver a two day PCMK™ coaching workshop.

On the morning of the first day, this gentleman walked in and sat at a table close to the front of the room. Ernie arrived late so I walked up to him and attempted to hand him one of the Workbooks. He refused it. I thought this to be a little strange.

I continued my delivery of how negative thoughts affect our lives and how important it is to catch those negative thoughts and turn them into positive ones.

Out of the corner of my eye, I saw Ernie put up his hand. He asked permission to come to the front of the room to tell a story. He came up and stood very humbly with his hands clasped in front of him.

He proceeded to tell the group that he had had psoriasis most of his life. He had spent \$1,000 per month in creams to help the rash heal. At night, he would ring his socks out from the blood that had pooled in his shoes.

Today, we know that we get psoriasis from keeping a secret. Ernie's secret was that he was illiterate. Literally, all he could do was sign his name. His wife looked after all the household paperwork. But one day, an angel in the form of a human being told him that 40% of all Canadians are functionally illiterate to some degree or other and that there exists a Literacy Foundation of Canada.

He told this angel that he had psoriasis. When he did his, his psoriasis disappeared. Any idea why? Of course, his secret was out! You see, his negative thinking was affecting his physical body and had manifested as psoriasis.

What was bothering Ernie deep down at a heart level was the fact that he felt he was a nobody. After all, he couldn't read. He felt ashamed. He felt angry at himself and had low confidence.

His biggest roadblock was that he didn't feel normal. Therefore, he kept his secret buried deep down inside himself. Ernie was hungry for self-love.

The next day, Ernie was being coached by one of the students using the tools I had taught them. They were using The Brain Walk® process and its accompanying colourful map to coach out one of his challenges.

When he arrived at the centre of The Brain Walk® map, he immediately went to this beautiful place. When he came back, he burst into tears.

Once everyone had finished their coaching session, I scanned the room to hear their stories. I looked over at Ernie's table and saw his tears. He put his hand up and asked "Betska, where did I go?" I said, "I don't know Ernie. What were you being coached on?"

He said, "Well, I'm sick and tired of not knowing if there is a God. So that's the issue we worked on. I finally want to know if there is a God. If God is real."

I asked him, "What was your experience like at the center of The Brain Walk® map?"

Ernie replied "Well, it was like pure heaven. I was so happy. It was so peaceful. So joyful. I saw angels. The roads were paved in gold. The buildings were made from fine jewels and there was so much light. Almost blinding."

I turned to him and asked him to remember his coaching question which was to know if God is real. I reminded him that "The Brain Walk® gives us solutions to challenges and goals. What was your answer then?"

Ernie burst out in tears again and said, “I guess I must have gone to heaven. I saw God as light. But Betska, can I keep it? Can I always stay there? I have never experienced anything like it before.” My answer was, “Of course, Ernie. But we must continue to work on ourselves, to turn our unconstructive patterns into positive ones. The more we work on ourselves, the closer we get to permanently achieving Heaven on Earth which is inside of us.”

Ernie was in total awe of what had just happened. In fact, the entire room was speechless. This illiterate man had found his way to heaven using The Brain Walk®.

My closing comments to the exercise, “Ernie, looks like you experienced God, a oneness with God at that moment. This must make you feel very special.”

Later that evening, I went for a walk. As I entered the hotel, Ernie came bouncing in as well. Prince Charles was in town and Ernie, along with a couple thousand other folks, had gone to see him. Ernie was determined to shake Charles’s hand and pushed his way to the front of the row. Charles came along and Ernie pumped his hand so hard the body guards loomed down on him! Ernie thanked Charles for being a patron of literacy.

It was time for Ernie to hit the sack. This hotel has a handsome, winding staircase and I watched this beautiful spirit climb the stairs. Half-way up the stairs, Ernie turned and looked down at me and said, “Boy, Betska, what a day. First I see God, and then I got to shake the hand of royalty. I feel pretty special.”

My reply, “Ernie, you are indeed very special. Good night Ernie.” As I watched him climb all the way up the winding staircase, I thanked God for the precious people who come into my life.

The learnings from this story are numerous. Perhaps the most important are the following:

1. When we hide things inside ourselves, we can cause a physical illness. It is a good idea to get rid of the judgments we have of ourselves and others. This gives us an incredible sense of freedom.
2. When we own our own stuff and heal our stuff, our world opens to allow us to receive great joy. It is a law after all. When we heal our stuff, the law says that we are to receive joy.
3. The Brain Walk® is a very powerful instrument for coaching and self-coaching. In minutes, it can take you to self-realization, to your own internal heaven for answers.

Ernie mentioned to me that he spends much of his time speaking to high school students, encouraging them to study well so that they won't land up illiterate. After one of his speeches, he received 250 letters from the students. Obviously, he touches a few young hearts when he speaks.

As for the workshop participants in Whitehorse, Yukon, Ernie changed their lives forever. He taught them how easily they can connect with God when they truly are very sincere.

What is The Brain Walk®?

The Brain Walk® is an innovative tool that enables men, women, and children to:

1. rid themselves of the issues that are frustrating them at any moment in time;
2. identify solutions to a problem or challenge;
3. achieve goals with greater ease;
4. learn how to demonstrate better the 75 main values of humanity including self-love, honesty, respect, self-acceptance, faith, and discernment;

5. discover how to become a bilateral thinker . . . someone who can switch more easily between the left and right hemispheres of their brain. This switching then enables an individual to live their life with greater peace and joy because solutions are within easier reach;
6. celebrate the values that they already exhibit on a regular basis!

I trust that you, your corporate team members, family members, friends, and Clients will enjoy the marvels of the human computer as you use this coaching and self-coaching methodology to “think like an Einstein”.

The Brain Walk® is a scientifically engineered tool that enables us to shift our unconstructive thoughts, words, and actions into positive ones. As we have already seen, Neuroscientist Candace Pert and Cell Biologist Bruce Lipton have proven that when we are unclear about anything in life, there is a physiological reason for it.

In other words, when we have something that is stressing us or challenging us, this means that somewhere, somehow, our receptors constricted and this has resulted in our thinking cells being underfed and undernourished. The Brain Walk® has the ability to open those receptors, providing cell nourishment and clarity to the situation.

Think of The Brain Walk® as a tool to assist you in becoming more of a bilateral thinker . . . someone who can switch easily between the left and right hemispheres to stream in solutions to a problem or a challenge with greater ease. See this process as developing the muscle to maximize your IQ, EQ, NQ, and GQ (God Quality). After some time, you will notice that you don’t need the actual map any more . . . you will have trained your brain to stream in solutions automatically.

History of The Brain Walk®

The first of The Brain Walk® series was developed in 1997 after meditation one summer morning. It was inspired by story-teller Nadina Schaddelee Stewart www.nadinastorytelling.com/ who insisted

that I develop a methodology to assist corporations in becoming better places in which to work. The idea was to create noble workplaces where kindness, compassion, and harmony are the culture to replace the stressful environments which we so often find in the corporate world.

During its development, I recall asking Tania, who was just 7 years old at the time, to take a look at my drawing of The Brain Walk® map. Knowing that children are much closer to God than we are, I trusted her thoughts. With this collaboration, The Brain Walk® map was painted first on a 14’ canvas on our driveway in Ottawa, Canada. Neighbourhood children riding by on their bicycles asked me what I was doing. When I replied that I didn’t quite know what it was (in truth I didn’t quite understand it yet), one child said, *“Well, it looks like a game to me.”* To give the paint a chance to dry on the “canvas”, the children eagerly came back the next day to “play the game”. A child of 8 years old was the very first person to walk The Brain Walk® which seemed interesting since I supposedly was developing it for corporate application. Amelia was very sad about her parents—they were fighting a lot—and as with many children, thought that she was the cause of the fighting.

After walking The Brain Walk® map, she sat with me on our garage floor and, just like Einstein, da Vinci, and other geni of history, this little child decoded the image she received in the center of The Brain Walk® map. In other words, she discovered the perfect solution to her challenge which she had streamed in from her superconscious or EMF. She rode away on her bike with a more peaceful heart. That day, while sitting on the garage floor with the children to decode their answers, I began to realize the power of what I had created. I also realized that this “game” was a gift for business, life, and people of all ages. Thus, three applications of The Brain Walk® were born: The Brain Walk® — Solutions, The Brain Walk® — Your Morning Stroll, and The Brain Walk® — Value Amplification.

The fourth application came five years later. In the Spring of 2002, I was in a state of total sadness around the Iraqi War. I was angry at Mr. George Bush for causing more bloodshed. Of course, I had gone into

judgment of Mr. President. I prayed to God to receive a self-coaching methodology to help the world end war and to stop it from manifesting in the future. Of course, we know that to end physical war, we must end the war within ourselves. The prayer yielded a new version of The Brain Walk® called “A Journey for Peace of Mind”. You’ll recall my spiritual purpose from previous chapters, “I, Betska, am a student and teacher of helping people end the war within themselves and replace it with peace and love.” Indeed, we can prevent war between countries because loving people don’t go to war. Using this new version, I went into my subconscious to discover my specific judgments of Mr. Bush and subsequently removed them. He certainly didn’t need me to send him such nasty thoughts. With an understanding of quantum physics, we can imagine how bombarded Mr. Bush’s energy field was with angry people sending him much negativity. No one should have to suffer that much. Spiritually, I asked him to forgive me. Using The Mirror Law, I was able to see the mirror and silently thanked him for the valuable lesson. From that moment onwards, I sent him caring thoughts.

Throughout their training, CLI Power Coaches learn 9 different versions of The Brain Walk® including one which goes into the subconscious to determine the Root Cause of diseases. This is possible because the subconscious stores everything. It is like a camera capturing every moment in our lives. Therefore, with PCMK™ we have the technology to access the memories stored in the cells and the positive, upward journey begins.

If we end the war within ourselves and replace it with peace and love, we can prevent war between countries. We will stop the killing. Loving people don’t go to war.

How Does The Brain Walk® Work?

Einstein was a Master at Image-Word Streaming, a process similar to what you experience with The Brain Walk®. Sitting on a chair with a rock in each hand, he would close his eyes and literally “turn off” his left brain and “turn on” his right brain to focus on a question he had about life. He would wait for images, muscular sensations, and so on to come to mind. Sometimes, he would fall asleep while he was training his brain to do this and the rocks falling on his feet would be a quick reminder to wake up!

