

Edition 1.0

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# DEEP Coaching<sup>®</sup>

Turning every  
**CONVERSATION**  
into  
**TRANSFORMATION**  
for Teachers, Managers,  
and Coaches



# Jace Tan

Author of **WHAT'S YOUR BLINDSPOT, WHAT'S YOUR GENIUS**  
and **CLOSER AND UGLIER**

## **Terms and Condition of Usage**

While you were sleeping, playing and spending time with family and friends, I devoted myself to the writing of this book.

I have made it as a FREE Resource for you so that you may grow as a Coach. Please observe the following for fair usage:

- Acknowledge the content is from this book and the author and inform me if you are going to quote parts of the book
- Do not train others in D.E.E.P Coaching if you are not accredited
- Direct downloads back to this designated website because I tend to make improvement to the content
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Lastly, I hope the content of the book will benefit you and wish you all the best in your journey of self-discovery.



Jace Tan

## **Praise for 'D.E.E.P Coaching'**

*"Simple yet powerful concept that will significantly change the way we (Coaches) coach."*

- Frederick Toh

*"What can I say? I enjoyed reading your other books and this one came at no surprises. With your years of experience in Coaching, you have hit the nail on the head (again)!"*

- Judy Seah

*"As an Educator for more than two decades, I have never come across such astonishing concept - Simple to understand, Easy to implement and Effective for the Teacher."*

- Tess Yeoh

*"As a HR Director, I find that the concept of D.E.E.P Coaching very useful and is easy for our organization and managers to adopt. We have seen a transformation and expect to see a huge change soon."*

- Gabriel Tan

*"As a senior manager, the D.E.E.P Coaching framework has given me an idea how good and effective Coaching is done. I have learnt a skill that makes sense in 5 mins and is worth 5 years of practise."*

- Deborah Lim. X.H

*"Interesting. Amazing. Wonderful. I look forward in practising it."*

- Jim X.

To everyone who has made this possible, especially to God,  
my wife, Karen, our daughter, Leia.

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# 1. INTRODUCTION

There is no denying that effective Coaching or mentoring can help others fulfill their professional potential. And I say that from personal experience. Twenty years ago, I was just starting out – and struggling badly. Inspirational mentoring early on was, ultimately, what gave me my first tools for professional success; it's also what has led me to writing this book.

Having now spent more than sixteen years in this industry actively Coaching and mentoring people from a variety of related areas, I have helped transform the professional lives of more than 10,000 people – people just like me, who needed expert guidance to find a competitive edge and achieve their goals.

Over the years I've tested out many different coaching frameworks. Although some are useful and a few are very good, none of them offer everything that is needed for radical and long-lasting transformation. Specific situations require specific frameworks – different tools for different jobs – so you cannot simply apply any of the existing models to every situation.

Perhaps the most important thing I realized was that each of the models overlooked one crucial element: the fundamental nature of human beings. As humans, we want to be heard first. Only then can meaningful and long-lasting transformation take place.

After a great deal of testing, assessment, critical reflection and revision, I created **D.E.E.P** Coaching – a simple yet powerful participant-focused method of getting amazing results by identifying and then addressing the real root of the problems faced by those being coached. **D.E.E.P** Coaching allows Coaches to put people first and solutions second.

## 2. WHAT DOES D.E.E.P STAND FOR & WHAT IS THE PROCESS?

The D.E.E.P model is comprised of a 4-phase sequence. Each phase has a specific process and goal, as follows:

### I. DOWNLOAD

*Listen; show empathy; no judgment.  
Utilize the 7 Stages of Grief during this phase*

### II. EXPLAIN

*Clarify why things turn out in a certain way;  
give insights of the client's personality and behavior; give closure*

### III. EXPLORE

*Explore choices and options; illustrate possibilities through hidden  
potential in personality; offer Reframing and Reskilling perspective*

