



THE

**COACHING
REVOLUTION**

AN INTRODUCTION

The three biggest mistakes
even smart coaches make and
what to do about them

BETH BANNING

The Coaching REVOLUTION

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*The Three Biggest Mistakes
Even Smart Coaches Make and
What to Do About Them*

INTRODUCTION



I'm Beth Banning, the CEO and co-founder of Focused Attention, author of "The Pathway to Personal Freedom", "The Art of Conscious Connection" and "Love on Purpose curriculums", and co-creator of the Incite Coaching Certification Program, which uses the Gibson Banning Method.

The Gibson Banning Method is a completely new PsychoSpiritual model of transformation. Our Incite coaches are using it right now to

help their clients see unique and powerful choices they never knew they had.

These new choices help them create the kind of happiness, confidence, and success that we all want, but most of us haven't figured out how to achieve it until now. Whether you're a coach, want to be a coach or you're interested in learning new things you can contribute to yourself, your family or the world, you're going to get some hands-on tools that you can use immediately.

As I said, I'm the co-creator of the Incite Coaching program and the Incite Coaching Academy. My husband Neill and I developed this work over the past 20 years. After



years of trial and error we came up with a program that delivers consistent and lasting results.

Over 85% of the hundreds of people we've taught this method tell us this program has changed their lives. I am still humbled every time I run into a former student and they tell us that, even after all these years, this program, more than anything else they have ever done, is still affecting their life in extremely positive ways.

But, sadly, shortly after we finished creating our Incite Coaching Certification program Neill passed away.

He was the love of my life, my partner and my best friend.

Years ago, this tragedy would have floored me, taking me completely out of LIVING my life. I can imagine, after the initial shock, all I would have thought about was, *how can I do this alone? What if I'm not up to it? Why did this happen to me?* These painful thoughts would have blended with the deep grief I was feeling and would have wiped me out emotionally and physically for a very long time.

I am telling you this because I believe with all my heart that this work, more than anything else, gave me the ability to step back into my life relatively quickly.

Of course, I took the time to grieve, but the difference was it was pure grief. It wasn't mingled with all my cultural conditioning, my limiting beliefs, and my fears.



I was able to separate my fear from my sadness and deal with them individually. This work empowered me with the confidence, presence and trust I needed to live life fully even through the death of my husband.

I am so grateful for the years Neill and I had together. As I take this work out into the world without him, I feel incredibly blessed knowing that it is a tribute to his passion, his life and his love for this world and the people in it.

This gives me great joy because our passion and purpose has always been to help create a world that works for everyone, not just the select few, and with what's going on in the world today.



I believe that this work, more than most any other coaching models, will help create that world.

As Einstein said, no problem can be solved from the same level of consciousness that created it—this model is a paradigm shifter. It's a completely different way of looking at your life and the world.

Right now, I want to acknowledge you. I know how busy we all are these days, so I'm honored that you chose to spend this time with me. And I'm committed to making your time reading this extremely valuable for you.



But I would also like you to take just a moment to check in and make sure this is worth your time. Does any of this resonate?

You:

- Want to feel confident knowing you're sharing the most effective tools in coaching today.
- Crave a proven, structured program to help you jumpstart your coaching practice.
- Are curious about coaching and want to get started.
- Know you're meant to be a leader and you're ready to use your gifts to contribute not only to yourself and your family but to the world at large.

I hope you fall into that last category as well because, you see, I have a secret...



For me, coaching isn't just a way to help people get more of what they think they want or even a way to start a business and make great money. It IS all that for sure, but ... it can also be so much more.

Coaching can literally be a way to help change the world. I know that might sound grandiose and that's okay, I get it; how can one person make that much of a difference?

But the truth is, as Margaret Mead said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Seriously, and that's what the Incite Coaching certification program is all about and what I believe every coaching program of the future will eventually be about.

So today I'll explore the three biggest mistakes even smart coaches make that keep their coaching practice from being that kind of a game changer.

And I will teach you what it takes to stand out in an already overcrowded coaching market and to turn your practice into a vehicle for effective and lasting social change.

Now that you know this is for you, let me tell you what I'm going to cover...

- I'll give you a quick overview of the three biggest mistakes.
- Tell you why shifting into this new paradigm will transform the future of coaching and your coaching practice forever.
- Teach you how to avoid the mistakes and give you concrete paradigm-shifting tools YOU can implement TODAY—on your own!
- How to get another free gift just to say thanks for reading this book and, if this work resonated, how you can get certified in the Gibson Banning Method.

OKAY THEN, LET'S GET INTO IT!

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PART ONE

OVERVIEW

The Three Biggest Mistakes Even Smart Coaches Make and What to Do About Them.

Mistake #1:

Teaching within the same paradigm that has created most of the problems we see today.

What to do about it?

Start using a Distinction-Based teaching model.

The difference between The Gibson Banning Method and almost every other program out there is that they teach within the same paradigm of cultural beliefs and programming that creates the problems in the first place.

As Einstein said, we must change our thinking in order to create a new outcome.

This is why we use a distinction-based learning model that allows people to make choices outside their normal paradigm.

Until these new choices are distinguished for us, we don't even know they exist.

Many coaching systems teach about core values, but we explore values and how to integrate them into your life in uniquely different ways.

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For example, in the certification course you will learn the difference between “Aspirational Values” and “In-Order-To Values”, which keep us trapped in our traditional cultural paradigm, and you will also learn about “Life Priority Code” values and “Dynamic Values”, which change the paradigm of our thinking and awaken us to new possibilities.

Mistake #2:

Continuing to teach within a compartmentalized model.

What to do about it?

Start Coaching for Mind, Body, and Soul Alignment.

We have learned after years of trial and error that, in order to make effective and lasting change for our client and begin to shift the paradigms of our cultural conditioning, there must be an integration of mind, body and soul.