This focus CLI calls “intent”. He would wait for images or words to come to mind, knowing that ideas would come to him. Once he received those ideas, he would decode them. And voila! Out came the inventions of concepts like the Theory of Relativity. The Brain Walk® simulates this genius thinking process of Einstein and other great geni of history allowing you to tap into your highest creative centres as well.

The scientific elements creating the biological shift.

1. The Brain Walk® uses the image-word streaming process to create results. The left brain literally shuts off and the right brain turns on to receive solutions to a problem or challenge in the form of images, symbols, objects, and so on. During the decoding portion, the left brain turns on again. Therefore, solutions are the result of whole-brain thinking.
2. The colours are chosen specifically to stimulate the opening of the receptors on the cell walls. The emotional charge that caused the receptor to constrict in the first place is released. The thinking cells are fed and the brain begins to release inspirational ideas.
3. The Brain Walk® retrains the brain to switch more easily between left and right brain, eventually creating a more bilateral thinker of the user.
4. With the paper version, the individual will find that the movement around the map using a specific acupuncture point massages the

brain to free up ideas. The heart connector acupuncture point connects us to the part of the brain which guides vision, direction, and planning.

Doctors of acupuncture have studied and recognized that when they insert an acupuncture needle into this acupuncture point, they notice the strengthening of the patient's ability to use both logic and heart (the whole brain) in decision-making. For this reason, this point also is referred to as "The Heart Protector", "The Gateway to the Heart", and "The Heart Connector."

When we begin our "walk" on the map, the pressure of the middle finger on the paper automatically continues the opening of the heart. By applying pressure to this heart point in combination with the specifically chosen colours which stimulate the opening of the constricted receptors plus the movement around the map, the brain automatically releases the emotions and fears programmed into the organic computer. Now how cool is that?!

With the online version, no acupuncture point is used; however, the back-lit colours on the screen plus the other steps of the process are powerful enough to help the Client stream in solutions just like the paper version.

The Brain Walk[®] is a "Cool Tool".

Benefits of using The Brain Walk[®]

1. It helps us determine innovative solutions to our challenges and goals. Our research has shown that over time, our clients will become clearer and clearer on any issue.
2. The Brain Walk[®] clears up the negative judgments we might have of self and others.
3. The Brain Walk[®] eliminates the unconstructive patterns we carry in our conscious and unconscious by replacing them with positive patterns.

4. The Brain Walk® brings a sense of peace to our day. It gives us hope and makes us more enthusiastic about life.
5. Daily use of The Brain Walk® stimulates the creative, innovative parts of our brain. We begin to do our work faster. We work smarter, not harder. Our intuitive ability grows dramatically.
6. Use of The Brain Walk® Map and The CLI Values Cards every morning assists the individual in working with their unconscious to become more focused and productive personally and professionally.
7. Some folks are uncomfortable showing their emotions when their values are being challenged. The Brain Walk® can assist these people silently in releasing their emotional charges on an issue without a display of emotion. Corporates and many left brainers love it for this reason alone! Another reason to call it “A Cool Tool”!

On CLI’s website are testimonials from adults who use The Brain Walk®. For now, let’s hear some touching comments from young people.

*Testimonials for The Brain Walk®
from The Valley Youth Project Association*

Mykaila Gilchrist - Age 8

“I think ‘A Journey for Peace’ makes kids and/or people feel good because they get to express their feelings. To me it was Great! I really got to get everything I had stuck up in my brain out.”

Tia MacDonald - Age 23

“ . . . In the past, I attended numerous counseling sessions with the result being my problems would soon resurface. I found they would help you find the problem, permit you to express your emotions, and help devise a solution. However, then you were on your own and I got into a cycle were I couldn’t help myself. When I no longer had someone else’s answers, I couldn’t find my own. With a little patience and self-nurturing along with the loving support of my CLI Power Coach®,

Janice Bernhard, I was able to push past my fears and embrace the tremendous results that blossomed from self-coaching with ‘A Journey for Peace.’”

Chelsea Pasanen - Age 12

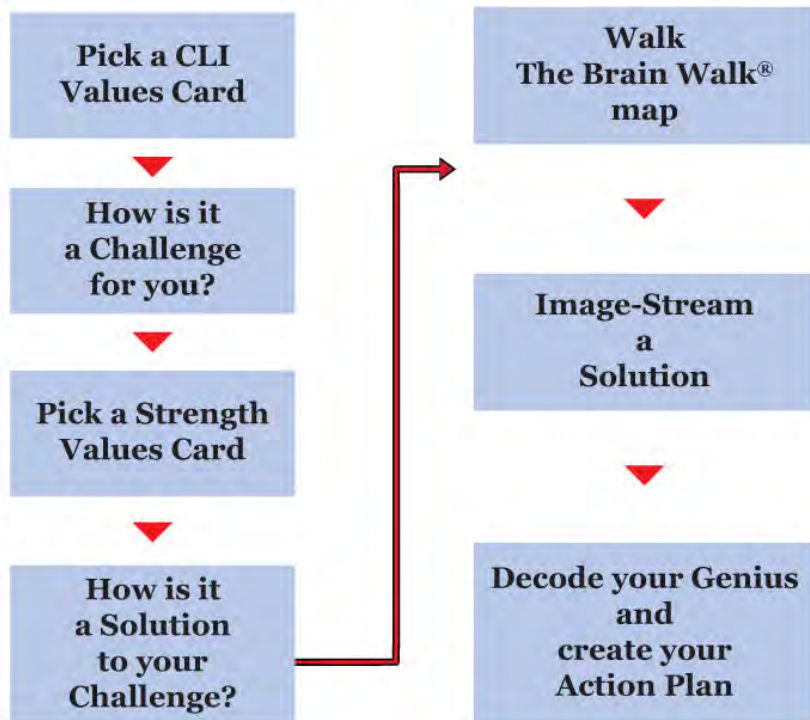
“CLI’s Power Coaching® has made a big effect on my life for the following reasons: it made me feel better about myself, and it helped me concentrate more on my school work; Power Coaching® allows me to find my own answers to my own questions which enable me to feel smarter; Power Coaching is a great thing.”

Kiesha MacDonald - Age 18

“I have experienced both counseling and CLI Power Coaching® and have found that for myself, Power Coaching® is the way to go. While in a counseling session, I would find the same challenges always arising. In a Power Coaching session, I would find the answers for my challenges inside of me. Finding my answers for myself was so self-gratifying that I now have the confidence to overcome anything that life throws my way. The Brain Walk® - A Journey for Peace is the perfect technique to release everyday tensions and find your solutions to all of life’s challenges whether they are big or small . . . I would recommend CLI Power Coaching® for all”



The Brain Walk® Process – Think like Einstein Every Day!



SAMPLE: “The Brain Walk® - A Journey for Peace of Mind”

Whether you are doing The Brain Walk® online or using the paper version, this is what a typical session could look like.

1. **Challenge/Roadblock** - Value picked = “Respect”.
2. **The challenge/stressor brought up by this value is that** “My partner is not ‘respecting’ my need for quiet resting time. He keeps interrupting my private time to talk to me.”
3. **Strong Personal Characteristic** - Value picked = “Self-Love”.
4. **Determining how this value of “Self-Love” is a strength and a solution:**

- a) “I am already strong in this value because I meditate in silence daily to help myself grow and be strong.”
- b) “I can use this strong characteristic to overcome my challenge simply by realizing that it is in my own best interest to sit down with my partner and explain how important this quiet time is for me and by asking that we share our thoughts, ideas, etc. at a mutually agreeable time.”

5. Removing The Emotional Charge: “In the centre of The Brain Walk®, I streamed in an image of a black cat.”

6. Solutions:

- a) “Well, to me, a black cat represents superstition. It also represents that when a black cat crosses my path, I must be careful or something bad will happen.”
- b) “This is a solution because I must be careful about my health. If I don’t take care of myself and take quiet time for myself, then it’s possible that my health will suffer.”
- c) Other solutions? “Well, I like cats. Maybe I should get a cat! I understand that petting a cat is the #1 stress reliever of all time! It could be part of my quiet time.”

7. Action Plan:

- a) Talk to my partner again this evening and emphasize how important it is for us to communicate and how *important* it is for me to have time for myself. Then, set boundaries around the need for no interruptions during my restorative quiet time.
- b) Buy a cat!?

Why The Brain Walk® is being called "The World's #1 Positive Thinking Tool"

You will remember The Universal Law of Belief which says "What I think, I become". In other words, if we think negatively, we will be negative. If we think positively, we will be positive. It is our choice to be positive and to attract "positive" into our life. The Brain Walk® series works with us to identify the subconscious negative thoughts, words, and actions which no longer serve us . . . ones which we would like to change in order to have a more peaceful, creative, and joyful life. These negative thoughts/words/actions are tied to "values". Because the mind is so complex, without The Brain Walk® it may be difficult for us to pinpoint the reason for our negativity. This exercise categorizes our negativity into spiritual values. When something is out of sync in our lives, we now know that we are not giving or receiving a "value" such as respect, honesty, etc. Once you have completed one of The Brain Walk® methods, your thinking cells previously blocked on that value will now feel nourished. Positive changes in your beliefs and habits on an issue will occur.

By self-coaching every day using The Brain Walk® series, you are cultivating the daily habit of coaching self to a higher level of thinking (greater clarity) on any issue in your life.

The objectives of "The Brain Walk® - A Journey for Peace of Mind" are to assist you every day in:

1. eliminating the emotions around challenges in your life so that you can think clearly and easily solve life's challenges. Indeed, this tool enables you to become instantly creative! It enables you to turn the "negatives" in your life into "positives";
2. focusing on your personal strengths and making them even stronger!

In summary, The Brain Walk® was developed to give individuals quick access to their superconscious for solutions to challenges and goals. The concepts used are very similar to those used by the great

genius thinkers of the past: Einstein, da Vinci, Plato, Confucius, and so on. CLI encourages people of all ages to use The Brain Walk® as their personal self-development tool. Use it to self-coach daily in order to promote bilateral thinking and to develop solutions to challenges and goals.

The Brain Walk® takes you on a self-discovery journey by having you look at your life from many angles in order to build greater awareness and clarity. Try it!

The Brain Walk® could be one of your Keys to a Happy Life.

Bon Voyage!



Rainbows

The first time I saw a rainbow
how miraculous it seemed.
Who painted it there?
was this child's refrain.

How perfect the colours.
The red gave me power.
How fragile was my life.
The orange gave me birth.

I stared at the yellow.
"Self-confidence" it seemed to say.
The green startled me a moment
for trust was on its way.

Turquoise blue beamed down.
Communicate in words and thoughts
it said as the indigo blue gently
urged me - my soul was to be sought.