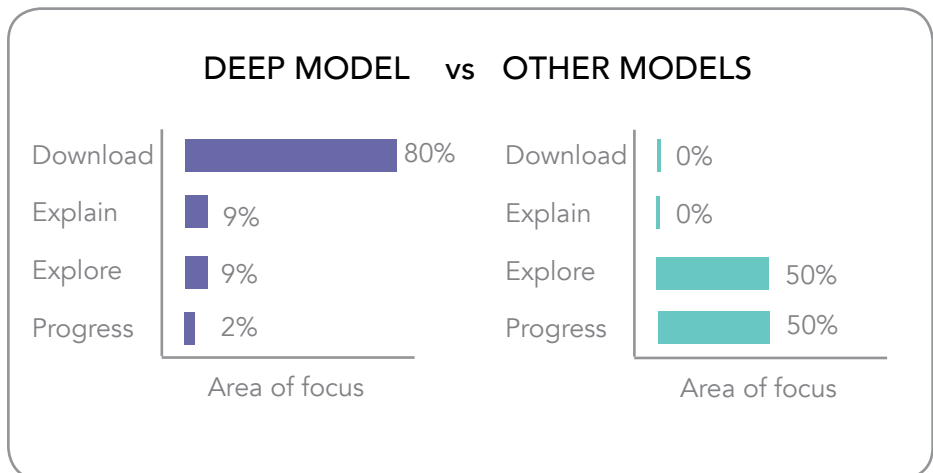
### IV. PROGRESS

*Decide on next course of action*



### 3. WHY IS D.E.E.P SO TRANSFORMATIONAL?

Coaches who use alternative models usually focus on the EXPLORING or PROGRESS phases noted above. As a result, they do not focus on the participant's emotional experiences and issues; neither do they successfully identify the root cause of the problem. The D.E.E.P Coaching approach is different, as it allows participants to share the emotional baggage which creates the main triggers that generate a need for coaching in the first place.



As the adage goes: 'When the cup is full, you can't add any more water'  
– and so it is with clients.

People, whether they are in a healthy state of mind or emotionally distressed, come with emotional baggage; their cup is already full.

It is only by 'emptying the cup' first that you can then add in water of your own; only then can you help the client to take their first steps towards transformation.

### DEEP MODEL vs OTHER MODELS



D.E.E.P Coaching focuses on emptying out the cup before creating a transformation change.



Other Coaching Models focus on trying to fill the cup without checking if it is full.

## 4. WHY IT'S IMPORTANT TO OBSERVE THE SEQUENCE

As I have alluded to already, understanding human nature and human psychology really is the key to effective Coaching or mentoring. One thing I have learned with certainty over the years is this:

People don't want immediate solutions (such as EXPLAIN, EXPLORE, PROGRESS); they first want to be HEARD.

But this is one of the major issues that many teachers/ managers/ Coaches overlook when offering to coach or mentor members of their team – they fail to listen first. And that's why most of them fail.

Most choose to skip the initial DOWNLOAD phase of the sequence entirely and instead of listening, they want to 'Explain' what is happening. But by doing this, they are not hearing the other side of the story; they are not truly empathizing with the child, employee or client. As a result, they can antagonize rather than assist the person whom they are Coaching or mentoring, often with disastrous results.

Furthermore, these teachers/ managers/ Coaches then choose to offer suggestions to the person whom they are Coaching; in other words, they move directly to the EXPLORE phase. But yet again, this is too premature if the first two phases of the sequence have not been completed.

When we explore case studies of ineffective Coaching or mentoring, we see that many managers immediately jump to the PROGRESS phase – and you can now imagine what happens. How can an employee talk about progress when the coach or mentor is not even aware of what the current situation is, what the employee's personality is really like, what baggage they are really carrying and what the employee might think some of the sensible options are?

When employees are not able to first vent their frustrations, discuss their more serious grievances and talk openly about how they feel, they don't feel willing or able to discuss 'next steps'. It's just human nature.

As a result, for truly powerful, transformational results, the D.E.E.P model needs to be followed strictly according to its sequence.