We have to stop leaving parts out because we’re afraid people will get turned off. And the same goes for focusing too heavily on one part or another. We are whole beings and are designed to function in alignment.

When we line up all three parts and they begin to work in harmony—the way they were meant to—our life begins to flow, and our world will change forever.

Mistake #3:

Treating the symptoms and not the cause.

What to do about it?

De-Armoring – Learn how to efficiently help your client de-armour themselves.

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We believe that the mind, because of the many ways it is conditioned, is in constant protection and defense mode.

This is why we first help our clients to deconstruct their past conditioning and to recognize new choices.

Only at this point will the mind be relaxed and receptive enough to take on roles that are different than what it's used to.

This is necessary for us to open up and experience our true and much more authentic nature and gives us the ability to utilize our other intrinsic and natural resources.

PART TWO

HOW WE GOT WHERE WE ARE

So why are so many of us stuck most of the time in this cycle of defending and protecting ourselves?

I know that for many years this was true for me and it's probably true for you and your clients. But this is what I have learned.

- I didn't know that EVERYTHING I was seeking was right here within ME.
- I didn't trust myself, and I didn't have a clue who I really was or how to connect with my own inner resources.
- AND at that point I didn't know what that meant or why it was so important.
- And, really, I didn't even know I was seeking something.
- All I knew for sure was that I just wanted to be happier.

All I knew was that there was something missing, something wrong or something wasn't quite right—with me, with the world, with the people around me.

It's why I got into this work and probably why you started coaching. And that's how many of our coaching clients come to us, confused and wanting relief and just wanting to be happier.

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What I know now, that didn't know then, is that there was always this underlying agitation or irritation or stress. I was so used to it that I hardly noticed it.

Do you know what I'm talking about?

I used to feel this underlying agitation all the time, but I didn't even really know that I felt this way till it was gone. And then I started wondering whether it was just me. It wasn't...

Did You Know...

- Worldwide, by 2020 depression and anxiety will be the number one disability?
- In the US 25% of women are taking antidepressants or anti-anxiety meds?
- The CDC has stated that sleep dysfunction is at epidemic proportions?
- This isn't just in the US this is a global problem?

Here's the thing...

What I've come to understand is that at some level every one of us experiences this underlying agitation in one form or another. But instead of being conscious of it, it becomes what's normal and as it builds, we hardly even notice it.

It's like that story of the frog that was put into a pot of cold water and then the water was heated up slowly,



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so slowly that the frog didn't even notice until it was boiling and then the frog just died.

This is really what happens to us, this underlying agitation becomes "the norm"; it builds up within us and we just end up white knuckling through the discomfort and even pain,

and we keep this happy face on while inside we're in knots, trying to figure out what's going on with us, how we can get what we want in life—how we can finally be happy.

And whether we know it or not, we're actively seeking relief from that discomfort.

People think if they don't feel any of the hard feelings—and I'm deliberately not calling them "bad" because they aren't "bad", they're real and HARD and uncomfortable—they think if they don't feel the hard stuff, if they avoid the pain, they think pleasure is on the other side of that avoidance... And if they keep avoiding it they think that's what creates the peace they're longing for.

And most of us aren't even conscious of this. We're just trying to feel more COMFORTABLE by trying to avoid DISCOMFORT. This is part of the normal paradigm. It's one of the symptoms most coaching models try to manage by compartmentalizing.

PART THREE

COMPARTMENTALIZING

Remember, that's mistake # 2—coaching in a compartmentalized manner. This tends to happen in a couple of different ways.

One way many coaching models attempt to lessen discomfort is by helping clients change their material world. Helping them get what they think they want.

And don't get me wrong, I like my nice car and my nice house. But, as most of us know intellectually, that's not what makes us happy.

But so many of us still unconsciously believe that only when we get those things we want, will we finally get the life we want... When I get the perfect car, create the right business, the perfect relationship and the big house, you name it...

But where did we get the idea that these OUTSIDE things will make us happy and save us from this crazy ongoing level of discomfort?

Well, from a very young age we were taught that people outside of us know better than we do. It's ingrained through media and everywhere you look... If we do what others are doing, stop procrastinating, get a plan, learn to think positively, etc. etc., we'll finally create that business, get that car or job or house we've always wanted and THEN we'll be happy...

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And obviously this approach to life is not working very well because so many of us are stressed out, overworked, and way less peaceful and happy than we want to be.

I believe what people are really looking for—but most of us just don't know it—is to re-connect with ourselves, with our internal source of guidance and wisdom. But that's hard when we're so distracted by the mind and the world outside us.

So, then some people start looking for their peace and happiness by trying a spiritual solution.



Now, you would think this would be awesome, right? And a lot of coaching practices are focused primarily on the spiritual solution. Your clients jump in wholeheartedly, but this solution alone doesn't solve their problems either.

This is because they believe if they really do it “right”, everything will change, all their problems will go away.

And when that doesn't happen, they think it's not working because they're doing something “wrong” or they just need to do it “more” or “better”.

People really believe if they are just “spiritual enough” their life will completely change—only good things will happen to them.

So, they go out there and get the perfect white or purple outfits, buy the right candles, look you in your eyes and commune soul-to-soul, learn the mantras, and do the practices they're taught.

And Then They're Devastated...

Because they go and do the same crap they always did and then beat themselves up because they believe they're supposed to be "spiritual" all the time.

And they think that if they're "spiritual" they should never get angry, they're always supposed to be loving and compassionate; that if they're spiritual, they should be beyond anger, money shouldn't matter, and they'll be immune to material things...

But that's not "spiritual"—that's nuts.

They try so hard to be what they think "spiritual" is and it's exhausting. And really this is spiritual bypass, using spirituality as a way to ignore the rest of themselves.