By now, my heart was near bursting
with love as I acknowledged violet
connecting me to higher realms
mixed with a pink, full rainbow set.

Today, this river of colour dances
in the light after a rain,
just as The Warriors of the Rainbow
flood away the human pain.



Chapter 17



The Wisdom of the Masters

It is well documented that children are close to “God”. Many of them see angels, auras, tree fairies, and so on. When they arrive at the age of four or so, the curtain comes down. This is largely because they become pre-conditioned to conform to society’s belief system. As they become immersed in “normal” life, they lose the innate connection as a child of God still connected to the Heavenly realm.

One of our neighbours told the story of her 3-year-old son Nathan and his experience at a higher frequency. They were driving down a large hill in Southern Ontario. It was close to midnight but Nathan suddenly awoke. He looked out into the darkness and in an excited voice said “Mommy, Mommy. Look at all those angels out there!” The

mother looked in the direction of his tiny little finger and couldn't see anything so she asked, “Where Nathan? Where are the angels?” To this he replied, “Out there Mommy. In the sky. There are millions of them.” Mommy, in her frustration, said “Nathan, there is nothing out there.”

Of course there were angels up there. Nathan, being in a higher frequency than his Mom, could see them. The sad part of the story was that his Mom shut him down. Chances are he too didn't see angels after that. Nathan turned out to be a sad little boy. I wonder if the shutdown had something to do with it. When we shut down our ability to live in a higher frequency, it just makes sense that we would feel disconnected and sad.

Wouldn't it be marvelous if adults retained the eyes, innocence, and trust of a very young child? And that we could see, feel, and sense things at a higher frequency? We would be innocent, non-judgmental, playful, joyful, totally loving, trusting, faith filled, faithful, and curious.

Betska and Her Grandpa

I was born in a little Canadian hamlet in the province of Saskatchewan. There were approximately 150 people living in and around the hamlet. There was no running water but lots of outhouses! We had one hotel, four grocery stores, and one community hall where all the weddings and parties were held. I remember having very strong arms as I carried huge buckets of water from the town well to our home. I helped my Mom a lot in the organic veggie gardens. We had a total of approximately one acre planted in veggies, many of which were harvested and stored in an earthen cellar in the basement. On Saturday nights, the biggest treat was sitting in the hotel restaurant eating sunflower seeds and drinking root beer. Grand night on the town!

Sunday mornings were my favourite. Grandpa Kopan would go faithfully to the Ukrainian Orthodox Church every Sunday. “Moshov”, meaning Grandfather in the Ukrainian language, was my first spiritual teacher. He was the first one to show me what unconditional love looked like. Every Sunday, as a little girl, I would put on my one fancy dress and

white go-go boots and walk to the Church to be with him. I dutifully sat on the left-hand side of the Church with the other females. The males sat on the right side. However, I always chose a seat where I could watch Moshov's face. He was a simple farming man but when Moshov was in Church, he became my spiritual hero. His face would light up and I believe it was through intense prayer (he didn't meditate), that he went to a higher frequency. I remember thinking, "I want to be like Moshov. He has so much faith in God. I want Jesus to be my friend."

In those days, the parishioners had prayer books and songbooks. I loved to sing and would belt out the beautiful hymns in the Ukrainian language. I'm sure the little old ladies in the front pew wondered about this little girl who sat all by herself. We were not permitted to have Bibles back then. Some say it was because the Priests wanted to have the power and control. I watched as the Priest read from his copy of the Bible, with its brilliant, gold cover. I desperately wanted one!

Years later, as a teenager of 14, I received my first Bible from a neighbour who belonged to another faith. I was ecstatic! It was a special gift.

I accompanied my neighbour a few times to her Church and learned quite a bit about the Bible until my Mother stopped me from going. The neighbour made a big mistake by coming over to tell my Mother that she wasn't a Christian. Oops! Not a good thing to tell my Mom. My Mom said something like, "Of course, all Ukrainian Orthodox followers are Christian", and promptly kicked the neighbour out of her house and out of her life for good.

The Bible brought me closer to Christ. He was no longer someone only the Priest talked about and connected with. He also could be my friend.

In my 20s, I joined the Canadian Diplomatic Service and, therefore, joined a life of cocktail parties (I had to learn how to like Scotch), richness, and travel to many countries. I lost connection with my spiritual center. The material world became my "Master".

Betska Meets The Supreme Master Ching Hai

You'll recall the history of PCMK™ from Chapter 13. There, I stated that God answered my sincere prayers with three gifts: natural doctors to heal my body; Anthony Robbins and Jan Sweeney to help me change my unconstructive beliefs into positive ones; and Supreme Master Ching Hai to help me reconnect with God. And therefore, my mind, body, and spirit were being looked after.

In a moment, I would like to share the story of how I met The Supreme Master Ching Hai. I am extremely grateful that she has accepted me as her disciple. The intent of the story is to impart the importance of meditating under the tutorship of a Living Master and to recommend that you also find a living Master or Guru who will accept you as their disciple. Meditation is incredibly valuable to us as Coaches, Executives, Leaders, Consultants, Parents, and so on. Everyone should meditate to tap into their innate wisdom. After my story, you'll find some information on how to find your own Living Master.

One day in the Fall of 1996, Jan was coaching me and, at the end of the coaching session, she asked if she also could do a psychic reading for me. This was courageous of her because she knew my belief systems around psychics! I was afraid of them! I wouldn't go near them. But because I trusted Jan, and people had told me that she was one of the best psychics around, I agreed to a psychic reading.

While Jan had been my second Spiritual Teacher for just two years, it seemed much longer than that. She had taught me so much about spirituality, coaching, and human behaviour. In the reading, Jan told me that I was going to have a new Spiritual Teacher come into my life. She told me that it was Supreme Master Ching Hai. In this lifetime, I had never heard of Spiritual Masters or Gurus. Even yoga was foreign to me. Therefore, on a conscious level, I hadn't a clue what Jan was talking about. I asked her, "Well, how do I meet Ching Hai?" I thought that I could just walk up to her door and introduce myself. Little did I know that she was world famous with millions of disciples!

Betska Turns Veggie

Jan invited me to order Supreme Master Ching Hai's free book, *The Key of Immediate Enlightenment*. But the invitation was followed quickly by a warning. She said, "Because of where you are on your spiritual journey, if you open the book, chances are you will go vegetarian."

"Vegetarian?" I asked. "No way," I exclaimed. "John will kill me!" Even though we had stopped eating red meat in our home in 1995, John was still an avid omnivore. Needless to say, I took my time ordering the book. And then when I did order it, it took weeks to come. I was relieved.

In early January of 1997, when John was in Portugal visiting his Mother, the envelope arrived. Remembering Jan's warning, I quickly took the book out of the envelope and put it on the bookshelf next to my business books. I did not want to open it for fear I would go vegetarian.

Two weeks later, John had returned from Portugal and over dinner, I proclaimed that I was going vegetarian. This was my first encounter with the energy matrix of a fully enlightened Spiritual Teacher. I went vegetarian without opening the book! I told John and Tania that I would continue to cook chicken and fish for the family but John said, "No, we will eat what you cook." What a guy! What support! I'm sure there were times when he regretted saying this because of some of the disasters coming out of Betska's kitchen! That's love, eh?

Shortly, it became clear why I was going vegetarian. When I finally read the book, I understood that in order to practise The Supreme Master's 30-minute meditation method, I needed to be a lacto vegetarian (no fish, meat, eggs) for at least 10 days a month. (She no longer teaches the 30-minute method.) The pull of my matrix to her matrix was like the largest magnet in the world. It was quite astonishing! In February of 1997, I learned this 30-minute method and boy was it difficult. Being a Type A personality, sitting in silence for 5 minutes was a chore! But the magnetic pull was stronger than my resistance. Thank God!

Initiation into The Quan Yin Method of Meditation

Next, I felt an even stronger magnetic pull to learn the Quan Yin Method which involves 2.5 hours a day of meditation. No excuses. She would teach it to us if we were committed to doing it. Yikes! The Type A in me is resisting even more. I asked myself, "Why would anyone waste 2.5 hours a day sitting in silence?" Do you remember what Dr. Martin Luther King said about his spiritual life? He said, "I have so much to do today that I must spend the first four hours in prayer." In other words, if I was going to lead a meaningful life, I had better learn how to go inside, reconnect with my own Inner Master, and tap into the wisdom that is everyone's birthright.

Having moved through that hurdle, I began to question whether my body actually could sit for 2.5 hours a day. By March/April, I was doing fine with the 30 minutes but that is simple compared to 2.5 hours. Now, I was told that I could split up the 2.5 hours and do one hour in the morning, another hour after work, and so on. Whatever worked for me. Whew!

My next hurdle was questioning whether or not I would have to give up my religion. Would I have to let go of the special relationship I had begun to develop with Christ? Once again, I felt safe. The Master tells us that we are not to change our religion. Learning the Quan Yin Method would make us better Christians, Buddhists, Muslims, and so on. Therefore, Christ could still be my friend. In actual fact, I became much closer to Christ. Such a gift.

In June of 1997, with so many hurdles removed, I was initiated into the Quan Yin Method of meditation. Two weeks after the initiation, I felt as light as a feather. I was told that an enlightened Master's job is to erase our stored karma and leave us with enough fixed karma to live out our lives. They literally burn our karma through their physical body and suffer for us. Poor woman. I can just imagine how dark my karma was. How she must have suffered. And I am so very grateful.

The Quan Yin Method involves meditating for one and one half hours per day on the Inner Light and one hour per day on the Inner Sound. These Heavenly frequencies vibrate within all life and sustain the entire universe. It is the sound meditation of Heavenly melodies that burns off our daily, accumulated karma and chips away at our fixed karma.

Supreme Master Ching Hai teaches us that there are five levels of consciousness for the average human being. The first and second levels are the Astral worlds which many people confuse with the highest heaven. When a spiritual practitioner makes it through the first four levels and arrives at the fifth, they have arrived at the Master's level—the home of Christ, Buddha, Nanak, Mohammed, Krishna, and all fully enlightened Masters. Once we reach the 5th level, Supreme Master tells us, “You don't need me any more. My job is to help you achieve the 5th.” We will have received our degree as a Spiritual Master ourselves.

