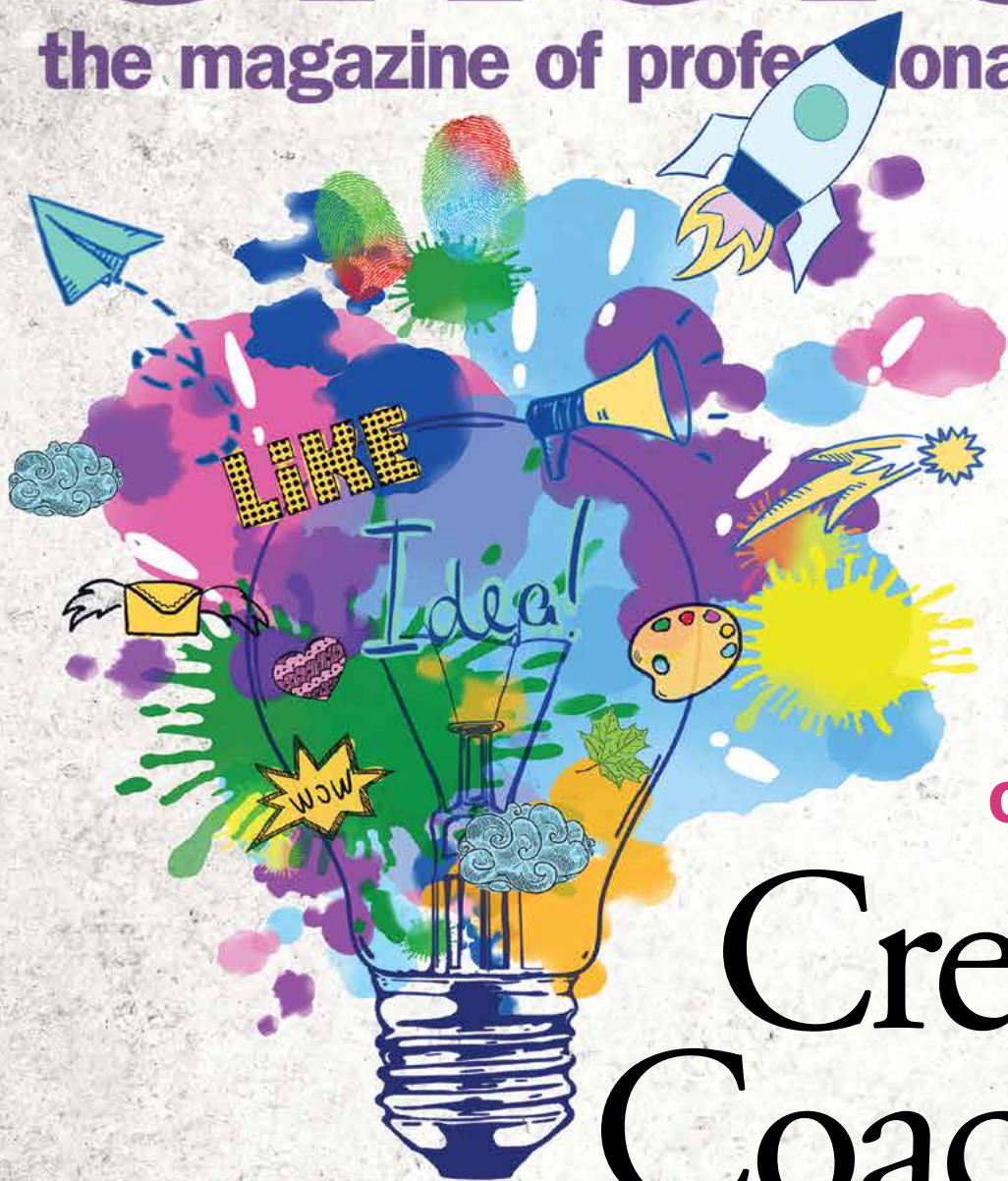


choice

the magazine of professional coaching



**CHANGE
YOUR
POINT
OF VIEW**

**WRITE
YOUR
PATH!**

Integrating
journal writing

**MINDSETS &
QUESTIONING**

Creative Coaching

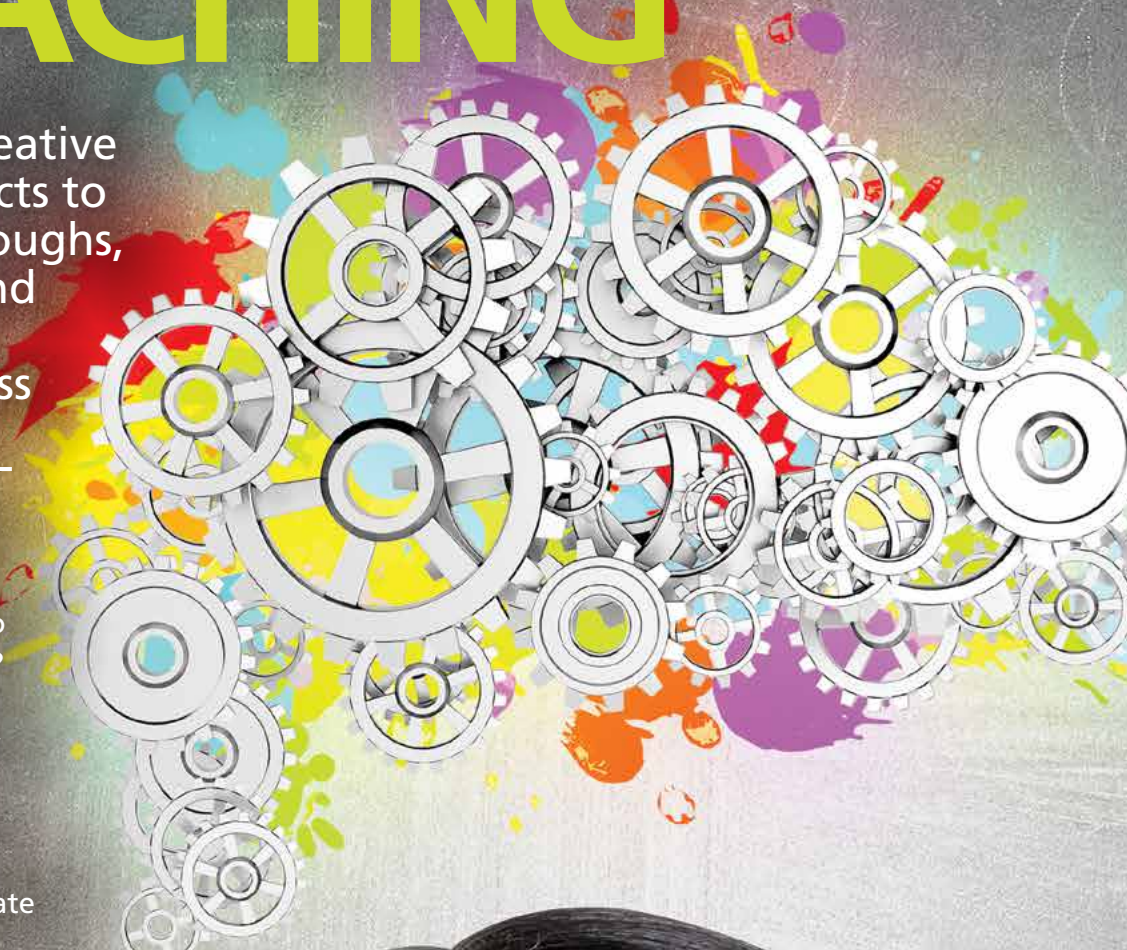
Tools, tips & techniques



CREATIVE COACHING

The Power of creative tools and products to create breakthroughs, attract clients and transform your coaching business

What creative tools and techniques do you use to make the work you do stand out as memorable? What results are possible when you introduce new stimuli into your work? How do you “break the ice,” get out of a rut, shift perspective and create aha moments? This issue discusses coaching tools, tips and creative processes to help you become a better coach.





COACHING
TOOLS FOR

CREATIVITY

Change your point of
view with images

By Terry H. Hildebrandt, PhD, MCC, MCEC

Creativity most often involves combining concepts and ideas from one domain with ideas from another domain to create novel solutions that have never existed before. One powerful way of doing this is using images and words to stimulate our minds and hearts with new insights or awareness as

we focus on a problem or topic. We can tap into our right-brain processes and combine it with analytical left-brain thinking to develop new options for ourselves and our organizations.

Efrat Shani and Yaron Golan have created a series of tools under their organization, Points of You, that are excellent for helping

coaching clients and others to tap into inherent creativity and intuition through playing games using photos, words, questions, and stories. Created over 10 years ago in Israel, Points of You has become a global movement of users and certified trainers with applications for coaching, business, teambuilding, psychotherapy, and counseling.

WHAT IS POINTS OF YOU?

Currently there are three main tools in the Points of You system.

The Coaching Game was the first tool created by Shani and Golan, released in 2007, which includes 65 inspirational photo cards with short works or phrases, an accompanying book with corresponding stories, and a process map with recommended games.

There is also Punctum, which is a set of 33 photo cards, 33 theme cards with one-word life themes, and 33 question cards. The newest game released in 2017 is Faces, which is a set of 99 cards with images of people's faces that represent the full diversity of humanity in terms of race, gender, age, and culture. Also included are reflection cards with keywords, and a real mirror card, and process maps with recommended games.

