

People

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Consciousness Coaching® – the next generation of coaching for leadership development

Everywhere there is "leadership development" – big corporations as well as small businesses are in great demand of better, more efficient, more powerful leadership with a significantly better social competence. Leaders have to prove worthy if they want to last.

In the range of empowerment tools for leadership development coaching has become the No.1 tool today and that's only the beginning of discovering the awesome powers that lie within coaching.

Executive coaching, business coaching and leadership coaching are great tools to support the skill and character development – but what do you do if you find your ego simply resists the initiated changes? Like the body rejects anything that isn't its own, the ego may reject likewise. Where it is not self-discovered knowledge, second-hand knowledge might be perceived by the ego as foreign, like a splinter of wood by the body. The ego then rejects the affirmation, the great formulas and the motivational phrases and gets rid of them whether we object to it or not.

In fact, most of all achieved changes, when it comes to changes linked to the ego-character development, positive attitudes and emotional power, to name a few, become subject to rejection after a couple of weeks or months at best. What we are left with is the concept, the memory about the change, but we have lost the presence of it.

Marc Steinberg, the developer of Consciousness Coaching® says that the impulse for creating this special coaching method came from exactly these observations. So many seminar graduates and coaching clients are fighting an impossible battle against their ego; the mind says "I am confident, powerful and charismatic" and the ego says: "Yeah right, you fool!" No wonder most methods prove ineffective in the long run.

Marc insists that professional coaching as it is practised today is good but not good enough. If we are looking for high performance impact and lasting results, awareness creation must be added to the coaching process. Awareness creation is one of the core functions of human consciousness. "Someone forgot to equip us with a manual when we were born, a manual on how to operate consciousness!" says Marc and continues, "But we all got that thing 'consciousness'. And like children we play a little around with thinking improvement and feeling control, but consciousness is like a Ferrari 12 cylinder – you don't let a novice get even near the engine, not to speak of tuning the valves!"

Consciousness Coaching® claims to be the expert tool when it comes to consciousness tuning. Coaches and trainers around the world have dedicated their energies to explore and work with thinking and feeling. Although undoubtedly valuable; what wasn't given much attention was the context in which thinking and feeling operates: consciousness.

Here's a possible approach to the problem: if we see the ego as part of the framework in which we think and feel ('I' and then comes 'think' and 'feel', not the other way round) then it's obvious that this framework, this context, what Marc refers to as consciousness has to be transformed as well. In fact, consciousness has to be made fit to operate on a more powerful, efficient level. Only then, so concludes Steinberg, can we expect a lasting change for the better.

To access consciousness as itself, is quite a sophisticated and demanding science. One needs to have a thorough understanding of ontology (the science of being) in order to fully comprehend the Consciousness Coaching® approach. It is the process to make visible the water for the fish, the air for the bird and in our case, the being for us human beings.

The Consciousness Coach® has to initiate that the client 'spins around himself so fast that he starts seeing himself from the back'. That's the 'Aha'-moment, that's the opening up of a whole new awareness, a new possibility

that didn't exist before. Consciousness Coaching® clients experience this phenomenon as a huge release of energy, passion and clarity. Suddenly new horizons are made visible, and who wouldn't be excited about that? However, the difference from conventional motivational methods is that the motivation wasn't dumped on the delegate's consciousness but in Consciousness Coaching® the delegates' consciousness manages to liberate itself from all de-motivational factors.

To initiate and facilitate this process is the unique trademark of Consciousness Coaching®. Marc Steinberg is proud of his development, saying that he sees in it the next generation of human development techniques. "Many clients of the current coaching methods like life coaching, executive coaching, etc. are kind of disillusioned with regard to the promises coaching has created. The real reason lies not in the assumed limits of coaching itself but rather in the limited scope the facilitators of these methods do have." Consciousness Coaching® goes beyond the content and accesses the context as already disclosed.

Another angle is to look at the issue that comes from the leading edge section of physics: quantum physics. Quantum physics has proved that the way our 'solid' reality 'behaves' is determined by the content of our consciousness. That means, what you encounter during the day is caused by the way you perceive reality. Just think of what's meant by 'self-fulfilling prophecy'... you expect something to happen and it does. The tricky part is that this is also true for everything you subconsciously expect, positive as well as negative. Have you ever wondered why you experience a reality that you try to avoid? Avoidance is a reaction to the unwanted expectancy, also called 'fear', of something to happen. And it has to, otherwise quantum physics would be proven wrong.

The agency in us that determines what is perceived as real is consciousness. If you do 'positive thinking' and your consciousness doesn't believe in the reality of your positive thoughts, then you can wait for the positive thinking to impact. It won't. Even the attempt to push oneself to believe doesn't create any impact. Only that which one believes to be 'real' or 'possible' or 'true', becomes part of one's consciousness and only to that extent is one able to determine the content and the behaviour of one's reality.

"It is extremely exciting stuff, and we are only about to start the discovery of the powers awaiting us," Marc Steinberg raves. "We do have a saying in the matter of our destiny. Providence can be won to serve our objectives, coincidences can be caused deliberately!"

We all know and acknowledge the impact a placebo can have. Well, this is a perfect example for what we discussed in the last two paragraphs. By the degree that one holds the cure genuinely caused by the tablet (which in fact is sugar, if it's a placebo) the body responds accordingly, called a psychosomatic phenomenon. The body is the first layer of our reality. Why should the impact of this power stop there? It doesn't. 'The world' is simply an extension of the body.

"We are the creators of our reality, whether we like it or not," Marc says with a slight grin. "Many of us who still resist this discovery for its acknowledgment would lead to the consequence of having to give up our excuses, blames, justifications, and tricks – the whole arsenal of victim hood!" But sooner or later one will have to step into one's power and the awesome responsibility that comes with it. For the pioneers and eager, do it today persons, there is Consciousness Coaching® already available.

For more information on Consciousness Coaching® please visit www.cci-portal.com and for the Coach Training Academy: www.cci-coachingacademy.com.