Incidentally, she is called “The Supreme Master” by her disciples not because of any ego, but because she wishes for each of us to achieve the 5th level (the home of the Masters), to become our own Supreme Master, and to realize our many talents. Supreme Master Ching Hai wishes for each of us to remember the Highest God within ourselves. Her name serves as a reminder to connect us with this almighty, everlasting love power. Her affinity with so many people worldwide is partly due to her great humility and sacrifice to ease suffering and elevate spiritual love. Although ultimately it is up to humanity to return to a virtuous lifestyle, the Supreme Master Ching Hai lovingly shares Divine truth, beauty, wisdom, and love power to create compassionately a more peaceful and loving world.

We read that fully enlightened Masters are omnipresent and can show us light or wisdom. The intellectual side of me was skeptical. However, the Masters have their own way of reaching us.

As a newbie meditator, I had to work hard to continue to erase my karma so that I could feel lighter and lighter. I had to work hard using PCMK™ to continue vacuuming out my negative thinking. I was told

that an enlightened Master is our “telephone connection to God”. As a newbie though, my telephone connection had a lot of static.

In some of my training programmes, I had just a few copies of the same free booklet on Supreme Master’s teachings on a table at the back of the room. Because she had helped me so much, I naturally thought it would be beneficial to the participants to read her materials. But one day, The Supreme Master Ching Hai sent me an email letter telling me to refrain from offering these booklets because they would confuse our corporate Clients who back then weren’t much into yoga or meditation. At that point in my life, I had not met The Supreme Master nor did I think she even knew anything about me. Her letter taught me that these fully enlightened Masters are omnipresent. She knows all. Otherwise, how would she have known what I was doing??? To me, this is a perfect example of quantum physics . . . everything is energy. If we vibrate at a high enough frequency, we can be like the cellphone and call anywhere!

From that moment on, I became a stronger believer in that telephone connection to God. Since my initiation, I have committed to meditate every day without fail. And sometimes it wasn’t easy. But I persevered. Something inside me told me that I would reap the benefits.

The enlightened Masters tell us that when we commit to meditate at least 2.5 hours per day, we will find gifts inside of us that we never knew we had. Shortly after initiation, the early versions of Power Coaching® with Mind-Kinetics® were born. I am absolutely certain that PCMK™ came to me as a result of my meditation practice and my continuing commitment to self-coach and to be coached. Meditation became another vacuum cleaner for me.

What are the reasons for sharing this story? Three come to mind:

The first is to say that when we stay committed to sitting in silence every single day and to do our best to connect to the “God” inside us, God opens huge doors for us. We can do anything, create anything, and be whatever we wish to be.

The second reason is that when we practise meditation, we can be of the highest service to our Coaching Clients, our family members, and our friends. Meditation teaches us how to focus better and how to quickly access coaching questions and answers to life's questions from our *Godself*.

The third reason is that Supreme Master Ching Hai's Five Precepts (like the Biblical Ten Commandments) are important to consider:

1. Refrain from taking the life of sentient beings. Strict adherence to a vegan diet. This is to help stop global warming and to be compassionate towards animals. They have feelings too.
2. Refrain from speaking what is not true.
3. Refrain from taking what is not yours.
4. Refrain from sexual misconduct.
5. Refrain from using intoxicants. This includes avoiding all poisons of any kind, such as alcohol, drugs, tobacco, gambling, pornography, and excessively violent films or literature.

One important note here is that beginner meditators think that all they have to do is meditate and their life will be sweet. The Supreme Master says that we also should observe ourselves and change ourselves.

When you observe any goodness in yourself, develop it. When you observe any bad points in yourself, rectify them. Look at the positive aspects. It is not enough just to rely on meditation alone. So, that is the reason we should always generate goodness in our thoughts, in our deeds. In thoughts, deeds, and what else? Speech, yes, to derive the goodness that we have sown. That is why in the Bible it is stated, 'As you sow, so shall you reap,' and in the Buddhist scriptures, it is stated that if you do good deeds, you'll get good results; if you do bad, then you'll reap the results thereof. Most scriptures mention the same things. In order to reach heaven, it is logical,

now we know that we have to tune into goodness, to the positive part of the world

– Supreme Master Ching Hai

How to find a Living Master Guru

Earlier in this chapter, I promised to share with you how you can find a Living Master or Guru to be your Spiritual Teacher and Guide.

While we can search on the Internet, we can find ourselves lost in the volume of information.

Secondly, it is difficult to know whether or not the Living Master is fully enlightened.

Thirdly, even if they are enlightened, some are unable to impart to you the Inner Light and Inner Sound meditation because their physical bodies are not built to burn off your karma.

In reality, it is the Living Master who finds us! Therefore, in order to come in contact with a Living Master who is right for you, I suggest that you pray very sincerely. And then, chances are they will find you.

To ensure that they are Living Masters of the highest order, here are some questions to ask them:

1. Do they have the ability to erase your stored karma?
2. Are they omnipresent?
3. Do they impart to you the Inner Sound and Inner Light? In other words, after initiation you should be able to see the light inside of you and hear the sounds of the universe inside of you. The sounds will sound much like waterfalls, flutes, violins, harps, bagpipes, and so on.
4. The meditation method should come with a built-in protection mechanism. That is to say, you will be protected from negative

energy when you are meditating. The “mantra” also will protect you when you aren’t meditating.

5. They also should invite you to follow Precepts similar to the ones listed above. They should encourage veganism, honesty, truthfulness, and so on. These Five Precepts purify your body and mind so that you can reach high levels during meditation. For example, if you are a meat-eater, it is extremely difficult to reach high levels because the meat carries such a low frequency that it will hold you down whereas lighter “foods” and higher sources of energy can lift you up.



The Supreme Master

When He whispers into your ears
The Song of Love since ancient years,
You know that you are
The darling of heavenly stars!

When He graces you Love Eternal,
Oh! Joy that lasts beyond Three Worlds,
You know that you will be
The Queen of Celestial Hierarchy!

When He adorns your whole being
With Light that shatters dark thinking,
You know that you are
The beloved of galaxies afar!

You and I, children of the Most High,
Let's go, let's run, let's fly.
Fly! Fly! Fly! Back to where we were.
Fly! Fly! Fly! Back to Paradise . . .

~ Originally in Aulacese.

Translated and composed into music
by Supreme Master Ching Hai



Chapter 18



Taking Care of me – The Coach

When I was a child growing up in the province of Saskatchewan, I marvelled at the sight of a rainbow in the sky.

Did you? Weren't you fascinated by them? I often wondered, "Who painted it there?"

Today, the rainbow still speaks to me of Peace, of Hope. And as Professional Coaches, Peace and Hope are what we bring to our Clients every single day. Agreed?

And to inspire our Clients with Peace and Hope, we must feel Peaceful and Hopeful inside of us first. The Law of Priority says so!

This chapter has been designed to refresh your Mind, Body, and Spirit continually. Provided herein are dozens of tips meant to inform, to illuminate, and to engage. We pray that you embrace every single one of the tips and then discuss them with others.

For example, under the Spirit Mastery section, there is a piece on protecting our energy fields from bad energies. Many Professionals become seriously ill because they take on the unhealthy energies of their Clients. I know many Coaches who have.

Coaches are very valuable to this world. Once again, in my heart I believe that coaching came to this planet to bring enlightenment to every person we touch.

We help people set sail toward their dreams.

We help them be more compassionate towards themselves and others.

We help them find the rainbow inside themselves.

It's quite amazing what we do.

To fulfil our mission, personal mind, body, and spirit mastery is paramount.

We then can be role models and inform our Clients to master the same.

Body Mastery

“There is power inherent in committing yourself to the process of creating health in all levels of your life. Creating health requires a paradigm shift . . . to a new way of thinking about and being in relationship to our bodies, our minds, our spirits, and our connection with the universe.”

- Christiane Northrup, M.D.

Food and Other Intake

While many of these concepts will be “old hat” to you, some of them might be new as we bring to you some of the latest research on body mastery.

1. **Keep your kidneys and liver clean.** The kidneys and liver are the cleansers of the body. Emotional energy from your clients can become trapped within your organs. To keep them healthy and vital, cleanse these organs daily by squeezing one slice of a fresh lemon (vs. bottled) into your water first thing in the morning and drink up.
2. **Eat lots of greens and live foods.** Preferably organic. Move towards eating approximately 70% raw and 30% cooked because we lose many nutrients when we cook our foods. Blended foods are much easier to digest. Order *Green for Life* by Victoria Boutenko at this website www.RawFamily.com. For example, Victoria instructs us every morning to fill a blender with 3 cups of water, fruit, and greens such as kale, spinach, and parsley. Blend and enjoy. Your body will assimilate the nutrients from blended foods more easily.
3. **Drink lots of water daily** (6-8 glasses). And both you and your Client should be drinking water throughout the session in order to keep connected and the body hydrated, and thereby working at peak thinking level.
4. **Reduce caffeine, nicotine, alcohol, or drugs.** None is preferable.
5. **Keep the lymph moving.** Drink dandelion leaf tea as, according to Herbologists, it prevents cancer. Dandelion keeps the lymph moving and your liver clean. If you are a female, one week prior to your period is when estrogen levels are at their highest level and breast distention can be painful. Dandelion counteracts the impact of the estrogen and takes away the pain. Try it and you will see the powerful effects of dandelion.
6. **Consider changing your diet to an alkaline, vegan diet** as it is the purest diet, is beneficial (invaluable) for the health of your body, mind, and spirit, and is necessary to save the planet.
 - a) The human intestines are not designed to digest meat. To study the research, visit www.pcrm.org Physicians Committee for

Responsible Medicine. Download their Vegetarian Starter Kit. Great recipes!

- b) Earlier, we mentioned that in 1931, Otto Warburg won a Nobel Prize for discovering that cancer thrives in an acidic body. Today, we know that diseases as a whole thrive in acidic bodies. Meat-eating countries have the highest rates of cancer. To have a healthy body, eat approximately 70% alkalizing foods and 30% acid forming. Most fruits, vegetables, seeds, nuts, and grains are alkaline. Most meats, fish, eggs, and dairy are acidic. Check the Internet for lists of alkaline versus acidic foods to learn how to maintain a healthy, alkaline ph level. As you alkalize and keep your ph alkaline, begin to notice how it affects your mind.
- c) A vegan diet is the healthiest diet. Read *The China Study* by T. Colin Campbell—a 20-year study which proves that a vegan diet is far healthier than a meat-based diet.
- d) Over 50% of global warming comes from the livestock industry (www.worldwatch.org). Scientists say that we have until approximately the end of 2012 to save the planet. If we don't act now, the highly evident global warming situation will become runaway global heating and the planet eventually will burn up. Our children will not have a place in which to live. We can mitigate global warming by the simple action of choosing what we put on our forks. For in-depth research to support these statements, go to www.SupremeMasterTV.com/sos-global-warming/scientists-on-climate-change.html.