They think that spirituality alone will create peace, happiness and satisfaction and they'll never feel bad about anything again. But it's one thing to find peace in meditation, or during a spiritual practice, and it's another to take that peace with you when you leave.

The good news is you really don't need to...

- Move.
- Get a new partner.
- Start a new business.
- Give up on what you want.
- Change your wardrobe.
- Repeat affirmations.
- Or buy the right candles.

When you let go of thinking that everything you want is out there, your world changes.

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It's not your outside circumstances that need to be different, this is a totally inside job.

It starts by shifting the way you PERCEIVE your outer world—that's the game changer.

When we change how we perceive, how we see life, life becomes totally different.

Magically, the people around us seem to change, NOT because we're focused on changing them, but because now we're more focused on LIVING LIFE.

When I worked more closely with people, I heard this all the time.

"Oh, my wife has changed so much—she seems like a totally different person," or "Things have really turned around at work because I like it now," or, "I finally figured out this marketing thing for my business because I'm starting to make more money than ever."

And I always tell them it SEEMS that way, but what's ACTUALLY changed is your experience of those things, those people, that situation.

It's heartbreaking for me to watch people suffering when there's such a simple solution for achieving the peace and fulfillment that we're all searching for, no matter what your life circumstances are.

The problem is most people are going about it all wrong. As I quoted Einstein before, we can't solve a problem using the same kind of thinking that created it. We have to come at this from a whole different angle.

PART FOUR

TREATING THE SYMPTOMS NOT THE CAUSE

The first place to start is with changing our thinking in relation to our cultural conditioning. Remember mistake # 3—Treating the symptoms not the cause? Well, the cause is the paradigm—our understandings—the way we think.

Most coaching models teach within the same paradigm that causes the problem in the first place.

All those things we think are true, all that unquestioned cultural and spiritual BS that we hold as THE TRUTH, and we don't even check in to make sure it's true for US.

The harder someone fights to hold on to a belief—even a spiritual belief—as The Truth the more it keeps them from opening up to what may be TRUER.

Because until you get rid of how you “think” life is supposed to be, you can't experience what's really possible.

It's similar to a story I heard about the Mayans...

When they first saw European ships, they didn't understand what they were seeing.

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They tried to rationalize what they were seeing into what they already believed was true.

They understood mountains, so they interpreted these big things in the water—the ships—as mountains that just appeared overnight.

Believing that mountains appeared overnight in the water was easier to believe than something new—something completely outside their normal paradigm.

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Only when some of them were taken aboard the ship did they comprehend this as something new and were able to change their perception. Only then were they actually able to see this big object as a ship.



The idea is that anything new or unexpected is so ridiculously out of the realm of what the mind is ready to perceive that the mind ignores it and tries to justify and confirm what it already knows is the truth.

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Something completely new has to be turned into something the mind already believes.

So how do you deal with this when trying to change a paradigm?

PART FIVE

CHANGING A PARADIGM

How do you teach something so radically new that the mind wants to shut down or find something it already knows in order to feel comfortable and safe? This is where distinction-based learning comes in.

Remember Mistake #1?

Teaching within the same paradigm that has created most of the problems we see today.

Most coaching models out in the world today don't offer new choices to their clients. They teach within the same old culturally programmed paradigm. This means you only have the same old choices you've always had.

How is anything going to change that way?

In order for the mind to be willing to alter what it thinks it knows it must be able to incorporate that knowledge into the new understanding. Distinction-based learning allows the mind to slowly notice new choices in the form of distinctions or differentiations and then gives it away to relax and allow it to incorporate and then supersede the old idea.

So, when you start coaching in this new paradigm and tell your clients that it's really possible to look inside themselves and know that they already have all the answers they need and they feel skeptical, you can remind them that it may just be something they haven't experienced yet.

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And when you tell them it's really possible for them to feel confident about their decisions, let go of regret and go for what they REALLY want, and you hear them say, "YEAH BUT..." take a deep breath and remind them their MIND fights the unknown.

And when you tell them it's really possible to relax and stop judging and defending themselves and they start feeling uncomfortable and want to argue with you, you can let them know that this is a normal part of change and the de-arming process.

But this brings us back to mistake # 3 - treating the symptoms not the cause.

In order to have a full and satisfying life we've got to start "Experiencing Life"—ALL of it! This doesn't just apply to the things we perceive as good.

We've got to stop running from life and start experiencing it—ALL of it. In order to do this, we have got to start with the de-arming process.

Let me give you a quick way to begin the process of de-arming for yourself and to help your clients.

When something happens, you don't enjoy...

- Remember feelings are like the weather, they come, and they go.
- This is true with good feelings as well as uncomfortable feelings.

When a rainstorm comes, you don't argue with the rain, do you? You don't say, "It should never rain, because I don't like the rain," do you? Most of us know that rain comes and goes, and it will stop raining soon enough and the sun will come out again... The same thing is true with your feelings.

Beth Banning

Look at what you perceive as "bad" things; it's not the things themselves we're afraid of, it's how we'll feel because of them. As you start feeling uncomfortable just be willing to experience those feelings and watch them move like the weather.

Same for the good. Don't hold on to the things you think are good either.

Instead of holding on to what you experience and labeling it "good" or "bad" you can just experience it and let it release. It's just energy.

So, the first step is your willingness to feel. The next step is to use your physical body as the energy disperser it was meant to be.

Once you notice that you're uncomfortable about something, STOP and identify where you feel it in your body.

Then let the thoughts go and allow your awareness to focus on that part of your body and the sensations you feel. This allows the energy to move and you to get back into the flow of life.

What's happening around you isn't what causes your discomfort. It's actually the stuck energy and your mind thinking about the discomfort that causes your pain.

Now, if you find yourself saying:

- "I've heard this before."
- "I get this."
- "I teach this stuff."