In addition to the tools, there is a global online community of users that share stories and games that inspire users with literally limitless applications.

HOW CAN I USE IT?

I have personally found Points of You to be useful in almost any setting including working with individuals and groups. In addition to coaching, other professions such as psychology and counseling have used the tools with their patients to gain deeper insight and emotional release.

While the tools come with recommended games to play, you can also create your own games and workshops. Before using the cards, it is highly recommended that you "Pause" first, which includes taking a few minutes to allow quiet reflection and space for relaxation and clarity. The Pause is a break from our usual routine to allow us to direct our focus inward to connect with ourselves. The Pause prepares us to explore using the tools with more focus and clarity.

The approach to using the cards includes holding in mind a particular question or topic that you want to explore. This might be a challenge, decision, problem, opportunity, or relationship where you would like to gain deeper insight or new creative solutions.

You either spread the cards in front of you face up or face down. You then choose cards from the deck. You can use both the images and the words to reflect on answers to your key questions. The process maps in the game kit provide specific instructions with questions to look at relationships, awareness of the specific topic, issues of gain and loss, and past, present, and future.

APPLICATIONS FOR COACHING

The tools are effective for many different individual and organizational purposes including but not limited to life coaching, executive coaching, leadership coaching, teambuilding, team coaching, education, career management, and strategic planning. Fundamentally, the tools provide a unique way to tap into right-brain thinking and intuition that reveals unconscious wisdom and insight

The tools provide a unique way to tap into right brain thinking and intuition that reveals unconscious wisdom and insight regarding virtually any topic or question.



regarding virtually any topic or question. The tools and applications are based on the four-stage method of Pause, Expand, Focus, and Doing, described in the sidebar.

For example, in working with an individual who wants to know more about a particular relationship, you might start with a question such as, "what's working in the relationship?"

The client draws a card from the deck (either face up or face down) and then looks intensely at the images and/or words on the card.

POINTS OF YOU® METHOD

PAUSE



A MINDFUL BREAK

Pausing allows us to shift our inner frequency from the always-busy everyday frequency to a quieter one, enabling us to look deeper, and to break free of our automatic reactions and actions.

EXPAND



COUNTLESS POINTS OF VIEW

We search for the unknown, not knowing where it may lead us. We allow a shift from our familiar comfort zone— to a world of new opportunities, insights, and WOW moments.

FOCUS



A CONSCIOUS CHOICE

We focus on our most significant insights. We use guiding questions to clarify and define exactly which of the newly discovered possibilities is right for our journey or for the issue at hand.

DOING



CREATE A NEW REALITY

We advance from thought to action. We draft an action plan or To-Do List that outlines the necessary steps and sets the timetable for realizing our insights.

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The client then begins to make associations with the image to the relationship. I am always amazed how connecting visually with the cards stimulates new thinking and often emotions within the client.

Next, you might ask the question, “what isn’t working in the relationship?” The client draws another card and repeats the reflection process. The coach can guide the individual through asking additional questions to go deeper into the situation. The images can be a launching pad for an entire coaching session focused on relevant dynamics that surface while examining the card.

The cards bypass our logical, left-brain resistance and open deeper awareness of insights and emotions. This awareness provides new avenues for creative solutions to both professional and personal challenges and goals.

HOW TO GET STARTED

Fortunately, all you really need to get started is one of the three card decks/kits. I recommend you start with the Coaching Game or Punctum. No prior training is needed to start using the tools. The kits come with process maps that you can lay out in front of the client, which provide step-by-step instructions and questions that address common coaching scenarios.

I recommend that coaches first use the game themselves to see the power of the tool. For those coaches and trainers that want to go deeper, the Points of You certified trainers offer a one-day, Train the Trainer (TTT) workshop that introduces several of the signature games. These workshops are available in many locations around the world.

If you want even more, Points of You offers a five-day Trainer Certification Program (TCP) several times a year in different locations around the world. I personally attended the TCP pro-

I am always amazed how connecting visually with the cards stimulates new thinking and often emotions within the client.



gram and found it to be a journey of personal transformation in addition to exploring more deeply how to use the tools.

In addition to using the tools, anyone can become part of the Points of You Tribe, which is a global community of users and trainers. All you need to do to join the Tribe is to purchase one of the tools from the online website. You then receive access to the Facebook group where you can see many applications of the tools and ask questions to other users and trainers.

One thing I have been very impressed by is the willingness of Tribe members to share their experiences and workshop designs with others.

SUMMARY

The tools and method of Points of You provide a unique solution to tap into intuition, right-brain thinking, and creativity. The tools consist of photo cards, words, questions, and stories that can be used in almost any setting for personal growth, coaching, team development, therapy, business, and training. The tools are immediately accessible to anyone, and more advanced training is available for users who want to learn more. •