

The Storytelling Coach

This coaching model is unusual in that it is designed for a particular domain - storytelling. It was developed by Doug Lipman in his work as a Storytelling Coach and whilst directed at coaching people to be successful storytellers, it can also be applied more generally.

Listen Appreciate
Other goals?
Suggest

Lipman uses a four-part coaching structure. In decreasing order of importance the four parts are listen, give appreciations, give suggestions, and finally meet any remaining goals.

- Listening: Listening is the most powerful tool in this approach, its importance being emphasised by the claim that active, sympathetic listening provides 80% of the coaching benefit. Indeed, in some sessions, listening may be all that the coach needs to do. It is also the lowest risk intervention.
- Appreciating: is the next most powerful tool. It provides about 15% of the potential benefit of being coached and involves a slightly higher risk than does listening
- Suggesting: which has the intention of expanding the coach's concept of what is possible by suggesting alternatives the coach might choose, stating personal reactions to what the coach is presenting, or asking questions which draw out the coach's creativity.
- Asking "What else do you need?": Being listened to helps draw out the uniqueness of the coach and their approach; being appreciated gives the coach information about what already succeeds in their approach; and suggestions offer information about possible ways to improve. All that remains is to discover what else the coach might need.

Find out more at www.storypower.com and in "The Storytelling Coach" (ISBN 0-87483-434-1) which concludes "Our society perpetrates the great, destructive fallacy that we must always 'go it alone'. Coaching, on the other hand, is a technique for harnessing the awesome power of 'going it together'. It helps us taste the joy of living a fully supported life."

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