For example, read the information provided by Dr. James Hansen, Top Climatologist at the National Aeronautics and Space Administration (NASA). Dr. Hansen concludes:

If we eat further down on the food chain rather than animals, which have produced many greenhouse gases and used much energy in the

process of growing that meat, you can actually make a bigger contribution in that way than just about anything. So that, in terms of individual action, is perhaps the best thing you can do. But you also have to do things that influence the decisions of policy makers.

- e) It is stated in some research that if people in the West, for example in America, eat vegetarian only once a week, we would be able to save sixteen million starving people every year. (The World Health Organization [WHO] reports that 16,000 children die every day from starvation and close to 1 billion people go hungry every year.)
- f) Vegans will tell you that the less meat we eat, the clearer our minds become. Some of the greatest geniuses of the world (Einstein, da Vinci, Plato, Confucius, etc.) were vegetarians/vegans.
- g) When animals are about to be killed, they cry. They have feelings too. Animals are our friends. *Animals are not food.* They run away from fear. They have families just like we do. They are so loving and kind.

“If everyone of us knows how the animals feel and their emotions, their love, then we would never want to eat meat again, let alone want to kill them or harm them in any way.”

– Supreme Master Ching Hai

- h) Since everything and everyone is made from energy, when we eat animals, we eat that fear and become more fearful.
- i) Be a hero! Vegans tread more lightly on the planet. Spiritually, they feel better knowing that each time they eat a meal, a sentient

being didn't have to suffer and give up their life. To learn how to become a healthy vegan, go to www.21DayKickStart.org to register for their free, online programme and then go to www.BeautifulEarth.org and download a free video entitled “How to be a Healthy Vegan”.

- j) For those who are still unconvinced, you may wish to research where breatharians obtain their protein!

7. Take good vitamins if you need them. Sublingual (under the tongue) B12 and zinc, folic acid, and omega 3-6-9 oils are very important for healthy thinking and memory. Hint: take B12 to minimize the possibility of becoming depressed. Because our foods have been compromised and don't contain the minerals and vitamins they once did, our bodies may need extra. In addition, many bodies have difficulty absorbing the nutrients from their food (especially if they are carnivores). Our bodies will tell us if we need B12. For example, I can tell when I need Vitamin B12 because my short-term memory evaporates! *Green for Life* also contains comparisons of the nutritional value of organic vs. non-organic foods. I was amazed to find that we waste our money on non-organic veggies when the nutritional value is dramatically lower than their organic counterparts. I had the pleasure of sharing the same speaking platform with Victoria and learned so much from her with respect to absorption of nutrients.

8. If you are over 40 years of age, consider taking supplemental enzymes (to digest your food better). Consider taking probiotics. These “friendly” microorganisms protect the GI tract (from mouth to anus) and keep us healthy by shielding us from “unfriendly” microorganisms such as bacteria, yeasts, and fungi that cause disease. They also improve immune system function. I personally have noticed a big difference with enzymes and probiotics. Did you know that there are Doctors of Natural Medicine who now can hook you up to an NES machine which tells

you exactly what is balanced in your body and what is not? The technology today is quite astonishing.

9. **Eat walnuts/almonds/cashews at lunchtime.** They will help keep your liver chi balanced and thus give you energy all afternoon. No more 2 p.m. snooziness!

Other Body Mastery

1. **Exercise.** Body movement is essential daily (yes, vacuuming the house and gardening are considered exercise!). Yoga, Tai-Chi, and other marshal arts work to release emotions stuck in the tissues. Find an exercise which you enjoy.
2. **Fresh air daily.** Fifteen minutes are necessary to stimulate the pineal gland to produce melatonin.
3. **Be mindful of the health of your physical body.** Do cleanses in February and in late August. Ask yourself, “Are my organs healthy? Am I doing everything possible to keep my body pure?” Understand that colds and flus are the body’s way of expelling toxins.
4. **Find good natural practitioners to help you look after yourself** including Naturopaths, Massage Therapists, Acupuncturists, Ayurvedic Doctors, Traditional Chinese Medical Doctors, Doctors of Natural Medicine, and so on. Coaching and natural medicine work well together. The body practitioners listed are well schooled in body mastery, but remember to tap into your own wisdom and ask them a lot of questions to ensure that you are receiving the best care. Remember that you are expert of your own body because you know it best.
5. **Cleansing baths.** At least once a week or as often as you feel necessary, bathe in lemon and salt (sea salt or Epsom) to draw the toxins out of the body. After the bath, put sandalwood essential oil or cream on your body to cut any negative connection that might remain between you and your Clients. One way is to add 3-5 drops of sandalwood essential oil to a simple body cream or lotion and shake

well. Use this every day after a bath or shower. Sandalwood oil has a high frequency. Negative energies don't like it and therefore are repelled by it.

6. **Study how to build your immune system** from all four levels: emotionally, spiritually, physically, and intellectually. Building your immune system doesn't just mean taking drops of oil of oregano, for example. It also means finding the Root Cause of your illnesses and how those illnesses serve you. PCMK™ does a brilliant job of this (hire a Professional Certified Power Coach® or Master Certified Power Coach® because these levels have the methodologies for this).
7. **When travelling, keep your nose clean and your body's time clock on arrival time.** Many air travellers feel sick immediately after a flight because of the bad air in planes. Netty your nostrils with sea salt water before and after flights to rid them of trapped bugs. Or, you can check online for an ionizer that neutralizes the air—wear it around your neck. An inexpensive and handy way to clean your nostrils is to spray acid water with a ph of 4 into your nostrils before you fly and approximately every two hours or so while flying. Water of a ph of 4 pretty much kills anything. I fill a little atomizer small enough to meet airline regulations for my carry-on bag. To arrive refreshed at your destination, ask your body to move its time clock to your landing time zone (if you are changing time zones).
8. **Believe that illness is not the truth. Wellness is the truth.** Believe that we can live a long life as witnessed by folks in many parts of the world who live several hundred years.
9. **Wash all of your fruit and veggies in salt** and soak them for five minutes to kill pesticides, germs, and so on. Yes, even organic foods. Rinse the salt off well.
10. **Pay attention to how you are cooking your foods.** Research shows that microwaves and Teflon pans are not as healthy as cast iron, stainless steel, and ceramic containers.

Mind Mastery

Being coaches, we have knowledge of The Law of Belief: “What I think I become.” Mastering the mind means checking our thoughts and our current actions because they create our future.

1. **Lead a simple life.** Successful people always want to do more! Therefore, we often find ourselves involved in too many committees, too many activities, and doing 300% more than our body’s health can handle. Ask yourself, “Is my schedule healthy?” A simple life is a precious gift to self.
2. **Coach self every day, Monday through Friday.** Devotion to self is easier than you think! Simply go to www.TheBrainWalk.com and do The Brain Walk® every day to eliminate frustrations and to develop innovative solutions to your own challenges and goals.
3. **Be Coachable.** At the very least, once every three months, be coached by a senior Coach. Their experience, knowledge of human behaviour, and intuitive ability will be different from yours and will assist you greatly in moving forward in all areas of your life.
4. **Draw your dream.** Keep it on the fridge! Put it under your pillow so that your subconscious can make it happen. (This really works!)
5. **Colours.** Wear cheerful, colourful clothing, even when you aren’t coaching. Avoid black unless it is worn with accents such as colourful scarves or jewellery for women and ties for men. Paint your home and office colours that lift the spirit and affect your mind positively.
6. **Be careful to whom you listen.** Trust your own intuition. Do The Brain Walk® and other PCMK™ methodologies and meditate for your own clarity. Over the years, I have noticed repeatedly how family and friends have tried to influence my choices—and I’m extremely happy that I didn’t listen to naysayers.

I have a vivid memory of a man who called himself a Coach who belligerently told me, “If you don’t eat meat, you will die”. This

person didn't understand the Law of Karma (What goes around comes around.) Nor did he know the latest research on how a vegan diet is the healthiest diet.

"If you believe strongly in something, both consciously and subconsciously, then you will influence others. Otherwise, chances are they will influence you, take you off course, and delay the achievement of your goal or mission. So be mindful. Focus on strengthening those subconscious beliefs. Be vigilant. Be committed to your mission."

7. **Change your paradigms.** Full moon? Mercury in retrograde? It is curious how many folks go into fear around Mercury in retrograde. They automatically believe that they will have relationship issues, their computer will break down, their business will stop flowing in, and their cat will pee on the rug! Remember The Law of Belief. If we have fears, we will attract them. It's better to close your eyes and see yourself in the centre of the Universe unaffected by its energies. This works because everything is energy.
8. **Hang out only with positive people.** Negative people often can drain our energy and can misdirect us, confuse us, or lead us astray.
9. **Set your boundaries.** Tell people what you need from them and ask them what they need from you in order not to waste energy on unfulfilled needs.
10. **Celebrate your successes!**
11. **Incorporate more laughter and joy into your life.**
12. **Follow these suggestions for Coaching Family.** From time to time, your family members may be in need of coaching. When we find ourselves entangled with the emotions of our loved ones, we lose energy that otherwise could be used for more productive

activities. To protect the spirit of your family members and yourself, consider the following:

- Always ask if they would like you to coach them, mentor them, or simply listen to their issues. My teenage daughter taught me this. Whenever something wasn't right, I immediately wanted to coach her. One day, she spun on her heels and said, "But Mom, maybe I just want you to listen." Well, that indeed was an eye opener for Mom!
- Do not coach if you have an agenda to fix. They will sense it and not trust you.
- Self-coach just before coaching them to ensure that no judgments are lurking. www.TheBrainWalk.com is great here because it will bring out subconscious judgments.
- Do a good grounding or say a prayer for calm during the session, just in case the session is about you.
- If you find yourself going into judgment, eliminate it ASAP. "Think Pink" works well.
- At the end of the coaching session, refrain from mentoring. They will trust you more if you don't. Let them find their own solutions.
- After the session, refrain from discussing the session, especially if you have gone into judgment of them. Self-Coach or ask your Buddy Coach to coach out your judgments.
- Refrain from speaking about the session for 7 days to provide a grace period for the Real Issue to be processed out. This is difficult to do but necessary. It will protect their spirit while processing and greatly protect your relationship.

13. Daily gratitude. Thank each of your Clients for the opportunity to serve them.

Silently thank them also for helping you to rise in consciousness. Have you noticed that clients often bring us the very issues that we too need to work on?

