



DEPTH COACHING

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Introduction

We are offering a service we call **Depth Coaching**, which applies to both business/executive coaching and transition/life coaching.

The **Depth Coaching** approaches, taken together, constitute a more effective and lasting coaching process. It evokes clients' passions to create and sustain their futures, facilitating a pathway for participants to reach their goals by gaining a deep understanding of their strengths and development needs. Good coaching addresses problems while inspiring the mind and encouraging the heart.

What is unique about Depth Coaching?

While the methods and techniques used across the coaching field have much to offer—there is much wisdom in the eclectic nature of coaching—our emphasis is on the maturation and self-development of our clients. Psychologist Carl Jung had a term for this maturation—individuation—and it is particularly important in our approach to coaching to customize any approach toward the individual and his or her unique history, thinking style and situation.

The concepts and approaches that inform **Depth Coaching** include, to name some key ones:

- How the neural networks of the neo-cortical and the other **less accessible/less directed parts of the brain need to be integrated if real change is going to happen**. Leaders don't work only, or at times even primarily, with ideas. They need to recruit and work just as effectively with emotion and motivation, their own and others.
- **The first and second halves of life** (not defined by age in a linear fashion, but by maturity tied to experience and aptitude) **have different rules for achievement and accomplishment**. In a culture focused on youthful attributes, the wisdom that is possible in the second half is the root of mature leadership and good team and personal relationships. Carl Jung was the first to work on the second half of life development.
- The calls to leadership and authentic living are neither an invitation to grandiosity, nor a fuzzy concept from ungrounded, un-scientific thinkers. Vocation and the quest for meaning are central to human effectiveness. The sense of being called to use your unique talents and live and work

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out of a sense of values and purpose, and **the need to have meaning and make a difference, are two of our deepest human motives.** They are requirements for happiness and formulate important life-long inquiries. Leaders facilitate this inquiry for themselves and others through value-based decisions that align the practices of the organization with worthwhile and worthy work.

- Professionals, leaders, people in general tend to get in their own way with old habits and thought, many of which helped them at some point but which are now in the way of progressing into the current situation. **Depth Coaching provides creative ways to address these old habits**—also known as complexes—keeping what is useful, or updating them as needed, or replacing them with a new and a wider range of options.

The principles that guide the work:

- **Coaching aligns with the self**, the core of the person, to work toward the client's well-being, wholeness, effectiveness, and a lasting sense of meaning.
- The **imagination is the source of innovative directions** and applications and is the fuel for coaching work.
- The **client determines the value** of coaching.
- In a culture that emphasizes outer accomplishments and rational thinking, **attention to inner processes, and intuitive thinking** adds a useful balance without any devaluation of both natural and hard-won analytical skill.
- Purpose seeks form. Spirit seeks matter. Coaching helps **client aspirations find concrete expression.**

There is a science behind **Depth Coaching**, because we have put into practice the science of emotional intelligence, listening, and creative dialogue to help tap greater potential for our clients and their organizations for years. But there is a mystery in coaching co-creativity that makes it an art form as well. The magic of the moment, the breakthroughs that come with coaching, are not predictable, nor should they be. **Depth Coaching** is a boost to support people as they live the unknowns in the adventure of the work and their lives.

Why Depth Coaching?

Coaching in general has benefits built-in—it lasts over time so change is not only started, it is sustained. What starts as insight in the classroom, or an article, or feedback from the boss or peers, can translate into new mental models and action, and eventually new habits and practices.

*Depth coaching takes these several steps farther. It goes to foundational thought levels, the thoughts behind the thoughts, so that real change can happen. Real and lasting results occur because the whole context was considered and better, implementable decisions are made. It is whole-brained, incorporates the type of person and learner the client is, not only discovers but works with the way the client's thinking and emotional/social intelligence gifts and limits operate. **Depth coaching goes for quick results whenever and wherever possible** and also goes beneath the surface solutions that often fall short in the long run.*

*With **Depth Coaching** leaders develop more fully as communicators, motivators, and team-builders, matching the outer and systemic changes needed in the organization to the inner development of the leader. Major change for anyone, rarely easy, becomes more possible.*

*A whole person, whole-brain, whole-context approach is the best way to **give yourself, or your managers** if you are the source for coaches in your work setting, your best shot to make wise decisions and reach positive, balanced-view outcomes.*

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