## 5. THE 4 PHASES IN MORE DETAIL

### I. DOWNLOAD:

During this phase, 80% of the Coaching effort is focused solely on guiding the participant carefully through the process.

There are several advantages to this approach:

- It allows you to identify root causes rather than problems masked at the top layer; it's like peeling layers of the onion. Don't stop until you reached the center. Other types of Coaching often miss these root causes.
- Observing this phase of the process allows the Coach to show that he is empathetic to the participant's situation. The participant offloads his/her problem(s) to the Coach and the Coach 'listens'. This helps even the most apathetic coach. (Yes, unfortunately there are a lot of Coaches who are drawn to Coaching because they think having the term 'Coach' glorifies them.)

When you allow your participants to DOWNLOAD, take note that:

- Employing the 7 Stages of Grief (Kübler-Ross, 1969) is important, even for those participants with healthy states of mind, as they are probably in denial about why success evades them.

The Stages are:

- Grief
  - Shock
  - Denial
  - Anger
  - Bargaining
  - Depression, and
  - Acceptance
- 
- As a teacher/ manager/ Coach, you only have one opportunity to DOWNLOAD. Failure to reach the root cause means you spend a lot of time trying to convince the participant of your solution which he does not agree. You enter into a 'sparring match' when both parties spend extended time trying to convince each other. He tries to convince you that you do not understand his problem and in return, as a Coach, you try to tell him that his problem lies elsewhere.

- It is crucial that the participant has reached the 'Acceptance' stage before the Coach moves on to the second phase of the D.E.E.P Coaching model: EXPLAIN; otherwise, the participant may feel that the Coach has not 'heard' them.

## II. EXPLAIN:

People want closure. They want to know why their methods do not work. At this stage they also want clarification. As a Coach, you may need to EXPLAIN why certain things behave or should be done in a certain way.

The EXPLAIN stage is also about 'cognitive reframing'; in other words, looking at things in a different way. After all, as Albert Einstein said:

*'We can't solve problems by using the same kind of thinking we used when we created them.'*

When we begin to look more closely at the psychology of the situation, we can better understand where participants are 'coming from' by assessing

and discussing with them their 'mental modes'. Mental models are a powerful and useful way to help participants understand where they are or where they went wrong.

One Coaching methodology that exploits this approach is IDENTI3® ([www.Identi3profiling.com](http://www.Identi3profiling.com)). I have use this method for many years whilst training a vast array of people and can say with honesty that it works very well, which is why I have integrated it into the D.E.E.P Coaching model.

Here are some examples of IDENTI3® mental models in action in the EXPLAIN stage:

- **Example 1** - *Nigel, who is fresh out of school and cannot get a job, is offered the H.A.M Model. This stands for Heart, Ability and Market. While he has the Heart, being eager, has the Ability – his professional certificate is a testimonial to it – the MARKET may have little demand for his skills.*

*Understanding that the market is the issue, rather his own competency and passion, Nigel accepts his situation. The Coach can then lead him on to the next phase: 'EXPLORE'.*



- *Example 2 - Rosy has had some success in certain jobs but not others, is often frustrated and suffers from low self-esteem. In this case, IDENT13® profiling can be offered, which can help to assess the participant's mental modes according to the '3 fits'. The 3 'fits' stands for 1) Job-Fit, 2) Team-Fit and 3) Organizational Culture-Fit.*

Most often, a person fits into one of the categories –and perhaps even two – but not all three. For instance, Rosy likes her first job but not her boss, who is making things difficult for her. In this situation, she has a good 'Job-Fit' but a poor 'Team-fit'. Because of this, Rosy suspects that she is not suitable for the job, which is not true! Or, for instance, in her second job Rosy doesn't do her job well but is well liked by her colleagues. She now has a good 'Team-fit' but a poor 'Job-Fit'. In this case, the Coach explains and clarifies how and why Rosy has fitted differently into her two different jobs and teams, and provides clarification regarding where she has/has not done well.

