

# Goal Setting that Builds **TRUST AND EFFICACY**

Many people have been conditioned to uncritically obey experts and authority figures without listening to their own intuition or desires. Use the “Coach Approach” to help them break out of this limiting paradigm: You’re not responsible for their choices. Your role is to facilitate their growth and self-discovery.



**1. Ask what’s going well already.** If certain patterns, choices and techniques are working, lean into them. If it ain’t broke ...



**2. Ask why they want to make the change they’re making.** Understanding the deep purpose behind someone’s goals can help you better support them.



**3. Don’t take charge.** If you step into a leadership role, your client may follow you to where you *think* they should go rather than where they need to go.



**4. Don’t (merely) evaluate.** Check in to see how things are going, but don’t focus on the negatives. Clients might feel judged, which will discourage them from continuing on their personal journey.

*“Humans are driven toward autonomy, which is the need to have control over one’s choices. To march to your own drummer. To be the captain of your own ship.”*

– Erika Jackson,  
Chief Coaching Officer, Wellcoaches