Think Again.

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Because if you really GOT THIS...

You and your clients would have the life you want. You'd already be able to trust yourself and your inner guidance and it would be leading you to everything you desire.

Saying, "I know this," is such a trap because there's a difference between hearing about something, understanding something, knowing something, and actually integrating it into your life.

Some people know just enough about something to believe "I know this..." but then life goes on just the same as it always has because they "KNOW THAT ALREADY." But they don't.

It can be very challenging to integrate radically new ideas into your life... And this is because if something new is true, then your old ideas become "wrong", and we're taught that being right is way better and even safer than being wrong.

So, we fight to be "right", looking to justify why what we believe is true.

Because if we are "right"—our beliefs are right—then we're okay. If everyone agrees with me, then I'm okay" and if a lot of people believe what I believe, even better.

That's why it's so challenging to change a paradigm...

And this isn't surprising because in this and most cultures we're taught that being wrong is a problem, so we avoid it like the plague.

But once you start working with people using this new model it ready doesn't take long to start turning their misconceptions inside out.

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Once they start looking inside, I mean really looking INSIDE of themselves, they'll begin to start trusting themselves and their OWN INNER TRUTH AND WISDOM probably for the first time.

As they relax into the life they HAVE, they're able to see the beauty in it, the gift of it. Maybe for the first time, they'll be able to sense the essence of who they really are. And that's just it. We really don't know who we are.

PART SIX

TRUE FREEDOM

We're always being told who we are or who we SHOULD be; we're not figuring this out for ourselves, we're being told by someone outside ourselves.

Finally, we can stop defending ourselves, stop defending what we want, what we think, how we look or who we really are.

There is so much peace and freedom when we can relax and actually be ourselves—the one we discover underneath all the armor we've built around ourselves over the years, underneath all that agitation and tension.

Because being true to ourselves is the FREEDOM we're all looking for.

And that's TRUE freedom. All there is, is a desire to live and love and FULLY experience life.

Experience the FULLNESS of life, no matter what's going on around us.

And that's why we created the Incite Coaching Certification Program—to help you as a coach support your clients to remember what has been taught OUT of us, that we are whole amazing beings that are here to experience life to the fullest!

And it's not that hard if you know how to shift into this whole new paradigm for living...

Beth Banning

Which brings us back again to the 2nd mistake and what to do about it... Stop compartmentalizing and start coaching the whole person.

Because when you reconnect with the source of who you truly are, you immediately begin to perceive what has really always been there, but you were unable to see.

A whole seemingly new world opens up for you.

The Gibson Banning Method incorporates the THREE main areas—Mental, Physical and Spiritual—all in one coaching model.

This can't help but lead to the kind of peace and happiness we're all looking for:

When we can access the Mental Realm, we begin to liberate ourselves from the tight grasp we have on our strongly held belief—those core limiting beliefs like, *I'm not good enough, smart enough or strong enough to take care of myself*, or the kind of beliefs—those unquestioned beliefs—that we've picked up from our cultural conditioning, all the shoulds and shouldn'ts that drive us crazy and create so much stress and pain in our lives.

The majority of us only access this mental realm unconsciously, but it can be accessed and used consciously to create our reality and turn our out-of-control mind into the ally it was meant to be.

This is the beginning process of de-armorng and helps our mind to relax enough to easily access the physical and spiritual aspects of our true nature.

The second aspect of our being is the physical realm.

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When we learn to access the Physical Realm and utilize it the way it was meant to be used, we not only begin to clear and integrate the stagnant energy that is causing many of us great upset, pain, and disease but also begin to understand and access the true power, beauty, and support that our physical bodies are designed to give us.

This is where we actually FEEL the connection and guidance our bodies have to offer, and this access point is also where we can learn to turn happiness to joy and joy to bliss.

The third aspect of our true nature is the Soul, the Spiritual Realm. But the kind of connection I'm talking about is a personal and ongoing connection, not just every now and then or by accident or through someone else's ideas or filters.

This is DIRECT access between YOU and your source of all knowing.

And this is the thing; when you learn to access all three of these areas spontaneously, this is what some would call living as an embodied spirit—this is our true nature, this is what is ultimately possible.

Now, some people will have an easier time than others starting in one place or the other. But all are needed to embody what we all want: the total freedom to just BE.

What we find over and over again is that the fastest access to what you want is to transform the MIND FIRST. We need to shift our minds into allies and not defenders—ALWAYS defending ourselves from the world.

Because, left to its own device, the mind will keep us stuck every time and not just stuck but stuck in that agitated, fearful state I talked about before. This is where the majority of us find ourselves most of the time.

Beth Banning

This is why one of the very first distinctions taught in the Gibson Banning Method is to use discomfort as an alarm. Our experience working with hundreds of people has shown that when they bring their discomfort to a conscious level, transformation begins.

But even more than that, they learned that within every discomfort there is a gift.

This motivates them to begin looking for and feeling their discomfort, which is the beginning of the de-arming process.

When you know how to find the gift in every discomfort, you immediately begin to relax, and the de-arming process begins. But first we must stop being that frog in the pot of water and learn to notice the discomforts as they come up.

This is the only way we can get out of being in constant fight or flight mode and unwrap the gift within each discomfort.

Here's a really simple way to start...

Use Your Anxiety, Stress or Discomfort as an Alarm.

- Hear the alarm.
- Take a breath.
- Ask yourself, "What's missing for me in this situation?"

Let's break it down a little...

Once you hear the alarm and catch the discomfort, STOP and take a breath. Then ask yourself, "What's missing for me in this situation?"

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If there wasn't something you thought you'd lose or something you wanted that you didn't think you were going to get, you wouldn't feel uncomfortable.

But your discomfort is a gift because it leads you to your deepest desires—what you actually want—and you can't get what you want until you know what it is.