### **III. EXPLORE:**

This phase is relatively straightforward to describe: Coaches love to give suggestions and possibilities – and this is the correct time to do so. During this phase, Coaches help to explore possibilities by brain storming, illuminating and discussing the person's blind spots.

### **IV. PROGRESS:**

This final phase is the most straightforward of all. Fundamentally, it's about goal setting and taking action. As there is an abundance of literature available on goal-setting, I will not elaborate on it here.

## 6. HOW THE D.E.E.P COACHING MODEL COMPLEMENTS OTHER MODELS

You may already be familiar with the GROW model. It is a simple method for goal setting and problem solving. It was developed in the United Kingdom and has been used extensively in corporate Coaching since the late 1980s.

GROW stands for:

- Goal
- Current Reality
- Options (or Obstacles)
- Will (or Way Forward)

A typical session using the GROW model may look like this:

*Coach: "How can I help you today? What is your desired outcome for this Coaching session?" (GOAL)*

*Angeline: "I don't know. I just want to be successful."*

*Coach: "That's a good goal. Let's talk about your definition of success/Why is success so important?/What will success do for you?"*

*Angeline: "Success is having ten million dollars in my hand/ I'm from a low income family/ Success gets you respect."*

It is a very successful model. However, the problem with it is that a lot of the time people do not know what their goals are! They only know their BARRIERS and the pain they experience, but have no way to overcome them. As a result, they first need to offload (or DOWNLOAD) these issues.

Now, what would the scenario look like if D.E.E.P Coaching was used?  
Let's see:

*Coach: "How are you today? What's troubling you?"*

*Angeline: "My late mother always had high expectations of me but it was something I could never deliver on. I felt guilty over it."*

Coach: "Tell me more."

Angeline: "Blah, blah, blah. So what do you think?"

Coach: "Is that the reason why you are stuck?"

(DOWNLOADING)

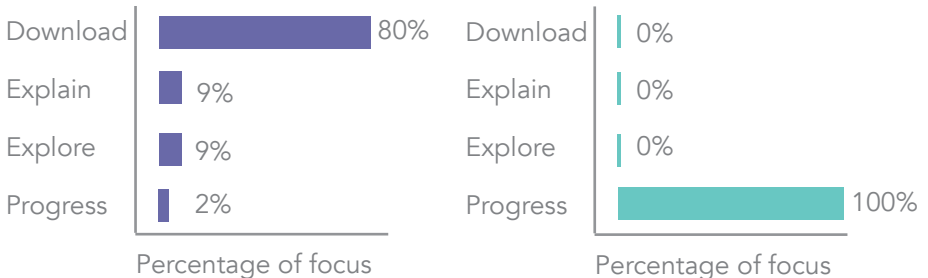
Angeline: "Blah, blah, blah. Blah, blah, blah. Blah, blah, blah.

Blah, blah, blah. I feel so much better being able to talk to someone about my problem."

[When the coach is confident he has the root cause, he moves to EXPLAINING.]

Coach: "Let me explain to you about ... (EXPLAINING)

### DEEP MODEL vs GROW MODEL



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Another influential model is the OSCAR model.

The OSCAR model is a nice model in theory but can be so awkward at times!

OSCAR stands for:

- Outcome (your destination)
- Situation
- Choice/ Consequences
- Actions
- Reviews

Take this scenario as an example of the model in action:

*John has been sent to the HR department because the client has some feedback for him. HR's job is to 'coach' the person (i.e. by developing his Emotional Quotient, or EQ). In order to do this, HR decides to use the OSCAR model:*

*HR: "Hey John, I want to chat with you about how you reacted to that customer. Could you tell me what happened?"*

John: *"Blah, blah, blah. So that's it."*

HR: *"I am actually here to talk about a specific Outcome. I want you to decide on a specific Outcome, please." (OUTCOME)*

John: *"What? You are reprimanding me now?! Did I do something wrong?"*

Perhaps you can already see where this interaction went wrong. Now, what would the scenario look like if D.E.E.P Coaching was used? Let's have a look:

