



CASE STUDY: HEALTH

Case Study – Health

Case Study Construct

All case studies for the askacoach.com site have been compiled from real-life coaching sessions conducted by Master Coach, Noel Posus. That said, all identifiable client information has been removed, and where necessary, some specifics of the coaching process may have been edited to ensure anonymity of the client and/or to condense a lengthy coaching relationship into a smaller, more manageable format to read and study.

In some cases, a composite of various clients has been created to make a case study which covers more potential scenarios in one document.

These case studies are high level only and will not go into extraordinary detail regarding conversations (from either email or phone coaching) between coach and client. The purpose of our case studies here is to be able to identify the presenting objective and/or issues of the client, and how the askacoach.com coach and methodology supported the overall coaching process, and to explore the outcomes.

Client Overview

The client presented with the following health-related life coaching goals via an email coaching session:

- o The client identified they were feeling “stuck” regarding a number of health-related goals which they had been working on, with varying levels of success, for many years.
- o These goals included to lose weight (unspecified amount), reduce stress (some narrative provided) and to be able to establish and maintain an exercise regime.
- o The client also shared that the challenges they faced as they saw them included procrastination, lack of support and demotivation as a result of failed previous attempts.

The client’s original email coaching request did not provide a great deal of information about the goals themselves, or why they were important, but focused more on the challenges being faced and their emotional feelings surrounding non-achievement.

Methodology

The initial email coaching response first acknowledged the client for sharing the information they had and for the big step to reach out to askacoach.com for support at this time.

As the client did not provide a great amount of detail regarding the specifics of the goals to work toward, the first range of questions presented back to the client were about getting more specific about the goals.

In this section, the definition of a SMART goal was introduced and the accompanying document "Setting and Achieving SMART Goals Worksheet" was attached.

It's important to note that all askacoach.com coaching sessions, whether email or phone, result in a written response and a selection of relevant documents from our Resource Library attached.

The next section of the same initial email coaching response looked at the client's overall outlook regarding their health goals. Currently it appears as if the client is very focused on their failure and not the end goal, therefore some questions and exercises were provided to assist with making that shift.

As the client had three separate health goals, it was important to not overwhelm the client or over-do-it in the email coaching response by trying to "solve" all three at once.

Since very little information was provided about the "reducing stress" component, some questions were presented to try to flesh that out more for a future coaching session if desired.

The topics of "reducing weight" and "exercise plan" were more established so a number of questions and a few documents were attached. The documents included in this response were, "Help Yourself Over Diet Hurdles" and "Help Yourself Over Exercise Hurdles" as these were the most relevant to the client's current situation as they described it.

This information was then sent to the client.

One week later the client submitted another email coaching request where they shared more information about the stress in their current situation and that they were looking for a process to help them unwind.

The client also commented on how the previous documents sent were very helpful, and in this email coaching request they shared their more specific goals and some of the action steps they had planned on taking.

The client also added in a new request to learn how to raise the accountability to themselves about their goal.

The response sent to the client included the documents "20 Ways to Help You Unwind" to address the stress goals, and "Write Your Own Contract For Success" to support the accountability goal.

Additional questions and exercises were also provided within the body of the email coaching response.

Outcomes

A month after the last email coaching response mentioned above was sent, the client wrote in for a third email coaching request on a different issue than health (and therefore not included in this case study) and in that response, commented that they had been able to stay on track with their diet and exercise plan for over two weeks at that stage.

The client's response to the Coaching Experience Satisfaction Survey included the comments below (reprinted with permission):

"I found this process very helpful and specifically what I gained was first to understand that I wasn't being specific enough in my goals and therefore I wasn't focused enough for them to work. I was focusing more on the stress of not losing the weight and not actually focused enough on doing the things necessary to achieve my ideal body size."

"When I first sent off my coaching request, I didn't know what to expect and was half-way expecting to get a computer generated response that wouldn't be very helpful. I was so thrilled when I received the email less than a day later from the askacoach coach as it was obvious from the very first line that a real person had written it and had thoroughly read what I wrote and had taken significant time to write a personal response."

"The documents sent were just great and very relevant."

"I still can't believe how much value I got for such little money! I know I can use this again and again as it fits my budget so well."

Contacts

If you have any questions regarding the askacoach.com service, please direct them to Noel Posus, Director and Master Coach as per the details below.

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PLEASE NOTE:

This document is written in Oxford English versus American English.