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# The Power of LoA

Improving client breakthroughs by leveraging the Law of Attraction

By Kevin Young, PCC, BS



I was heading home from a client appointment in the fall of 2008 when I felt the right side of my face go numb. At first I thought it was simply the cool, September weather playing tricks on me. When it came back again over the next several days, however, I knew something was up.

An MRI confirmed that I had a two-centimeter tumor growing inside my brain just behind my right ear, which had been putting pressure on my facial nerve. Fortunately, the tumor was non-cancerous and slow-growing so I had time to get myself together and figure out what to do next.

Within a few weeks of the diagnosis, and in my first clear Law of Attraction experience, I was introduced to the modern-day teachings of Jerry & Esther Hicks, which have led me to understand not only how I had unintentionally attracted the tumor but how we attract everything into our lives.

It turns out that we are far more powerful than we've been

brought up to believe. If I can create a brain tumor simply by not paying attention to the quality of my thoughts, imagine what's possible if I do?

The Law of Attraction (LoA) states simply that energy attracts like energy. And, according to physics, everything is energy.

Every thought we think sends out a tiny burst of energy that also has a tiny amount of attractive power to it. Over time, the more we stay on a given idea, the more the momentum builds until we begin to attract physical things that reflect the essence of those thoughts.

Because each thought also creates an emotional response within us (if we haven't numbed our emotions, that is), the emotions we feel tell us what we are attracting, or more accurately, how the things we are attracting will *feel* when they arrive.

Lastly, we are also constantly being sent a stream of in-

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tuitive impulses that guide us toward the things we're attracting. If we're feeling good, we'll rendezvous with good-feeling things, people, places, etc. The same holds true for not-so-good feelings. The Law of Attraction (LoA) is an equal opportunity law.

When I discovered the International Coach Federation (ICF) coaching model in 2012, having come from a career in engineering, I naturally had to research it thoroughly before stepping into it. I was surprised (and quite pleased) to discover that Thomas Leonard was an early adopter of the Law of Attraction! It then became an easy decision to sign up for classes.

Back in 2009, brain surgery had alleviated the tumor in my head but unfortunately had also left me deaf on the right side. Interestingly, because I couldn't tell when someone was talking to me on that side (and still can't), my intuitive abilities began expanding to compensate. I didn't know it at the time, but this eventually grew into the powerful Coaching Presence that I rely on so heavily today.

So, where does LoA tie into the coaching model and how can you use it to improve client breakthroughs? In short, LoA appears almost everywhere in coaching but for me, the most important appearance is in Coaching Presence.

With effective Coaching Presence, you can attract virtually unlimited guidance (via intuitive impulses) and can facilitate amazing coaching sessions. Without it, you work mostly from your head and coaching becomes mechanical, linear and often less effective.

Recall that the ICF defines Coaching Presence as, “[the] Ability to be fully conscious and create a spontaneous relationship with the client, employing a style that is open, flexible and confident.” I've discovered that being “fully conscious” is the key to everything else.

To me, when we are fully conscious, we are connected to our superconscious, i.e., Higher Self. From that state of connection, it then becomes easy to “create a spontaneous relationship with the client, employing a style that is open, flexible and confident.” All we have to do is make and then maintain our connection and the Law of Attraction will deliver us a constant stream of optimal guidance.

#### **This works because:**

1. Your Higher Self has a perspective that's outside the physical environment (i.e., seeing from the so-called, non-physical). It can see things that we can't see, know things that we can't know, etc. This is also known as our intuition and can provide us valuable answers that we can't get from our physical senses or experience.
2. Being connected to our Higher Self, by definition, also

allows a connection to the *client's* Higher Self. Because of the nature of non-physical energy, there's no separation of consciousness streams. As such, connecting to your client's (or anyone's) Higher Self only requires finding the “radio station” of that individual's Higher Self. Once connected, you'll get accurate and timely guidance as to what the client needs to hear next in each moment.

3. When you connect to your client's guidance, you're acting as a temporary surrogate who can assist them in eventually finding it for themselves. As a result, the best coaching questions and reflections come from this level of connection. Caveat: be careful not to get attached to this guidance as it can be very strong at times. Remember that your own filters will still be present. As with all coaching, remaining curious

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yet detached while using this guidance can create a platform for powerful client breakthroughs.

4. Being connected also means we're attracting, conducting and radiating a powerful stream of energy. This can act as a lighthouse for our client, making it easier for clients to find their own, deep connection through sympathetic resonance. If you've ever played a stringed instrument, you may have had a similar experience where one of your strings started vibrating when the same note was being played on another instrument.

You've most likely experienced this level of Coaching Presence during your sessions at various points during your career but I'm going to challenge you to take it to the next level. There's no bottom to the depths that we can reach in connection to our Higher Selves!

#### **Here are a few suggestions that can help take you deeper:**

1. Remain intensely focused in the present moment (hence the name, Coaching “Presence”). If your mind is in the future or the past, you're in your head and may lose con-

nection. Being in the present therefore means remaining detached from any future outcome.

2. Pay attention to the subtle signals in your body. Are you feeling relaxed and at ease or are you tense? Is your breathing slow and easy or shallow? Tune in and adjust if needed.

3. Our Higher Self is always at the highest vibration which is reflected in the best-feeling emotions within us when we are connected to it. To facilitate and maintain your connection, focus on subjects that bring you the most joy. I sometimes review my client intake forms to remind me of why I enjoy working with the client. I also review past session take-away statements to remind myself of the awarenesses or breakthroughs my clients have had.

4. If you're having trouble remaining connected during sessions, try a little meditation or deep breathing prior to your sessions. Getting the connection momentum going ahead of the session can help carry you through to the end. When I first starting coaching, I would meditate up to 15 minutes prior to a session and it really helped calm and center me.

5. If you lose connection during a session, it's okay to take

a moment for yourself to breathe and let go of any attachment that you might be holding onto. You can even share with your client that you need a moment to “deepen your own connection” so that you can be of most service to them. I've found that clients really appreciate a coach's authenticity and can even learn from the experience.

6. Looking back on past coaching sessions, ask yourself, when have you felt the most connected to your clients? What do you think you did to create that level of connection? How could you take your connection even deeper?

7. Coaching Presence is ultimately about learning to trust your feelings, not your head. The better you feel, the more connected you can be and the more connected you are, the better guidance you can attract. Simple as that.

The good news is that you don't have to worry about improving your clients' breakthroughs. They're a natural byproduct of powerful Coaching Presence combined with a solid foundation in coaching technique. Keep working on your own connection and I'm fairly confident you won't need to attract a brain tumor in order to take your effectiveness to the next level. •

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