HR: *"Hey John, I want to chat with you about how you reacted to that customer. Could you tell me what happened?"*

John: *"Blah, blah, blah. So that's it."*

HR: *"Did something bother you that day?"*

*(continue to seek DOWNLOAD)*

*John: "YES... blah, blah, blah... / No... blah, blah, blah..."*

*HR: "I am glad you told me. You see, some of these actions are perceived to be rude. The customer felt offended." (EXPLAIN)*

*John: "Oh, I see. I didn't know that. What do you think we should do?"*

*[John is now open to 'exploring' because he has told his side of the story during the DOWNLOAD phase. He does not feel judged and is ready to move on with the HR to the next phase.]*

*HR: "Maybe we should..." (EXPLORE)*

Another example we could give is this: An executive is attending Coaching sessions. The Coach uses the OSCAR model:

*Coach: "How can I help you today? What is your desired outcome for this executive Coaching session?"  
(OUTCOME)*



*David: "I want to be CEO in ten years' time."*

*Coach: "That's a good goal and a realistic timeline. Let's talk about the present." (SITUATION)*

*David: "I am in the 'high potential program' in my company. I have direct access to my boss."*

*Coach: "That's very good. Let's take a look at your options? (CHOICES & CONSEQUENCES). Perhaps you've already looked at higher education, such as an MBA program you can take?"*

*David: [sounding happy and yet unhappy at the same time]  
"Errr... Sounds great!"*

As I mentioned earlier, some Coaching processes fail to uncover the root cause. It may be concluded from the Coaching conversation above that David is now engaged in pursuing a new goal and is looking forward to it. However, the problem has been buried instead of uncovered and discussed. As a result, the results will most probably be ineffective and the same issues will repeat themselves in future.

This is what a D.E.E.P Coaching version of this conversation would look like:

*Coach: "How can I help you today?"*

*David: "I want to be CEO in ten years time."*

*Coach: "Sounds good. Is there a specific reason?"*

*David: "I was slighted by the current CEO because  
he mentioned to others that I am a poor performer!"  
(DOWNLOAD)*

*Coach: "Oh I see. Sorry to hear that. Could you tell me  
more?"*

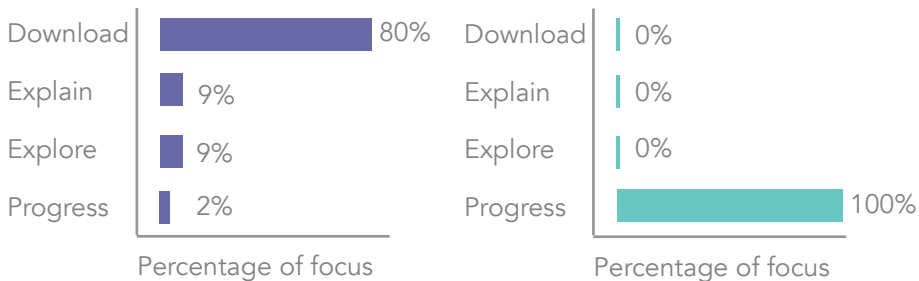
*David: "Blah, blah, blah. So what do you think?"*

*Coach: "Oh dear. Sorry to hear that. Is anything else  
bothering you?"*

Using the D.E.E.P model, the Coach has uncovered the real reason why the Coaching participant is seeking Coaching. When the coach is confident he has the root cause, he moves to the EXPLAINING and EXPLORING stages:]

Coach: "I can't read the mind of your CEO but I think the reason for his comment is...."

### DEEP MODEL vs OSCAR MODEL



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Our third example for comparison is the Questioning model.

The Questioning model is a good technique for developing a question-based dialogue, but that itself needs to be complemented by an over-arching framework. As I've mentioned, many Coaches use GROW, OSCAR or some other models to achieve this.

