

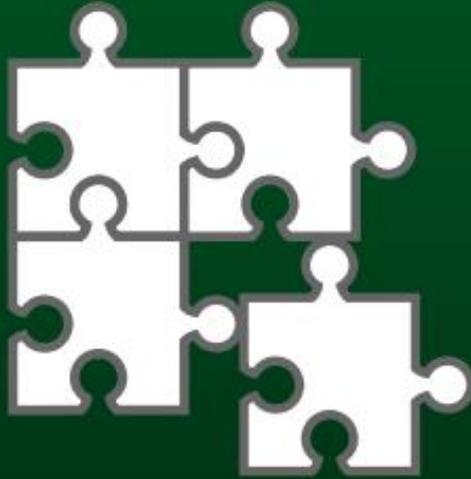
JUDY'S

Vision:

Be Great.



Judy Ann Michael, MBA



Strategic Intervention Coaching:

Introduction Booklet

Practical Coaching
for Business Professionals

What is the Goal of Strategic Intervention Coaching?

Very simply, the goal of Strategic Intervention Coaching is – **fulfillment**.

Is it possible to be fulfilled by the work you do? **Yes** – if you can align your personal drivers and actions.

Lack of fulfillment usually comes from

wanting a different experience than the one you have.

Frustration comes from not knowing how to get there.

How Can Strategic Intervention (SI) Coaching Benefit You?

My belief is that **Business IS Personal**. As long as humans are involved, they cannot be separated! Below are the potential benefits you can gain from SI Coaching.

- **Understand Why You Do What You Do** – Understand what drives YOU to make decisions and take action through the 6 Human Needs Assessment.
- **Identify Conflict Sources** – Identify the source of conflict internally, or between team members, between belief and action.
- **Achieve Clarity** – Move past long term decision or action blocks by understanding personal motives
- **Align Strengths**– Leverage your (or your team's) personal strengths to the decisions they make
- **Take Appropriate Action** – Taking action that aligns with your drivers can create a newfound sense of purpose and achievement

What Are the 6 Human Needs?

The foundation of Strategic Intervention is based on the understanding and application of the *6 Human Needs* psychology, which is based on the work of several noted professionals, including Milton Erickson and Abraham Maslov. Cloe Madanes, noted family therapist, later incorporated these needs into her practice with remarkable success, later mentoring Tony Robbins who has achieved remarkable results using the 6 Human Needs approach.

These needs are:

- ✓ **Certainty:** Here you are striving to experience comfort and gain certainty in your life in order to minimize the stress of uncertainty.
- ✓ **Uncertainty:** Here you are striving for a little variety and uncertainty in your life in order to relieve boredom, predictability and stagnation.
- ✓ **Significance:** Here you are striving to gain a sense of significance and importance in the eyes of others. Your objective is to create a sense of identity.
- ✓ **Connection:** Here you are striving to make deep connections with people. You have a need to love and be loved by others. You also have a need to belong.
- ✓ **Growth:** Here you are striving to learn, experience and grow mentally, emotionally and spiritually in a variety of ways throughout your life.
- ✓ **Contribution:** Here you are striving to contribute to something greater than yourself. This is all about adding value to other people's lives.

The Strategic Intervention Coaching Process

1. **The 6 Human Needs Assessment©** – You start with a short, 15 minute assessment to understand which of the 6 Human Need are your primary drivers.
2. **Assessment Review** – After your assessment, we review your results for you (and your team, if included) to understand all of your personal drivers and how they apply in a business setting.
3. **Coaching Plan** – We collaboratively design a plan to identify blocks and move you forward so you can take appropriate action toward your goals. We also take time to reassess your current goals where necessary.
4. **Action Plan** – Follow up is key, and Action integrates your newly found awareness within you. Making you, or your team, accountable is also a valuable part of this process.

Judy Ann Michael – Coaching Experience

As a consultant and advisor to many executives over the years, I've come to understand the unique problems faced by business leaders. They are often torn between what is good for "The Business" and the values they strive to live by. In an advisor role, I've been asked for my input as to what they should do, and I discovered that their personal value system usually drove their decisions, whether it was good for "The Business" or not.