But your discomfort is a gift for a couple of reasons. First because it has you stop and get present and, guess what, LIFE is in the present moment, not in our future and not in our past. You can only LIVE LIFE in the here and now.

Your discomfort is also a gift because it leads you to your deepest desires, what you REALLY WANT.

And you'd be surprised how often people don't know what they want.

Here's an example: A husband calls his wife and says he's going to be working late again. Before she knew about this process, she felt frustrated and told her husband to stop working late at the office so much. Guess what happens.

Instead of staying late at work he started going to the driving range.

I'm sure you can guess, this didn't quite get her what she wanted, but did she know what she wanted? Probably not.

But what if she knew this model?

Well, next time, when her husband called and said he was going to work late at the office again, she would try something different. As soon as she noticed her discomfort, she might say, "Okay," and hangs up the phone and ask herself the question, *What's missing for me in this situation?*

Beth Banning

She might realize connection is missing for her. Now she can see the gift that was hiding inside her discomfort. All she wants is connection—how beautiful is that?

At this point, because she now knows what she really wants, all she needs to do is think of a few actions she can take to have some connection with her husband. She decides to bring him dinner at work and ask him if he'd be willing to come home and spend the evening with her at least two nights a week.

So instead of being upset that her husband is working late again she is able to be clear about what she actually wants and come up with ways to get it. Now that's a gift!

As one of our Coaches put it...

"I had read so many books and tried so many different things, but I still felt stuck. Now that I am using this method for myself and my clients, I have noticed how much more quickly we process through the discomforts in life. It's AMAZING!

"I also communicate with and understand others so much better! My relationships are stronger! I feel so free!! The Gibson Banning Method is life changing!"
-Jenifer Hall - Certified Coach

Even after all these years, I'm still humbled when I get one of these testimonials. It's such an honor knowing that this work is not only helping the coaching clients, but also transforming the lives of our coaches at the same time. That's my gift! And I'm grateful every day.

PART SEVEN

RECAP

Enough about me, let's recap what you've learned.

Mistake #1: Teaching within the same paradigm that has created most of the problems we see today.

What to do about it?

1. Offer your clients completely new choices.
2. Start using a distinction-based coaching model.

You learn that the easiest way to begin shifting the paradigm of our cultural conditioning is to start offering your clients new choices—choices that are outside the norm, choices they most likely don't even know they have.

With distinction-based learning your clients will begin to recognize the choices they've been making unconsciously.

Then begin to see that they have new choices—radically different choices than they had before. Once they become aware of them, they can start integrating them almost seamlessly into their life.

This creates the kind of transformation most other coaching models only wish they had.

And I don't say this to be boastful or arrogant; we've just seen it over and over and over again.

Beth Banning

I just got an email the other night from Michelle Rockwood, she's one of the gals going through the certification program. She said,

“Celebrating tonight! Both my older boys were going CRAZY at bedtime. Neither wanted to go to sleep. Both were completely defiant, and it was so frustrating.

What would have been me and my husband getting angry, yelling, and possibly forcing them to sleep turned into my husband and me staying calm and collected. We talked. We touched.

We supported as best we could. And both boys went to bed without any crying. Seriously you don't know how huge this is. I am almost in tears thinking about the habit-driven vs. value-driven intention that we created and what that really did for my family tonight. I am so grateful for this inspired wisdom you and Neill put together.”

Distinction-based teaching is a game changer. She learned the difference between being habit driven and values driven, and everything changed.

This can happen for you and your clients as well. And that's just one of the simpler distinctions. There are over 30 in the course to choose from. Our coaches use them for spot coaching or they go through them one by one. It's completely up to them.

Now it's up to you. Will you do what you have always done or try something new? There are distinctions everywhere if you know how to look for them.

So, if you want to try something new, get out there and start using distinctions in your coaching today and watch the magic happen.

The Coaching RÉVOLUTION

Then we discussed Mistake #2: Continuing to teach within a compartmentalized coaching model.

What to do about it?

Start Coaching for Mind, Body, Spirit Alignment.

You learned that integrating the mind, body, and spirit into one coaching model can transform how we coach and how our clients see themselves in the world.

You also learned that what most of us are looking for, but only a few of us know it, is to connect with something bigger than us; to align all parts of ourselves and to live as we were meant to, as the extraordinary beings we truly are.

We can no longer teach to the mind alone because, when we do, we find ourselves with the problems we have now... Remember, worldwide, by 2020 depression and anxiety will be the number one disability. 25% of women are taking antidepressants or anti-anxiety meds or both and men are close behind. And sleep dysfunction is at epidemic proportions.

It's time to start doing things differently.

Beth Summers, another one of our coaches put it this way:

"I have taken countless courses/classes. I've received degrees and certifications. And I read. A lot. I'd like to think I'm a relatively educated individual. But let me tell you something! The Gibson Banning Method has been life-changing and mind-blowing.

"The crazy thing is I'm only a few weeks in and I'm already amazed at the powerful transformation I've experienced, and I am looking forward to continuing the transformative process."

Beth Banning

You see, even those of us that think, *Will this really make that big of a difference?* are happily surprised on a regular basis. So, check in and make sure you are coaching for mind, body, and soul integration.

After that we talked about Mistake #3: Treating the symptoms and not the cause.

What to do about it?

Remember the many ways in which the mind is conditioned and that we're constantly in protection and defense mode.

This is why we must first deconstruct past conditioning and facilitate the beginning of the de-armoring process.

We talked about how, in order to shift into this new paradigm, de-armoring is a necessary part of that transformation process.

Again, this is because of the many ways in which the mind is trained—we are focused more on protecting and defending ourselves than we are on creating the life that we want.

