

NOTE: The following mini-case includes a client at Bhavana Learning Group (Previously Zampella Group) whose story and scope of work is outlined below.

The shift from a Conventional Coach to becoming an Ontological Coach.

INTRO

- Joey, male, late-30s.
- Executive Coach
- Coaching Timeline: Four years, weekly study and coaching sessions.

When Joey came to work with us, he was a year into his new career as an Executive Coach. Prior to that, he'd been a professional athlete and had worked as a fitness trainer. As a teacher, coach, and instructor he was evolving and was ready to expand his portfolio to include Leadership Development as part of his services.

"The transition to my new career was a bit precarious. I signed onto Zampella Group (now, Bhavana Learning Group), to explore Leadership development for executive coaches. After years developing my self-awareness in several personal development workshops, I found myself attracted to Tony's experience and expert listening."

DIRECTION FOR COACHING

Coaching involved a plan of personal mastery and professional development. This multi-year effort was founded on our existing relationship with his firm, which had recently adopted an ontological learning model.

While Joey had a solid professional training background, his new role demanded specific grounding in *ontological coaching* - a multi-dimensional, whole-person approach to coaching built on a philosophical foundation and an inquiry into the nature of being through language, body and mind.

Developing this mindset required a two-pronged, multi-year commitment.

- First, we brought the inquiry into Joey's life to unpack any perceptual or functional constraints that impeded his views or capacity for action.
- Second, we supported him in self-discovery through a phenomenological examination of *as-lived* experiences to increase leadership capacity for his clients.

"Tony was quick to address perceptions and behaviors that I had avoided in order to grow my leadership capacity and create long term results. Tony worked with me to expand possibilities in my shortcomings. We developed a grounded future that supported my transition. His intuition and guidance pointed out blind spots with compassion and rigor, perfectly balanced to build trust and keep me in action."

Soon, I recognized my impulsive nature toward instant gratification. Personally, I created practices to manage my weight, time, and finances. Professionally I learned methods and practices to retain coaching clients, and create a more balanced practice so that I didn't suffer from burnout."

OUR APPROACH

The goal of this learning program was to embody the ontological model and phenomenological method in order to achieve two outcomes: for Joey to refine himself as an *observer* and to engage a *conversational domain* for impacting change. Both of these outcomes serve to impact Joey's client interventions by enhancing vertical development (to evolve leadership mindsets).

To accomplish this goal and these outcomes, we

- used linguistic tools (shifting mindset to language as generative) to generate change;
- employed contemplative practices to increase awareness, question self-perceptions and reveal blind spots;
- engaged in specific inquiries, techniques, and practices to expand listening in order to deepen observation.

“Through our work to expand my self-perception, I cultivated an authentic commitment that informs my choices around time, my weight, and my finances. I now have a realistic view of what I can commit to, what I need to limit, and how to scope out and produce results.”

THE CLIENT EXPERIENCE

Joey's development impacted many aspects of his personal life and professional development including his income, and his ability to provide a consistent body of work for leadership development.

“My weight has dropped from 210lbs to 185lbs. And my revenue increased from \$20,000 before working as a coach to \$207,000 working with Tony.

I'm now in a key role with my company, which has expanded from three to six coaches since I began. As COO and Senior Executive Coach, I coach clients and deliver leadership programs and workshops. And I enjoy a work life balance filled with joy, laughter and quality time with my family.

I practice mindfulness with an increased self-awareness; I've learned to trust my intuition and speak to issues and concerns as they arise. My increased aptitude to reframe setbacks at home, with colleagues, and most importantly, with clients, has provided space for others to act intentionally to create results.

Listening for, and seeking out, feedback is my new superpower. I now see that I can adapt to any situation – which creates endless possibilities to contribute to others.

Tony's coaching has had a profound impact on both my personal and professional life and is one of the best decisions I've made. My life is full and I live with more gratitude than I ever imagined possible.”