A typical conversation with a person who is looking to excel in his career may sound like the following:

*Mark: "I want to change my job"*

*Coach: "Why do you want to change your job?"*

*Mark: "I don't know. A whole bunch of reasons I guess."*

*Coach: "Tell me more."*

*Mark: "Blah, blah, blah. So what do you think?"*

Coach: *"It doesn't matter what I think – why do you think you are stuck?"*

Mark: *"What? I just told you!"*

Coach: *"Okay, okay. Let's go back to your goals. What are your goals?" (GROW model)*

Mark: *"To live happily ever after/ To live a financially worry-free life?"*

Coach: *"What would you have to do to have that kind of life?"*

Mark: *"I don't know? Work hard, marry a rich woman/ I guess?"*

Coach: *"What are your options or obstacles?" (GROW model)*

Mark: *"Well, I'm not handsome or appealing. I guess working hard is the answer?"*

Coach: *"As a Coach, I can't provide you with an answer. I can only ask you questions that will help you understand how to achieve your goals."*

Mark: *"Urgh!"*

As you can see, the Questioning model can create significant frustration when participants want answers rather than more questions. The Questioning model helps facilitate some of the important phases of the **D.E.E.P** Coaching model (e.g. **DOWNLOADING**, **EXPLAINING** and **EXPLORING**) and can, therefore, be considered complementary.

Here's how the conversation might look using a **D.E.E.P** approach:

*Mark: "I want to change my job"*

*Coach: "Why do you want to change your job?"*

*Mark: "I don't know. A whole bunch of reasons I guess"*

*Coach: "Tell me more."*

*Mark: "Blah, blah, blah. So what do you think?"*

*Coach: "Is that the reason why you are stuck?"*

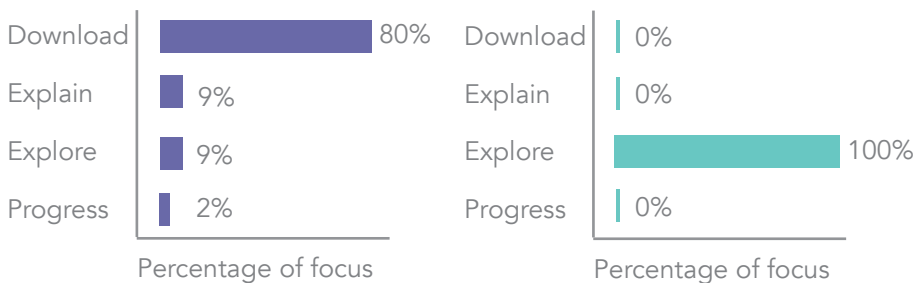
*(DOWNLOADING)*

Mark: "Blah, blah, blah. Blah, blah, blah. Blah, blah, blah.  
Blah, blah, blah. Blah, blah, blah. I feel so much  
better being able to talk to someone about  
my problems. So what do you think?"

[When the coach is confident he has the root cause, he moves  
to EXPLAINING.]

Coach: "Let me explain to you about ... (EXPLAINING)

### DEEP MODEL vs QUESTIONING MODEL



## 7. CERTAIN PERSONALITIES THAT EXCEL IN D.E.E.P COACHING

Personality has a big impact on our ability to coach, much more than we might imagine.

Having been in the personal development industry for close to two decades now, I've observed that some personalities coach participants more effectively than others. The most effective D.E.E.P Coaches have the following traits:

Higher in EMPATHY	<i>Coaches who are willing to put themselves in their participant's shoes</i>
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Mid to Low in EXPOSITION	<i>Coaches who are willing to speak only when they have to and do not to dominate the conversation</i>
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Lower in AFFECTION	<i>Coaches who are detached and less emotional</i>
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Mid to High in FLEXIBILITY	<i>Coaches who do not need lots of clarity in order to get to work; they can 'go with the flow'</i>
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Mid in QUALITY	<i>Coaches who are not overly demanding</i>
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Mid to Low in DOMINANCE *Coaches who are not overly assertive by insisting that things have to be in their control*

Mid in TIMELINESS *Coaches who are not in a rush to be somewhere else but are instead able to allow their participants to take their time during the DOWNLOAD phase*

High in TACTFULNESS *Coaches who are higher in Tactfulness understand that participants may have problems that are deeply rooted; they are less likely to jump to conclusions*

These traits are not arranged in order of importance. As a Teachers/Managers/Coaches, it is important to have self-awareness and be able to identify our own personality so that we can improve how we coach, which, in turn, creates more positive and long-lasting results for our participants.