When we assist our clients to pull apart their past conditioning and help them see all the new choices they have, the mind begins to relax. Only when the mind is relaxed can it be receptive enough to take the backseat.

This is necessary for us to open up and experience our true and much more authentic nature and gives us the ability to utilize our other intrinsic and natural resources.

Do you have an effective way to get to the core of things with your clients?

Are you helping them to release the tight grip they have on their defenses and strongly held beliefs?

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If you don't have something you're happy with, make sure you try the process above, it works great!

And there you have it. The three biggest mistakes even smart coaches make and what to do about them.

PART EIGHT

PROMISES KEPT

Now it's time to keep the promises I made at the beginning of this book.

I told you I would show you how to get your free gift. It's one of the exact same exercises our Incite Coaches use with their clients for you to try out at home.

And for those of you who resonate with this work, keep reading because now I'll tell you how to go further, if you want to, and if you do, I'll show you the simple process we have set up to make sure this is the next best move for you and your business.

Sound good? Awesome!

And guess what...

- It doesn't have to be hard!
- You don't have to do this alone.
- You CAN make a difference in the world without creating ALL your own content.
- The dream of a thriving coaching practice is not a wild goose chase.
- We have spent over 25 years developing this work.
- We're now making it available to you.

The Coaching RÉVOLUTION

First, I'd like to tell you a little more about me.

My Passion is to empower heart-based coaches, counselors, and therapists to help create predictable and sustainable transformation for each and every one of their clients and create a predictable and sustainable business for themselves.

My Vision is to certify 1 million coaches in the Gibson Banning Method and create a worldwide Incite Coach community where we support each other in creating enormous transformation for clients, a successful coaching practice and to help create a world that works for everyone.

My Mission is to deliver the best and most effective coaching model in the world today.

With that said, I also want to answer a few of our frequently asked questions.

What type of training is provided?

The purpose of the training is to help you be successful with the curriculum and to help you jump-start your business. The level I training is broken into the pre-work and 18 easy-to-digest online video sessions, each a little over an hour long.

Pre-work: The Foundation

What's the point of creating a foundation? The foundation creates a sturdy path to your success.

Here is what a foundation can do:

1. When you can see a big goal that fills you with excitement, your motivation is a given.

Beth Banning

You start out psyched, motivated, and inspired. If you fall off the rails, it is much easier to hop back on track.

2. A foundation creates clarity, so you can relax and enjoy the ride. You always know who's doing what, what's going to happen, and what you can expect from each module.

3. A foundation creates effective use of your time and money. You can feel confident that your money will be well spent. Your sessions are laid out step by step. You always know exactly where you are going and where you will end up.

Some benefits of the pre-work for you as a coach:

- Get The 10 Agreements for Successful Stress-Free Coaching.
- Instantly demonstrate the #1 value of long-term coaching.
- Master the keys to motivating your clients so they stay with you longer and get better results.

Sessions 1–6: The De-armoring Process

Sessions 1–6 offer you a gentle, yet fast path to prepare for deep coaching. You will begin to loosen your death grip on your old thought patterns, defenses, and default emotions that keep you endlessly spinning your wheels.

Our old opinions, feelings and brain patterns frequently sabotage or derail the coaching process. No longer.

Sessions 1–6 gently help release this conditioning so that you relax and can now see exciting new choices that were previously invisible to you.

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Some benefits of sessions 1–6 for you as a coach:

- Eliminate the know-it-all syndrome, victim mentality and other client traps.
- Discover how to relax years of your client’s defensive behavior in just 6 weeks.
- Learn to activate your client’s innate healing power.

Sessions 7–12: The Compass to Abundance

Here we start to uncover the deeper desires beneath your wants. Once you encounter these desires, you will be able to see the abundance and opportunities in front of you. You cannot achieve abundance from without.

There is so much meaning and freedom hidden within you once you set aside what you are “absolutely certain” is true. Beyond your beliefs lies your freedom.

No matter how many abundance courses you have taken, we guarantee there are 2 or 3 surprises in the next 5 sessions that will take you under what you think is TRUE and show you where abundance actually begins.

A vast pool of opportunity now opens up for you and becomes clear and accessible. Finally, you can follow a straight path to the abundance that has been hidden for so long.

Benefits of sessions 7–12 for you as a coach

- Uncover the mixed signals that drive even motivated clients crazy.
- Merge conscious and unconscious motivation to super-charge your clients’ results.
- Earn while you learn as early as Session 8.

Sessions 13–18: The Arrival

What we want at our core is connection and to know we are loved. This is the treasure. But we can't arrive here alone. This is a journey we can only take with others.

When you discover the ability to allow people to be themselves, and to know that they are not the source of your happiness, you are finally free to go out and actually make things happen. You can now ask for what you really want. You can now collaborate and communicate with people on a level that has rarely been seen in this culture.

Now successful projects start to happen, and they are fun. Connections happen and are deep and meaningful. You finally trust that you are not in it alone.

And perhaps the best part—you stop chasing happiness. You stop fighting to be comfortable. That urgent restlessness disappears. When you are finally able to be happy, both in your comfort and in your discomfort, you have arrived.

Some benefits of sessions 13–18 for you as a coach:

- Learn a simple process for quickly getting beyond judgments and “crisis mentality”.
- Avoid burnout and empathy fatigue.
- Discover how to resolve conflicts at the soul level.

You Also Get:

- 2 Monthly Q&A calls with Beth—each call will last up to an hour and a half depending on your questions.

Once you have completed this training, you will be ready to take your certification test.

The Coaching REVOLUTION

Who can become an Incite Coach™?

You can become an Incite Coach™ if you:

- Have a passion to empower people.
- Have experience working in the life coaching, counseling or education area or have a passion for contributing to others.

The purpose of this certification is to authorize you to use our curriculum in your business. It does not certify you as a counselor or give you accreditation through the International Federation of Coaches (IFC).