14. **Think abundance.** Believe that you are as rich as royalty . . . in all ways! More good people need more money in order to do more good things for the planet.

Spirit Mastery

"The secret of health for both mind and body is not to mourn for the past, worry about the future, or anticipate troubles but to live in the present moment wisely and earnestly."

- Buddha

1. **Stay positive, see everything as gifts.** Only read books, watch movies, listen to tapes, and partake in leisure activities which lift your spirit.
2. **Meditate daily.** This has already been mentioned several times throughout this book. Work up to a minimum of two hours per day. Third eye meditation is preferred with a fully enlightened Living Master (vs. a dead one). Just as a dead dentist can't look after your teeth, only a Living Master can be of the greatest value to you since they live in the earth's magnetic field.

They will protect you and guide you from the inside to expand greatly your telephone connection to your Higher Power.

What I often hear is that people give up on meditation saying things like, "I can't focus." "My mind keeps going over my day or so many thoughts keep coming into my mind." Here's the advice—*Don't give up! Keep going!* Meditation is like learning how to ride a bicycle. It takes time. In addition, we have to realize that because

our own energetic matrix is receiving energy from other matrixes, it often can be difficult to concentrate. No wonder many spiritual practitioners head to the Himalayas! It's so much easier to meditate in a place where the electronic bombardment is not so severe. Therefore, I invite you to not give up—keep going. I know spiritual practitioners who have been meditating for a dozen or more years and they still have trouble focusing. The Master Gurus tell us that just by sitting and trying to focus, we are receiving great merits. We are helping ourselves, and if we do enough great meditation, we can help others. Giving up on a meditation practice because we don't have time or can't focus are simply excuses.

Meditation is THE most important part of our day. It is through this meditation that we receive our wisdom. *Don't give up. Keep going!*

- 3. Ask your Higher Power for assistance.** Whether you are working with complex coaching issues or everyday goals with your Clients, remember to be loving and pray to your Highest Power to help you, especially if you become stuck.
- 4. Cleanse your energy field of unwanted energies.** You know when you are in the company of people who energize you—you feel alive, uplifted, motivated. Likewise, you know when you are in the company of those who drain you. These examples show us that we are extremely vulnerable to the energies of those around us. *Make it your intent that unwanted negative energies (sometimes known as entities) will not bounce from your Clients to you and/or your loved ones (including animals) and your office or home.* If everything is vibration, it makes sense that we literally and energetically can walk into someone's energy field. Quantum physics is at play here, of course.

Counselors, psychologists, coaches, nurses, managers of people, and all helping professionals often can become temporarily or permanently sick (emotionally, spiritually, intellectually, and/or physically). Suicide rates are high with professionals such as

Dentists, Psychologists, and Lawyers. One of the reasons could be that they aren't severing the psychic connection between themselves and their Clients. Unwanted energies from their Clients may have made their way into the professional's magnetic field and can create havoc in their life. As a result, that emotional energy builds and builds resulting in odd behaviour such as a fuzzy head, defiance, disrespect, mistakes, doing illogical things, and physical sickness. The solar plexus often will feel tight.

True Story: As mentioned, these energies can be quite subtle. Usually, I can tell when I have been contaminated; however, from time to time I don't. Once in the middle of the night, I awoke and sat up bolt upright as if I had just received an electric shock. In that moment (still sleepy), I could see that someone had placed bad energy into my lungs in the form of black hearts. That was clever because I simply didn't see them. To me, hearts are always positive! In any event, in a few short minutes my intuition knew how to clean up my lungs.

To cleanse your energy field:

- a) After each coaching session, wash your hands thoroughly and shake your hands vigorously (a minimum of 7 times) to cut the psychic connection. Adding a few drops of lemon juice and salt to your scrubbing also is very beneficial.
- b) Some Coaches find it useful to go for a walk after a day of working with Clients. They will ask nature to cleanse any unwanted, unconstructive energies from their being.
- c) There exists a cosmic law that says these entities are not allowed to park themselves in your magnetic field forever! Simply close your eyes and ask them to leave.
- d) Remember to drink lemon water to cleanse unconstructive energies from your organs.

To cleanse your office/home office:

When coaching, keep your windows open to enable the negative energies to leave. Cleanse the room with sage, frankincense, sweet tobacco, or sweetgrass which are all well known for their cleansing properties.

To cleanse your animals:

Watch the behaviours of any animals in your home and yard. Animals are usually around to help us and others heal. Look after them as if they were children. Treat them with love and respect. Thank them for all the work that they do with you. Those of you who have pets will have noticed that when you are coaching, your pet(s) will often curl up beside you or sit on your lap. They are lending you their wisdom and unconditional love.

If they throw up or have accidents, it is possible that they have picked up unconstructive energies. Ask the entities to leave and cleanse the animals as well with frankincense etc.

To keep their bodies clean after a walk, add lemon juice to some water and using a face cloth clean their fur with this lemon water to remove pesticides and germs from their body and paws. They will lick their paws and use the lemon to cleanse their kidneys/liver.

Rosie Protected Me from Bad Energies

One day, I was telecoaching a Client who was 2,500 kilometres away. She had attended an event where she ran into some serious dark energies which were making her very confused (people do the wildest things sometimes!). Closer to the end of the coaching session when these dark energies were released, I saw our little 8-pound dog Rosie literally jump a foot off the floor. Accompanying the jump was a very loud yelp. Having studied energies for a couple of decades, I immediately knew what had happened. The Client's dark energies had travelled 2,500 kilometres and jumped into Rosie. Some pets

think it is their job to do this. They often can dispense with them on their own. In this particular case she needed some extra help. A Senior Power Coach® was in our office at the time to witness this. It was quite the experience.

Please protect your animal Co-Coaches. They are gifts from heaven.

5. **Don't pay attention to the “voices” inside of you** because this could be the negative power speaking. Voices carry emotion and therefore come from the ego. Instead, listen to your intuition—ideas that flow naturally.
6. **Be aware of vehicles which literally can stop a Client's progress.** In our deep desire to help our Clients, some Coaches add other vehicles to support their Clients. Many of them are outstanding and greatly support the coaching process. I'm sure you could add others to this noble list:
 - Sports Medicine
 - Traditional Oriental/Chinese Medicine/Ayurveda
 - Acupuncture & Auricular Medicine
 - Western Medicine
 - Nutrition
 - Psychotherapy
 - Homeopathy
 - Naturopathy
 - Natural Medicine
 - All forms of Massage
 - Iridology
 - Dream Work

- Yoga
- Hypnosis
- Chiropractic

Other modalities such as hands on healing techniques literally can thwart a Client's progress or even make them sick for the following main reasons:

- a) **The hands on healing techniques are of a low frequency.** A practitioner who uses hands on healing techniques draws their energy from the second level of consciousness or the Astral world. In this level are very positive and very negative energies. If a practitioner draws upon this negative energy, they can put this energy into their Client and literally damage their electromagnetic field because this negative energy has a very low frequency compared to the higher frequency of the Client's electromagnetic field. Science tells us that negative thinking or anything negative can make our bodies acidic and, as we have already noted, acidic bodies can make us sick. These lower frequencies can make them sick on any level: emotional, intellectual, spiritual, or physical.
- b) **Low frequency modalities stop Clients from moving higher in consciousness.** Since this energy is from a very low level of consciousness and Clients are wanting to get to the higher levels (3rd, 4th, and 5th) of consciousness, we are blocking their progress to the higher levels.
- c) **We should not interfere with someone's electromagnetic field by manipulating their fields with our hands.** By doing any type of energy balancing techniques with our hands, we may be taking away their discomfort for a short while; however, the challenge will come back again—*and it will come back many times worse*. This is because the Client has not addressed the Root Cause of the challenge. It's

like cancer. Usually the cancer will keep coming back until the patient has addressed what is causing the cancer in the first place.

- d) **By practising hands-on healing, we are adding to our karma.** By doing hands-on healing, we are borrowing energy from the second level which means that we need to pay that energy back. Anything that we "owe" is considered negative karma. All Helping Professionals should strive to lessen their negative karma because it makes us lighter and more intuitive. In addition, if our goal as a human being is to reach self-realization, the spiritual gurus tell us that we must watch what we put into our spiritual bank account. As individuals, we already have enough negative thinking to turn into positive thinking. Why add more negative karma to our account?

The consequences of borrowing energy from another level are that we have to pay that energy back through illness, a car accident, or whatever it will take to create a zero balance.

Our knowing is that before permanent positive change can take place within a Client, they must "own their stuff"—they must arrive at a place of learning and be accountable for their thoughts, words, and actions. The Law of Love then will work with them to create that permanent, positive change (identify the Real Issue/learning, the emotions involved such as feelings and fears, and then bring love to the issue).

With Coaching, we are not borrowing energy from anywhere. The Coach simply asks the Client the proper questions and the Client generates their own solutions. If the Coach has done a good job, the Client will have changed their own electromagnetic field for permanent, positive change. The change happens because the Coach asks the right questions in order for the Client to switch their negative thoughts, words, and actions into positive ones. The Client does the switching. With Coaching, the Coach is receiving good

karma because the Client is moving to a higher frequency through the use of their own mind.

7. **The Best Protection for your Mind, Body, and Spirit during a coaching session.** If you are meditating under the guidance of a fully enlightened Living Master, they will have given you a “mantra” to use during meditation. To protect your body from absorbing negative energies, repeat this mantra during the coaching session as it has protective power.



In Praise of Silence

If you are afraid
of the silence,
How can beauty
be made?
The space between thoughts
is where inspiration lays.

The fading echo of a guitar
chord
The pregnant quiet
after the orchestra's last note

Every Muse and every Spirit
bright
waits for our silent moments
with delight.

True enough.
Our demons, our memories
await us as well
and in running from the pain
We lose an even greater gift.
We lose the bliss.

Noise and busyness and
entertainment
is the medicine
the modern world provides

Facing our fears
Forgiving our trespasses
is no longer prescribed

You got a problem
Here, take a pill.

How we have forgotten
Buddha's dictum that suffering
ennobles humans
and Christ's message that
suffering
held with Love
brings the Light

The current wisdom is:
Buy something
Consume something
Get up and do something
and yet, without silence
there is no rest

Unknowingly, the beauty of our
lives becomes less and less

The space between thoughts is
where inspiration lays

If you are afraid
of the silence,
How can beauty
be made?