## 8. HOW DO YOU PRACTICE THE D.E.E.P COACHING FRAMEWORK?

### I. DOWNLOAD

Let the participant share and talk about their problems and challenges. Do so without judgment, without hurrying them. If you are booked for a 60-minute schedule, allocate at least 80% for this crucial part of the process. Sometimes a single session may not be enough. If so, schedule another appointment and continue the 'download'. During each download session, only focus on listening to him/her without trying to question too much or offer any solutions. Knowing how to hold the urge to provide EXPLANATIONS before the DOWNLOAD is complete takes practice – but it is essential.

### II. EXPLAIN

Offer mental models when possible. Remember that opinions can be subjective. Give clarity and closure to the participant's frustration.

### III. EXPLORING

Explore solutions together. Make it known that this is a brain-storming stage and that you don't yet have enough understanding of the situation to be able to suggest meaningful and productive next steps.

### IV. PROGRESS:

Chart progress. Check in regularly with your participant in order to assess their progress.

## 9. CASE STUDIES USING THE D.E.E.P Model

### CASE STUDY I

#### Top executive sent for work-related stress Coaching

Company A sent me a few of their top executives for Coaching. Their people had been loyal, hardworking and intelligent and the company depended on them to move things forward.

One of the participants was called Amy. She was one of their best leaders: fearless, strategic and diligent. The HR department and CEO did not provide me with much of a brief, apart from saying that she'd been 'under much stress' lately. As a result, she'd skipped a few meetings. They were very concerned.

When I first met Amy, she was defensive and suspicious. I made no assumptions about the challenges she was facing and I kept an open-mind. As usual, I followed the D.E.E.P model sequence and began the DOWNLOAD process. Most Coaches might have immediately assumed that

her challenges came from work and then, as a result, focused on finding out more about that. However, during the DOWNLOAD phase it transpired that Amy's challenges were, in fact, emanating from her family.

Due to having growing teenagers at home but not being able to spend quality time with them, she had difficulty managing them. This was the root of the problem.

Amy was glad to have someone listen to her. She was aware of her performance in her company and knew exactly what she needed to do in order to create more positive results in both at work and in her personal life. I was able to be a sounding-board for her strategies; all she really needed was someone to listen to her.

After our Coaching session, Amy quickly sprang into action as a mum and as a corporate warrior.

If I had utilized a different Coaching model, I would have missed out on what she had to say. Instead, using the D.E.E.P Coaching model allowed me to be her confidante and from there allow her to overcome her barriers and fulfill her potential.

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## CASE STUDY II

### A young executive has hidden issues which are affecting his self-confidence

Johnson contacted me to be his Coach. As a young man of 26 and a graduate from a good school, Johnson was employed in a reputable company, but as a member of the support staff. His grades were great, but he often missed out on opportunities to progress professionally. He longed to climb the ladder of success just like his peers, but he didn't know where he was going wrong. It was up to me to help him find out.

Instead of talking about his goals, I began the session by talking about his inner feelings (i.e. the experiences in life which often can be negative). It turns out that Johnson was tormented by various childhood episodes. Due to this, Johnson would overcompensate externally for these negative experiences by weight lifting and being a model student with good grades. In reality, though, he was quietly suffering inside.

Using the D.E.E.P Coaching approach, I was able to get him to DOWNLOAD his fears and his sense of insecurity. Being able to open up to a Coach in a non-threatening way helped him understand himself. In addition, using psychometric tools, I was able to EXPLAIN why he was feeling a certain way.