You do not have to already be a certified coach to get started as an Incite Coach™. Our curriculum is written in such a way that you can get started coaching right away.

Several of our coaches have gotten started with the Gibson Banning Method before starting or completing any life coach certification program.

If you have a question about whether or not your experience qualifies you for this certification program, email us at support@inciteCoachingAcademy.com and a member of our team will contact you.

How long does it take to become an Incite Coach?

That is one of the best parts—it is totally up to you! Once payment is complete and our agreement is signed, you will receive access to the Incite Coaching membership site.

Beth Banning

You don't have to wait for a specific training date and there is no need to purchase airplane flights and hotel rooms. Everything is available online so you can get started at your convenience from the comfort of your home or office.

The Level I training takes as little as 48 to 90 hours to complete or our recommended method is to participate weekly for 18 weeks. With that method your weekly time commitment would be approximately 3 to 5 hours a week.

You will be officially certified after you have completed the Incite Coaching™ Certification Training, completed all the quizzes and passed the Incite Coaching™ Certification Test with a minimum score of 75%.

Because both the training and the certification test can be accessed at any time, you can complete the certification within a few weeks or a few months—it's completely up to you.

How many levels are there and what are the differences?

We have intentionally broken this certification into two levels so that you can get started coaching right away. Level one lets you quickly learn the curriculum and jump right into coaching your clients one-on-one with a detailed set of coaching notes. This helps you to feel confident delivering the material immediately.

If you choose to do the **Level I** training the way we recommend, it will take you 18 weeks to work through the material. Or you can choose to do it more quickly. With **Level II** the program is much more personalized, it allows you to facilitate groups and has loads more coaching from Beth and takes an additional 4 months to complete. (see chart below)

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Level I Certification	Level II Certification
<p data-bbox="184 265 307 296"><u>You get:</u></p> <ul data-bbox="236 309 583 968" style="list-style-type: none"><li data-bbox="236 309 537 413">• Enrollment in the level I certification program.<li data-bbox="236 456 537 560">• 18 online video sessions – each a little over an hour.<li data-bbox="236 604 583 855">• Two zoom calls each month with Beth that include:<ul data-bbox="330 716 525 855" style="list-style-type: none"><li data-bbox="330 716 456 748">○ Q&A.<li data-bbox="330 753 514 819">○ Practice coaching.<li data-bbox="330 824 525 855">○ And more.<li data-bbox="236 904 583 968">• In-depth feedback on your certification test.	<p data-bbox="613 265 735 296"><u>You get:</u></p> <ul data-bbox="664 343 1022 1449" style="list-style-type: none"><li data-bbox="664 343 988 409">• Everything in level I plus...<li data-bbox="664 453 996 635">• One-on-one help designing your own curriculum for group coaching based on your niche market.<li data-bbox="664 678 931 744">• Unlimited email support.<li data-bbox="664 753 1022 1449">• Two additional zoom calls with Beth that include:<ul data-bbox="758 866 1022 1449" style="list-style-type: none"><li data-bbox="758 866 885 897">○ Q&A.<li data-bbox="758 902 942 968">○ Practice coaching.<li data-bbox="758 973 950 1005">○ Role play.<li data-bbox="758 1010 1022 1192">○ In-depth personal critique of your coaching skills.<li data-bbox="758 1197 1022 1380">○ You start a group program and get feedback all along the way.<li data-bbox="758 1385 953 1449">○ And much more.

<u>Once Certified You Get:</u>	<u>Once Certified, You Get:</u>
<ul style="list-style-type: none">• To coach clients one-on-one using the Gibson Banning Method.• The ability to use the title: Certified Incite Coach.• The ability to use the certification logo on your marketing material.• The possibility of coaching client referrals, both from your listing on our website and from our own marketing efforts.• The first year's one-on-one coaching licensing fee (min \$495.00 value).• One-year membership of the Incite Coaching FB group.	<ul style="list-style-type: none">• Everything in level I plus...• The ability to facilitate group coaching using the Gibson Banning Method.• Level II access to course materials.• The first year's group coaching licensing fee (min \$995.00 value).• The possibility of group coaching referrals.

What type of training is provided LEVEL II?

Level I give you conscious competence. Level II delivers unconscious competence, which you need to get certified for group training.

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In this 4-month program, you will:

- Design trainings specifically for your niche.
- Expand your ability to be present.
- Gain greater mastery.
- Deepen your ability to lead with your authentic self.

You will have the confidence you need to guide group participants to reinvent what they thought was possible in their lives.

With Level I training you work with individual clients. There is little distraction, and you can be focused on your coaching notes.

In a group situation, however, you cannot pay attention to coaching notes; you need intuitive mastery of the course material.

If you are not present on a conscious and unconscious level, the group will sense it and discomfort can hijack the training.

When you complete Level II, being present is starting to be an unconscious skill.

You can be present both with the individuals in the group and with the collective soul of the group.

You can be creative and responsive in the moment and improvise with the curriculum in real time.

Level II Benefits

- **The ability to focus on the ever-changing dynamics of a group** rather than worrying about “Do I know this?” and “How do I teach this?”
- **The skill to work with multiple personalities types.** You will be able to effortlessly guide each participant in your group to get the benefits and value they came for, even the over-communicators, the drama queens, the rebels, and the know-it-alls.
- **You will embody your own competence and leadership** so that the group can relax and trust you.
- **You will intuitively know how to read the energy of the group,** easily spotting the warning signs such as tension, confusion, and restlessness.
- **The step-by-step process allows you to build an unshakable confidence** so you can feel free to teach and dive right into whatever situation arises.
- **We design trainings together.** With Beth’s 25+ years of expertise, your training flows smoothly and you get optimal results.

Now that I’ve answered some of the most common questions we receive, I have some questions for you.