After thousands of hours of business seminars, personality assessments, as well as my personal interest "What makes people tick?", I came across the breakthrough training approach popularized by Tony Robbins. The personal and professional transformations I witnessed were far beyond anything I'd ever seen, and I knew it could be an invaluable tool for the business leaders I worked with.

I received my certification as a *Strategic Intervention Life Coach* in 2013, and I have used it formally and informally ever since. It has always been my belief that human behavior drives actions, whether it is in a personal or professional setting.

Start Your Coaching Experience

Sign up for your 6 Human Needs Assessment and Coaching Packages today.

My goal is to **make people and organizations successful**. If you want to achieve a new level of success and fulfillment, contact me today at JudyAnnMichael.com to start your Strategic Intervention Coaching Experience.



JUDY'S
Vision:
Be Great.

Success Strategies for
Small & Mid Sized
Businesses

Judy@JudyAnnMichael.com

What is Strategic Intervention Coaching?

<http://rmtcenter.com/about-strategic-intervention/>

The description below is from the founders of Strategic Intervention Coaching and can be found on their website. The 6 Human Needs Assessment is copyrighted by Cloe Madanes, a fabulous counselor, and the Robbins-Madanes Training Center is responsible for the content listed below.

Strategic Intervention (also known as SI) is a project dedicated to extracting the most practical and effective forms of strategic action and communication from a variety of disciplines: Ericksonian therapy, strategic family therapy, Human Needs Psychology, organizational psychology, neurolinguistics, psychology of influence, strategic studies, traditions of diplomacy and negotiation, and others.

The aim of Robbins Madanes Training in Strategic Intervention Coaching is to develop an eminently practical method for taking action in a strategic way to get things done also that human needs are fulfilled and elevated.

We believe numerous traditions of Strategic Intervention exist wherever human beings use extraordinary skill to bring about positive personal and cultural change. Nelson Mandela and Mahatma Gandhi are examples of masterful Strategic Interventionists that transcend the particularities of religion, culture, institution, job description, or political philosophy (as Strategic Intervention should.)

What distinguishes SI from other strategic studies is the belief that certain holistic solutions “snap into place” when more people’s needs are met, expressed, and elevated. Why? Because our solutions are based on the principle of growth and contribution. Any change, when it is reinforced by growth and contribution, not only “sticks,” but it goes on to positively influence hundreds of other people.

These solutions actually deliver more benefit for less effort.

Our tradition of Strategic Intervention (called Human Needs Psychology or HNP) originates with the understanding of the power of meaning to shape all aspects of a human being’s life. Both Robbins and Madanes have been powerfully influenced by the great insights and works of Victor Frankl and Milton Erickson’s creative breakthroughs in human intervention.

We are also grounded in the work of the Gregory Bateson group at the Mental Research Institute, which in the late 1950's originated the new paradigm of interactional and systemic studies, which became a watershed in the development of disciplines such as game theory, cybernetics, neurolinguistics, organizational psychology, management psychology, and dozens of other systemic disciplines.

Cloe Madanes, who has been associated with this project for four decades, is now the senior member of this tradition. Cloe has recognized Anthony Robbins as one of its most highly skilled thinkers and practitioners.

The goal of Strategic Intervention is to integrate the core insights of these traditions into a method of practical strategic action. SI encompasses strategies that span from the belief systems and emotional patterns within an individual, to individual relationships, to group dynamics, to organizational and cultural interventions.

A trained SI coach navigates these different arenas with ease.

If coaches and consultants were knowledgeable in Strategic Intervention, they'd find their clients taking more action on their advice, sidestepping interpersonal restrictions, and enjoying breakthrough performance.

If businesspeople were to implement SI, they would resolve individual and organizational and cultural paradoxes that otherwise lead to internal conflict and blocked initiative.

If legislators and judges understood human and family dynamics outlined by SI, they would find ways to pass judgments without disrupting essential structures of the family, and more children would be supported in their upbringing without medication or being institutionalized.

By distilling the most essential, practical, and effective principles and strategies from master Strategic Interventionists – whether these relate to matters of the individual, couple, family, partnership, company, organization, or culture – our mission is to make these principles more active on a cultural level.