

The EFT Coach

Emotional Freedom Technique™ for the **Professional Coach**

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Full **Contents** listing, plus **Introduction** and **Aims and Audience** sections.

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1 Introduction

Coaching and EFT have always coincided for me - both in time and in spirit.

I began my formal coaching training just a month after first downloading Gary Craig's EFT Manual¹. I applied it straightaway to a couple of personal issues - and was astonished to find that it worked. Determined to find out as much as I could - purely for my own reasons - I ordered the complete set of Gary's training videos. By the time I finally sat down to watch them thoroughly, several months later, I had completed my coaching training. From the very beginning, then, I viewed EFT - its potential and its power - through a coaching lens.

When I completed my AMT practitioner training it seemed at first that I had destined myself to double frustration. When I was coaching, I would often find myself frustrated at finding a clear EFT issue - but not feeling able to use it because I feared it was "therapy" (I question this in depth below). But when I was doing an EFT session with someone for a specific emotional issue, I would also become frustrated, knowing that there was so much more in their life that could benefit from coaching. I seemed to be at an impasse. Both disciplines seemed to be crying out to be combined in some way - and yet the training and books I had read thus far seemed to either explicitly prohibit it, or simply not mention how that might be possible.

Whenever I come across an apparently black and white issue that's causing me friction, I turn to Synthesis. I started asking myself over and over: "If EFT and coaching **could** be combined in an ethical way, what would that be?"

I am grateful for the journey that answering this question began. It has deepened my own understanding of the core of what coaching is really about and its central ethic and purpose, instead of the more superficial aspects of "what tool to use" and judgements based on (perhaps) professional indemnity insurance definitions. And it has led me to discover and develop whole new uses for EFT that arise specifically in a coaching context. Perhaps most importantly of all, it has led me to see the deep threads of coinciding viewpoint and assumptions about clients that tie the two disciplines together.

This book tracks my journey and makes available the insights and discoveries I made along the way. Increasingly I am noticing coaches and EFT practitioners combine their skills. Clearly many other people around the globe are feeling the same way as me. I hope this book provides additional grounding and support for these pioneers.

At the end of Adventures in EFT³, Silvia Hartmann asks the reader to pledge the following:

Keep on using EFT.

Try it on everything.

And tell everyone about EFT!

This book is my way of fulfilling that request.

2 Aims and Audience

EFT Coaching seems to straddle a notional division between therapeutic goals and coaching goals. Although this division is examined and questioned later on, this division creates dilemmas for coaches, EFT practitioners, their clients and self-help users alike.

For a coach/practitioner who has not worked through the “coaching versus therapy” issue, using EFT within coaching can set up a feeling of internal incongruency about using EFT, fearing that EFT is therapy – although I say why this is not so later on.

And for a self-help user wanting to make positive life changes but coming across fears and blocks, it can be confusing whether to seek "therapy" to address the blocks (and the past events that formed them), or whether to find a coach to help achieve their goals.

My aim in this book is to demonstrate an approach and provide techniques to show how it is possible to remain firmly in the domain of coaching while benefiting from EFT along the way. In so doing I hope I am giving birth to a new breed of coaching, which makes full use of the power of EFT to produce required energy shifts, while still remaining true to the purpose and spirit of coaching, that of focusing on "what next" and moving the client towards achieving their goals.

When I began writing this book I originally intended it to be aimed primarily at the practitioner who is already trained as a coach and is already familiar with EFT. But as the book progressed it became clear that it could serve a useful function to anyone with any level of interest or training in either coaching or EFT. The sections below outline how each type of reader can benefit from this book.

However, although of interest and use to people at any level, it does not aim to teach you how to be a coach, or how to be an EFT practitioner. There are numerous coaching training institutions worldwide, and prospective coaches are encouraged to seek formal training through one of these. If you wish to add EFT to your coaching practice you are strongly encouraged to seek training in EFT, and in particular to do practitioner training through the Association of Meridian Therapies (AMT) if you are in the UK. A list of reading and training resources for EFT is provided towards the end of the book.

2.1 Coaches with EFT Training

Assuming you already have coaching and EFT training separately, this book will show you how to combine the two disciplines in an effective way and it will give you some concrete ideas for additional uses of EFT that you might not have thought of.