What's your mission?

Think about your mission right now...

What if you never had to worry about your unrealized potential again? How would you feel? How would it affect your life?

The Coaching RÉVOLUTION

After what I just showed you, can you see how a proven system could support your mission? If so, my goal is NOT to sell you on this certification course... It works, plain and simple. And I'd bet if you let me train you it could literally change your business and life practically overnight (as it has for mine and MANY clients).

So, I want to know...

Do you want to be the best coach you can be, create a thriving coaching practice for yourself and increase your ability to contribute to the world?

If so, I know that once the Gibson Banning Method is fully integrated into your business and your life, you will:

- Feel more confident.
- See more possibilities.
- Begin to experience your full potential.

These results are NOT being pulled out of thin air; I am basing this on my personal experience, my clients' experiences, and the fact that, since 1998, I have been training people just like you how to get crazy results for your business and life.



The best way to see if my program is a perfect fit for you is...

Let's roll up our sleeves, get on the phone and let's just walk you through it.

Beth Banning

But there are a few things you need to be aware of...

Our enrollment periods open and close. Since I only have a small team, and I'm still the only one who reviews all the homework, answers all of your most important questions, and grades all the final exams, we have to cap it off every few weeks.

So, if we are in an open enrollment period, you'll know it because my calendar will have spots available, and if we are not taking new applications when you apply, we'll get you on the waiting list and let you know as soon as enrollment opens up again.

We ONLY work with people who we think will see results. You must have the commitment it takes. We are committed to your success, but you have to be committed to your success as well.

We have a simple application process to find out if you're a good candidate for this program. You need to be coachable, committed to your success and the success of your clients, and actually be willing to get out there and use what you've learned.

We want you to be our next major case study and wildly profitable success story.

So, here's the deal:

First, you need to scroll down and CLICK on the "Book a Clarity Session." link below.

If need be, just copy and paste the link into the browser of your choice. When you do that, it will take you to my calendar, which allows you to grab a time with me or one of my team members.

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There will also be a few questions to answer about yourself and your business so I can get a good feel for where you're at before we hop on our free clarity call together.

After you book an appointment, we will give you a call at your scheduled time to see if we're a good fit and we both agree that the program is your next best step.

When we do that, one of two things will happen. Scenario Number One: (This is most likely to occur) You'll say, "WOW, THIS IS AMAZING. I DEFINITELY WANT TO TAKE THE CERTIFICATION COURSE!" ...and then we'll talk about what to do next.

Scenario Number Two: (Unlikely to occur)

You'll say, "You know, this just isn't what I thought it would be and I was hoping for something else."

In the unlikely event that scenario number 2 occurs, I'll send you another free gift. It's a mini course that will expand on what you've learned here—three short email lessons and three 10-minute video sessions that will delve deeper into each part of our human system. Mind, body, and soul.

You'll love it, I promise!

Even if our program is not a good fit for you, you'll get this gift for free ... no strings attached. It's a way of saying, "Thanks for reaching out and taking the time to talk with me."

And there's more I want to share with you. I've also put together a special bonus just for those of you who are reading this book and already know this program is for you. If you're willing to do a little prep, I have another gift for you.

How do you get it?

Beth Banning

Before our call together, read our FAQ document <https://incitecoachingacademy.com/faq/> and check out our Happy Coach testimonial page; <https://incitecoachingacademy.com/happy-coaches-testimonials/> then, when you register for the certification course, you will receive an additional private 60-minute VIP session with me where I will work with you one-on-one to jump-start your coaching business. That's a \$497.00 value.

Part of my background that you may not be aware of is that I have over 4 years of experience in business coaching. We'll take 60 minutes together and come up with an initial plan for you to start working on to grow your business. So as soon as you're certified you can jump right in.

My intention for our initial clarity call is that we really connect. I want to know what you care about, who you are, and what's important to you about coaching.

I want us to spend as much of our time together as possible discovering whether this program is right for you, and if not this, then what.

That's why the ethical bride. If you're willing to get many of your other questions answered beforehand—of course that's not to say you can't answer questions on the call, you can—but this way we'll be sure to have more time to connect.

Sound good?

So how do you get started? Click the link below. Grab a time on my calendar. Then complete the application for a clarity session and hit submit. It's that simple. Once we receive your info, I'll send you a quick email reminder of the time you booked for our call, and I'll call you on that day and time.

Reminder #1

Our enrollment periods open and close...

The Coaching RÉVOLUTION

If you are really interested, click the link right away and grab a spot in my calendar. If there are no spots, at least you'll be near the top of the waiting list.

Reminder #2

You need to be available for your clarity call when you request it. If you're not, I'll have to let someone else have your spot.

So, show up... We need you out in the world contributing in a big way!

Here's the link, grab the spot.

<https://incitecoachingacademy.com/calendar/>

If you decide to join us and become a certified Incite Coach, I know you're going to love this, and I look forward to talking to you soon.

Now to keep my other promise.

How do you get the free gift just for reading this book? Click the link below and get one of the values exercises we use in our program. On a regular basis people are blown away with how simple yet powerful it is.

Why? Because...

- It's a state changer
- Perspective shifter
- And a choice creator

I wanted to share this with you because not only does it support people in all those ways, but I think building a values vocabulary is an essential skill that we're just not taught in this culture. It changes the way we see ourselves in the

Beth Banning

world. It gives us immediate new choices that most of us don't even know we have.

Even if our program is not a good fit for you, if you can share this exercise with the people in your lives it will start a ripple effect. And ALL positive change can begin with one small ripple.

Here is the link:

<https://incitecoachingacademy.com/wp-content/uploads/Values-List-Gift.pdf>

So, with that said, I want to thank you for your time and attention and all the positive ripples you are making in the world.

With love and an open heart,
Beth