~ Steve Moore,
8:16 a.m. Friday
April 2, 2004

Chapter 19



Our Animal Co-Coaches *Loving Tribute to Saint Rosie*

It is said that a dog is a person's best friend. Rosie was that to me. For 13 years, all 8 pounds of her would curl up on my lap and be my Co-Coach! During the early development years of PCMK™, life was tough. We were birthing a new baby—a new coaching and leadership approach—which we prayed the world's inhabitants would embrace and use every day to lead more peaceful, happy, and noble lives. For thousands of hours, Rosie was there to provide me with the support and love that I needed to create the coaching and leadership jewels from which Clients now benefit. She was my inspiration.

She loved me with every ounce of her being. And even though she ascended in the Spring of 2009, I still fall into tears at losing her. She is greatly missed.

This story is to encourage each of you to invite a precious animal and/or feathered friend into your home and/or business and permit them to be your Co-Coaches in life. Permit them to help you self-coach daily, to help you generate solutions to challenges and goals and create masterful works for your business and home life. Invite them to meditate with you and become true partners in your life’s journey. Chapter 18 contains valuable material for ensuring your animal’s energy field and body are kept clean. Please look after them with great care and attention as if they were one of your human children. And they will reward you with love.

Rosie As My Business Partner

Rosie was born with a great purpose—to teach me how to love myself. I truly believe that she dedicated most of her life to this aim. Of course she was there to help others as well; however, she stuck to me like glue. Wherever I went, Rosie went. And if we didn’t think she should come with us for a car ride, she literally would squeal so loudly that we acquiesced and let her join us. While animals have no words with which to communicate verbally, they certainly can let us know what they need—if we listen to them carefully.

Our meditation brothers and sisters called her Saint Rosie. Indeed, from the moment we brought her home, this little ball of fluff we named Rosie Princess Burr was the perfect four-legged saint.

She arrived at our home on Valentine’s Day 1997. How appropriate as she was a “love” gift to us. It took me a few years to figure it out; however, I now know that Rosie came into my life to teach me how to raise my own frequency so that I then could be of greater service to others (The Law of Service). In other words, her gift was to support me as I learned how to love myself and others—with no judgment and

unconditional love. (Of course, I am still working on this. It's a life-long journey.)

You see, my perception of my childhood was that it was abusive on all levels. Therefore, my subconscious mind contained thousands of negative beliefs about myself and those who abused me. In answer to an earnest prayer, I was graced with these positive thinking tools in order for me to heal those wounded parts of me. I needed to leave the victim part of me behind and become the leader I knew I could be.

In the beginning, there were just a few tools. In some instances, for some deeper, subconscious thoughts, these tools wouldn't work and I would sit perplexed as to what to do. Inevitably, whenever I would get into these stuck moments, Rosie would appear and ask to sit on my lap. Instantly, and I mean instantly, a new coaching methodology would flow from my pen! It was as if her beautiful energy combined with my energy made me more intuitive. We became inseparable business partners. Together, we developed over 80 of these astonishing tools which have won a few business awards and which have healed the hearts and minds of individuals in many countries. Without a doubt, I know that without Rosie, these coaching and leadership methodologies would not have been born. These methodologies would not have had the same power.

In addition, with her sitting on my lap and giving me her loving energy and unconditional support, I had the power and energy to address my shadow side and to remove between 3,500 and 4,000 unconstructive beliefs per year in my subconscious. As you already know, this went on for years.

She was also a huge support in our daily business. If she sensed I was stressed out over the volume of email, volume of workload, or if I had a difficult Client project, Rosie would appear immediately in my office eager to lend her energetic love and make my job easier. It was truly magical.

Rosie As Our Guardian Angel

In our personal lives, Saint Rosie played a huge role. She made us laugh at her antics! When she was overjoyed at seeing you, she would do this little twirly dance which became her trademark "welcome—I love you." Because dogs need exercise, she took us outdoors for walks in nature several times a week. In the evenings, she could be found sitting on John's lap as he watched TV while simultaneously giving her a daily massage. And at night, she would cuddle up close to him and lend John her special energy. I suspect that she was the energetic glue that kept our family together during some very difficult times.

In my spiritual life, Rosie was a huge blessing. We always meditated together. I simply would have to say "Rosie, let's go meditate" and she would do her special little twirly dance because she was so excited about it. Onto my lap she would jump and we would spend this precious time together communicating with God. She particularly loved when I did the Inner Sound part of the Quan Yin Method. Animals can sense this precious gift that we give to ourselves.

Rosie Lived on Master's Love Power

When Rosie was five, she acquired a cough. The Veterinarian Doctor kept saying it was nothing; however, many years later, a holistic Veterinarian alerted us to the fact that her heart was enlarging and pushing on her trachea. Her condition worsened with her lungs constantly filling up with liquid.

We did everything humanly possible for this beautiful little dog child. She ate only vegetarian food (which we discovered all dogs should eat because the processed food makes them as sick as it makes us humans), we massaged her body, we gave her frequent moxa treatments, and we fed her special Chinese herbs daily along with floral essences. Her exceptionally talented Holistic Vet, Lesley Langford, made regular home visits to give her acupuncture treatments and specific homeopathy along with the Western meds which also made a

great difference in terms of her longevity. Additionally, we cleansed her feet and body with lemon water after each walk to reduce the chances of her ingesting the pesticides and chemicals people often still put on their lawns. We prayed a lot for our little treasure.

One day a miracle happened. Spiritual practitioners love to go on retreats to meditate with our brothers and sisters and improve our frequency. In November 2006, I felt the need to go to a retreat being held in southern Thailand. Some 30,000 people took over the largest resort in Asia. Can you imagine the power of meditating with that many people? You arrive home with every cell in your body changed forever.

Due to the large numbers of disciples, Supreme Master Ching Hai designated special times for us to spend with her. The “snow flakes” (white faces), “corn flakes” (Asian disciples), “chocolates” (those with dark coloured skin) were given specific times to meet with her. As you can tell from these namings, Supreme Master Ching Hai has a great sense of humour! People call her “the funny Saint” because she is always making us laugh.

When it was time for the “snow flakes”, I arrived at the meeting room and decided to sit at the back. Because I had been initiated for several years, I thought that it would be a good idea to let the new initiates have the privilege of sitting close to Master. However, as with all fully enlightened Masters, she connects with us at levels that we don’t even know about!! As soon as she walked into the room, she said something like “Last three rows, up to front to sit beside me on the stage.” Well, I guess that meant that I was to be close to her after all!

During the question and answer period, I tearfully told her about the poor health of our beloved Rosie. After a brief discussion, Master said something like “Don’t worry. She’ll be OK.” Indeed, she was “OK” for another 2.5 years. Master must have known how much I loved Rosie and how much I needed her because sophisticated tests showed that Rosie’s trachea was less than 1 mm. The vets said that it was impossible for her to breathe through that small of a tube. They couldn’t understand it. But I did. Rosie was living only on Master power, the promise of the

Master. There was no other reason she could live for 2.5 more years when her physical body couldn't breathe. It truly was a miracle. The Vets called her the "miracle dog."

Finally, the day came for Rosie to take her rightful place in Heaven. My God, she certainly had done her job here on earth!

Rosie's Final Gift and Our Promises

John and I were summoned to the animal hospital. The Doctor said that she would not last the day as her lungs would explode at any moment. We sat in a private room with Rosie. As sick as she was, with very little energy left in her, she asked to come sit on our laps. This was amazing in itself. We knew that she was getting ready to die.

Then another miracle happened. I could actually hear her speaking to me. I have read about animal communicators and how they can literally tune into them and hear them. I have watched television shows of many people who can do this, including an endearing Veterinarian from New Zealand. Imagine if all Veterinarians could communicate with their patients. Wow! What a blessing that would be.

I could hear clearly what she was saying. She asked John to make a promise to her and he did. And then she turned to me and asked me to make a promise. "Mommy, please, please promise me that you will continue to work hard in the world to save the animals." For years, I have been giving free presentations on global warming, on how livestock cause over 50% of global warming, how animals are our friends and not our food, how to have a vegan diet and be the healthiest ever. My answer to Rosie was, "Of course, dear one. I promise."

With perfect Divine timing, the Veterinarian then walked into the room. Rosie laid her lovely Sainly head down on my lap for one more time. She was happy with our promises and it was time for her to go home to Heaven. Of course, John and I wept uncontrollably in great sorrow for this beautiful little friend whom we had lost.

From that moment on, Rosie left me with the great gift of communicating with all animals and birds—even little bugs. And I do my best to fulfill my promise. Since making this promise, I have ramped up my work to save the animals and I shall do so until I take my last breath. As a Professional Speaker, I travel to different cities and countries on business and do my best also to work with like-minded people in these countries to give free seminars on climate change and veganism.

One month after Rosie's ascension, we invited family and friends to a special memorial service for her. We held it at Rosie's favourite park. One sister initiate wrote, sang, and played on her guitar a special song as a tribute to Saint Rosie whom she loved dearly. Another sister initiate from Formosa designed the invitation card and wrote a poem on the card (see below). Two other friends wrote poems.

Attending the service were approximately 25 humans and several dogs named Tessa, Timbit, and Muffy, and Casey (remember him?). Of course, in this beautiful park, the wild birds and creatures also came to say "adieu" to Saint Rosie.

Because Rosie was now famous through our coaching and leadership business, we received 65+ tributes from around the world, some of which we read at the service. This little girl had a huge impact on sharing love with so many people.

This little 8-pound ball of fluff was more than "a dog." She was brilliant! In fact, I rarely saw her as our "dog". She was, next to John and Supreme Master Ching Hai, my very best friend. She loved me unconditionally and sacrificed her life for me, for our daughter Tania, John, our business Clients, and everyone she met.

Animals - Our Great Teachers

Rosie taught me that instead of killing animals for food, we could:

1. understand that *animals have feelings too*;

2. realize that animals *play an important role in our lives*. They bring us comfort, laughter, joy, and companionship that *no human being can replace*;
3. not dominate animals but *treat them as equals*;
4. *celebrate their ability to live in the moment*—for example, watching Rosie eat her own fruit sherbet was special. Nothing else but that sherbet mattered at that moment! There were no worries about the future—it was the present that was cherished;
5. know that *many animals are more evolved than humans*—many come in at higher spiritual levels than we do. I believe Rosie was one of those. She was waaaaaaay ahead of me! Meditation, for example, was her favourite time of day. I believe that she was much better at it than I;
6. believe that *each animal has their own spiritual life purpose*. Rosie's was to help me learn how to love myself more, be a positive thinker by using PCMK™ tools to transform my thinking, and then help others do the same for themselves;
7. truly believe that *animals are not food or products. They are our friends and helpers*;
8. *encourage other animals to eat only vegetarian food* including raw fruits and veggies as it is the healthiest diet for them. Recent research in the UK and beyond shows that a meat diet and processed dog food is giving our animal friends the same diseases that a human meat/processed food diet is giving us. One of the longest living dogs "Bramble" was raised vegan and lived to be 27 years old!

