

The COACHING handbook

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3C *Living*



Within the coaching relationship, we use the **3C Living** approach to identify where we want to go as well as what is holding us back. As we increase our clarity, build our confidence, and engage our courage, we can apply new tools to move us forward. This unique approach allows the Coach to meet the Client where they are in their leadership development. This empowers the Client to identify their strengths and target growth areas that develop new leadership skills and reach untapped potential.

INCREASE *Clarity*

When clarity grows, we have a new situational awareness for where we are in our journey. This in turn helps us decide where we want to go and the next steps we need to get there. Increasing clarity in the coaching relationship is developed in the following areas:



Potential

Identifying what holds us back and developing tools to shift past roadblocks into new ways of thinking and responding.

Identity

Understanding our inner dialogue and establishing new self-talk to offer our personal best.

Strengths

Assessing personal strengths and developing new methods to lead in better ways.

Focus

Learning how to align our strengths with our role on the team and creating a roadmap for how to get there.

CLARITY Questions

You can use this worksheet to increase your clarity.

What do I know?

What is becoming
clear to me?

What is true?

How is clarity
relevant to my life?

BUILD *Confidence*

Once individuals are experiencing all the facets and benefits of personal clarity, building confidence becomes a synergistic response. Building confidence in the coaching relationship focuses on:

Purpose

Recognizing what you need—daily, weekly, monthly, annually—to shift paradigms and grow potential.

Integration

Learning how to balance new knowledge with action steps to achieve personal goals.

Practice

Developing new patterns in belief systems as you identify what is true and what is false.

Response

Being prepared to respond to people, circumstances, and situations in more effective, solution-oriented manners.



CONFIDENCE *Questions*

You can use this worksheet to build your confidence.

What am I believing?

Are these beliefs
harmful?

Are they helpful?

How is confidence
relevant to my life?

ENGAGE *Courage*

As the individual is equipped with a deeper sense of clarity and confidence, courage is ready to be engaged and the coaching relationship focuses on:

Application

Identifying new goals with next steps to reach higher potential for both self and the team.

Risk-taking

Understanding intelligent and strategic risk-taking in trying new methods that positively contribute to groups and teams.

Possibility

Recognizing the process of fostering on-going creativity for shifting and problem-solving.

Challenge

Viewing all experiences as learning opportunities for increased growth and refining leadership.



COURAGE *Questions*

You can use this worksheet to engage your courage.

How am I taking
action?

How do I want to
respond?

What do I want to do?

How is courage
relevant to my life?

THE *Process*

Increase Clarity | Build Confidence | Engage Courage



CONTACT US



We love to chat...

HOW YOU CAN CONTACT US:

Contact us by email at info@heatherpenny.com, or give us a call at 925.699.3891 to speak to one of our team members.

As a Leadership Coach & Trusted Advisor, Dr. Heather Penny supports clients in rediscovering and increasing self-awareness with her unique 3C Living approach.