A particular challenge for many coaches is to personally resolve issues of personal integrity and ethics around bringing in techniques previously thought of as "therapy tools" into a coaching context. Therefore, a particular emphasis of the book is how to use EFT in the service of the coaching - just as some coaches already use NLP or other standalone techniques to enhance their repertoire of coaching tools or to make their conventional coaching tools more powerful. The ethics of coaching are examined and principles for using EFT within coaching are proposed as a basis for ethical EFT Coaching.

The practical issues of incorporating EFT into your coaching are also covered.

2.2 Coaches without EFT Training

If you are a trained coach you may have come across the increasing numbers of other coaches started to advertise EFT as one of their primary tools. In a relatively young and fast-developing industry, it's natural for coaches to be curious and interested in new areas of specialism and new tools to improve the effectiveness of coaching.

But virtually all the information and resources available about EFT, concentrate almost entirely on its therapeutic applications - because that is where EFT originated and because the applications there are so clear.

So the coach who is intrigued by EFT and interested in integrating it into their practice may start working through the available resources and find themselves in pretty scary therapeutic territory, seeing hypnotherapists, acupuncturists, psychotherapists, abuse counsellors and medical doctors talk about applications for EFT which clearly would not be relevant to a coaching context. It can take (as it took me) a great deal of time to extrapolate from the therapeutic examples of EFT and realise the potential for benefit within a coaching context.

The **great thing** about EFT is that it seems to have almost limitless application to any type or variety of emotional disturbance.

And the **problem** with EFT is that it seems to have almost limitless application to any type or variety of emotional disturbance. Which means really knowing how and when it can be applied can take some time to grasp, unless you are given lots of real examples.

It's a bit like being shown an aeroplane and being told you can go anywhere you like in the world. If you don't know certain destinations even exist, then no amount of examining the fuselage or the wings will get you there. And no amount of understanding the intricacies of how EFT works and seeing it applied to a hundred trauma cases will help you know that EFT can help you decide if your life goals are correct, or help you maintain professional detachment with a client.

If you are a coach wondering whether to include EFT in your practice, what you probably really want to know is when and how EFT can assist coaching - what types of issues it can address, whether it can be combined with your existing conventional coaching techniques, and whether there is anything about EFT that might be particularly applicable to your own coaching specialism. And you would probably like to know about this **before** you invest a lot of time and money on training. If you are in this category, this book is for you.

2.3 EFT Practitioners without Coaching Training

Many people from therapy training and backgrounds (counsellors, psychotherapists, hypnotherapists etc) are increasingly being drawn into coaching as a profession - and EFT practitioners (many of whom will also have additional therapeutic training) are no exception.

If you already have formal EFT practitioner training you will probably already have some awareness of the potential for the use of EFT in coaching applications. Gary Craig's Palace of Possibilities training set focuses very much on such applications. Gary himself is a Performance Coach and often speaks about the potential of EFT to improve performance in all sorts of areas from business to sport.

But, the challenge for EFT practitioners coming into coaching is somewhat different to that for coaches learning about EFT. Apart from the challenge of acquiring more general coaching skills (to which the answer is coaching training with a good coach training academy or institution), there are two particular challenges.

Firstly, they may wonder whether and how a coaching session with EFT differs from a therapy session with EFT. If it's the same, then why call it coaching? If it's different, how is it different?

Secondly, they may want help in shifting focus from the usual list of therapeutic EFT goals (eliminating fear, anxiety, trauma and physical ailments) to a new set of coaching goals.

This book addresses both these challenges, by examining core coaching fundamentals from an EFT point of view, by addressing the issue of focus and primary goals between the two contexts, and by explicitly listing and explaining uses of EFT for coaching purposes. It also mentions types of therapeutic EFT usage to be avoided in a coaching context.

2.4 Self-helpers

Although I originally aimed this book at existing practitioners and coaches, I am well aware of the growth of both self-coaching and self-healing amongst people who are non-practitioners. The numerous books offering do-it-yourself coaching techniques, not to mention the growth of EFT self-help workbooks and web forums, are testament to the existence and needs of this audience. This book should therefore also be of interest to those who perhaps have used EFT for self-help and want to expand their application of EFT to self-coaching goals.

The book is also a primer for prospective clients of the EFT Coach. For such readers this book serves to expand their knowledge of what is possible using coaching and EFT - which should help a prospective client of either coaching or EFT decide which methods they find appealing and therefore what sort of coach or practitioner they want to seek out.

References:

Details of referenced works are on The EFT Coach website at www.eftcoach.com/resources.htm

Buy The EFT Coach at: www.eftcoach.com