As the pain of losing Saint Rosie diminishes, the fond memories of the enormous love that came from her tiny little body will remain with us forever.

Thank you darling Rosie. We love you dearly.

We will meet again in Heaven

So Long, our dear Angel Rosie!
We'll cherish every moment of precious time with you!
We thank you for your gentle, loving touch and teachings
which we received with admiration and in awe!
Tell God to send us love and ease the pain of loss.
You are an amazing friend! You will be missed forever!
We say "So Long" to you and not "Good Bye"
for God will set us free and we will meet again in Heaven!

~ Valentina, Canada, 2009



Rosie Mandala by Valentina, Canada, 2010

Tessa's Story and Adoption

We didn't plan on inviting another fuzzy face to join our life so soon. However, 21 months after Rosie's passing, Tessa's family told us that they were moving to Edmonton, Alberta, Canada, where it can be very cold (minus 35 degrees C). Two families on the street felt that Tessa, being an older dog in possibly the last third of her life, would not do well in such a cold climate after living in a temperate zone for her entire life.

Tessa came to live with us on December 31, 2010 – as our New Year's baby! We are her fourth family in 10 years. She had been fed dry meat dog food for ten years and she looked it. Having transitioned to a vegan diet, the neighbours now constantly remark on how beautiful she looks. Her coat glistens, her arthritis appears to have subsided greatly, the lumps on her body are half their previous size, and she bounds up the stairs like a puppy.

With the planet in crisis, my Coaching Clients are bringing deeper and more sensitive challenges and goals to The CLI Coaching Room. And even after thousands of hours of coaching, I can still get stuck and not know what would be the next perfect question. Once again, the intelligence and compassion of animals come to my rescue and, just as Rosie did, Tessa meanders into the Coaching Room when I need her help. The moment she enters the room, that illusive, perfect question enters my consciousness. Thank you, Tessa, for coming to live with us, for adopting us, and for helping us humans awaken to your brilliance.

These treasured beings who cannot speak need us to be their voice. Let's take the lead and tell the world the truth about the high intelligence and compassion of our animal friends.



Epilogue

The High Compassion of Animals

The very next day following Rosie's ascension, we were feeling very low. But guess who came to visit? There are a few dogs in our neighbourhood and two of them are permitted to visit the neighbours whenever they feel compelled to do so. Every day for several months after Rosie left us, Cisco and Tessa came to give us love. Cisco is a beautiful Pointer cross, black and white and full of energy and fun! Tessa is an older sheltie, very regal in everything she does. It was so obvious that *they could feel our pain*, and every day they came to give us their love and support silently. This is another example of how animals are so aware of who they are and their role on the planet. They have such deep feelings. In the summertime, we keep our front door open and Tessa would come bounding up the stairs to give us a hug (and have some veggie food!).

We feel blessed to have these beautiful animals in our neighborhood to bring us so much joy.

One day, Tessa gave us an unexpected visit. She was crying and asked to "just hold me". I got down on the floor on my hands and knees and held her for what seemed like ten minutes as this little treasure cried and cried. Finally, I was able to ask her about her pain. She said, "It's hard being a dog sometimes because I can't tell people what I think or how I feel. You are the only human I can talk to who understands me." I told her that I fully comprehended. Then to bring some lightness to the situation, I told her, "You know Tessa. I am a human and I still have trouble communicating with other humans!" She cheered up and with that beautiful unconditional love that comes with a high God Quality (dogs have 65% GQ), she thanked me for listening and headed home, but not before she had a vegan dog treat!

Chapter 20

Your Future. Your Business.

**To build a boooooooming business,
we need 7 things:**

1. a solid training in coaching methodologies which quickly shift our Client's consciousness;
2. a clearly articulated marketing and business plan;
3. a "can do" attitude, and beliefs in our subconscious which enable us to take actions every day in order to make our Marketing and Business Plan come to life!
4. knowledge on how to sell to individuals and corporations;
5. marketing knowledge—the million and one ways to promote our business;
6. help from outsourcers and employees;
7. mastery of our mind, body, and spirit.

To build a booming business requires us to think big! We need to move out of the poverty mentality and use our greatness within to bring us a healthy business.

The coaching industry is the same as most industries in that the business failure rate is high. Coaches often will receive their coach training and then simply expect the world to knock on their door. Well, it just doesn't work that way!

We have to learn how to be business people; therefore, read books, take courses, and acquire a business mentor. Become a voracious learner of how to write a Marketing and Business Plan, how to sell, how to write press releases, the million and one ways to promote your business, and so on.

Unless you are already a seasoned marketer and outstanding salesperson, it can take you 2 - 5 years to develop your business. We recommend that you keep your day job unless you have saved sufficient money to hold you over during those 2 – 5 years. During the evenings and on the weekends, work away at the development of your Marketing and Business Plan and on building your business expertise.

Many folks have written splendid books on business building for Coaches. A quick search on the Internet will help you find them. CLI's book, *Build a Booooooming Business*, is specifically written for Coaches by Coaches. It has been designed so that when you finish the book, you should have a very powerful Marketing and Business Plan. To obtain some free e-chapters or to buy the ebook, go to www.BuildaBoomingBusiness.com or buy the paper version at www.CoachingAndLeadership.com/store.

While you are gathering your business knowledge and writing your Marketing and Business Plan, remember to practise mind, body, and spirit mastery. Self-coach five days a week, be coached by a senior Coach, eat only the purest of foods (vegan diet), abstain from alcohol, and meditate a couple hours every day.

With this purity, you will remove any and all obstacles in your way.

One year from now, if you have completed all of the exercises in *Build a Boooooooming Business* and have taken action on your plans, you will have seen remarkable movement in your business.

I am already celebrating with you!



Become The Guru of Sales

I wandered lonely in the crowd
of folks who could not sell
until I felt an inner instruction
to go for the golden egg.

You see, selling is really not selling.
It is about making relationships.
It's about truly serving others.
It's about being a messenger of hope.

There is no perfect way to sell.
There is only the way that follows
our Higher Power—this Master
of genius always has the right answer.

Our kingdom lies within us,
in our power to access our wisdom and
become The Guru of Sales
simply by being real.

You see, selling is not really selling.
The Law of Attraction works to bring
the proper people to us to help us learn
how to master ourselves.

Therefore, use these techniques within
to conquer your negative self-talk.
And build your kingdom with love so powerful
that it gently wipes away all fears and tears.

Sell in peace.



Epilogue

I am moved by the number of enlightened beings guided by a strong desire to make a massive contribution to the world no matter how much time and effort they have to invest to make that happen. For them, life involves an endless pursuit of knowledge and selfless service to others. These saints have a very high GQ.

The “God” in Coaching brings forward the new art form of Scientific Coaching Methodologies to help everyone raise their consciousness with which to create a happier, healthier, and safer world for our children and children of all species.

It reminds us to identify with our *Godself* and not our Ph.D. or the fancy house we live in. In this state, we will think and act with compassion from our Higher Power versus with ego from our lower power.

A few years ago, I listened to Dr. Norm Shealy (www.normshealy.com) share with a sold out crowd that 90% of people believe in “God”. My heart tells me that at some level this is true. However, for many our God Quality is covered up by thought pollution and therefore we make destructive choices for ourselves, our companies, communities, environments, and families.

We torture, kill, and harass people.

We torture, kill, and harass animals.

It seems that the children of God are so blind. For whatever reason, we suppress our loving, compassionate God nature.

Enter Coaching!

Empowered Leaders who hire a Coach will move past their stuckness and be free to help the world become a better place in which to live and work. Coaching will help them own the genius which is

rightfully theirs. We begin by teaching the cells in our bodies to think good thoughts.

I pray that Leaders everywhere choose Coaching as one of their vehicles to achieve mind, body, spirit mastery, and a state of no limitation where everything is possible.

By opening the door to our *Godself*, we will receive enormous blessings and grace from God. It's a sure thing.

With renewed positive thinking and inner peace, world peace is on our doorstep.

I look forward to sharing a cup of tea with you soon!

I love you all and thank you for your enormous efforts to be of service.



Author's Biography

Affectionately known by Clients as “The Guru Coach”, Betska K-Burr is a Canadian best-selling author of many books including *Creating Champions, Flying by the Seat of Your . . . Plans, Build a Boooooooming Business*, and her latest book . . . *The “God” in Coaching - The Key to a Happy Life*.

Betska is Co-President and head of Research and Development for Coaching and Leadership International Inc. (CLI), a coach training company specializing in coaching and leadership methodologies for mind, body, spirit mastery. She is an Accredited Master Coach by the International Institute of Coaching (IIC), a Member of The Canadian Association of Professional Speakers, proudly serves on the IIC Board of Directors, and is also the IIC Head of Accreditation.

Business awards include 2003 and 2007 Awards for Innovation and Entrepreneurship and 2009 Lifetime Achievement Award. In February 2010, Betska was invited to India to receive a most prestigious award given in the HR world—The Pride of HR Profession Award. In Betska’s words, “I felt like I was winning the Nobel Prize for Human Resources.”

An advocate of positive thinking, Betska is a Business and Life Coach and confidante to individuals and groups in over a dozen countries in many categories including: Corporate Executives; Senior Government officials; Ambassadors; Royalty; TV News Anchors; Spiritual Teachers; Star Athletes; Therapists; Celebrities; Millionaires; Street People; Drug Addicts; Children; and Whole Families.

Betska established CLI in 1991. Prior to that, she held multiple leadership positions with international companies including Lanier and 3M, and worked as a servant in the Canadian Foreign Service holding posts in France, Switzerland, and England where she enjoyed invitations to tea at Buckingham Palace and a seat in the Royal Enclosure at the Royal Ascot Races.

Betska's humanitarian work is particularly noteworthy as she informs people worldwide about climate change and the vegan diet as the fastest solution to prevent runaway global heating.

In her spare time, Betska meditates for lengthy periods of time every day, loves to garden, takes pride in feeding her family healthy vegan food, and enjoys hikes and yoga. Betska is a student and teacher of living true family values such as courage, devotion, faith, generosity, and love. And oh yes, she has an undeniable weakness for dark chocolate!



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