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## CASE STUDY III

### A Millionaire who has everything

Mr. Lim was a retired millionaire who spent most of his time on the golf course. He kept himself busy with sports and by spending time with his friends. Lately, though, his wife and friends had encouraged him to come and talk to me – but Mr. Lim had no idea why he should be paying to talk to anyone!

This was a potentially very difficult situation, as Mr. Lim was 30 years my senior. He probably wondered what I, as a much younger Coach, could offer him. But I knew that D.E.E.P Coaching would be the answer.

Following the sequence, I began the DOWNLOAD by lending him my listening ear. What had started off as a discussion about superficial topics related to his past experiences led him to eventually reveal his worries and fears.

He felt anxious for his children, as they had yet to see financial success. Their marriages were also in trouble. Despite his own success, knowledge and

experiences he was not able to 'fix' their problems, and his anxiety had led him to constantly nag at his wife, his friends and anyone he could 'pick on'. This was the root of the problem.

Our chats, which took place over several days, became longer and longer. But each time I refrained from offering him a solution. One day, during one of our sessions, Mr. Lim finally said, "You know what? I'm tired of sounding like a broken record! Tell me what I should do next."

And at that point, I knew we were ready to EXPLORE the next steps.



## 10. CONCLUSION

The best way to test whether the D.E.E.P Coaching approach is likely to be effective is to imagine that you are the recipient of a Coaching session, then ask yourself this question:

*"Would I prefer a Coach who listens to what I have to say, or would I prefer a Coach who keeps asking me endless questions before jumping straight into setting me goals?"*

The D.E.E.P Coaching model is not rocket science, but it is important. When you hear people out, when you really listen to them, your focus is on that person rather than on yourself; you are participant-focused rather than Coach-focused. And, after all, they are the important ones!

As a senior manager and professional Coach, I've used the D.E.E.P model with consistently tremendous success for many years – and I would love for you to be able to experience the same. I believe that everyone – Coaches, managers, and employees at all levels of any organization – is gifted and brilliant in his or her own way. D.E.E.P Coaching simply helps to uncover that brilliance and bring about positive changes at all levels.

So next time you are asked to coach someone, don't just revert back to using a 'tried and tested' model which hasn't really worked for you or the participant in the past. Don't just settle for a convenient system which overlooks the root of the problem and puts the Coach centre-stage. Don't just have a conversation which fails to connect and create lasting change.

Instead, try using the **D.E.E.P** Coaching model – and make every conversation a transformation.

## 11. ABOUT THE AUTHOR



He neither drinks coffee nor tea; wakes up at 4 am in the morning to scribble down ideas that comes to his head and he is more right-brained than left.

For more than a decade Jace has taught, coached and trained more than 10,000 individuals. Today, he works with CEOs and senior management on a confidential basis, identifying talent, coaching key executives and training HR practitioners. He is also the co-author of five HR-related books, and has appeared on radio. His extensive profiling experience in different

employment areas, industries and corporate structures has granted him in-depth knowledge of organizational and individual needs.

By using IDENTI3®, a highly effective yet easy-to-do use psychometric tool, as well as his own D.E.E.P Coaching model, Jace helps companies and individuals gain powerful and deep insights into the strengths and weaknesses of their organizational culture, crucial factors which affect their performance and, most importantly, potential solutions to the problems they face.

By harnessing decades' worth of experience as a senior manager and Coach and directing this expertise into powerful, ground-breaking and truly transformational professional coaching and team-building seminars, Jace has become renowned for consistently increasing the performance of leading organizations and dedicated professionals by up to 90%.

D.E.E.P Coaching is the latest offering in his mission to bring about positive change in the professional world by ensuring that every conversation is a transformation.

## Want to find out more about:

- 1) Getting a Trainer to Coach your staff
- 2) Be certified as a Trainer to conduct D.E.E.P Coaching
- 3) Be certified as a Master Trainer to train other trainers?

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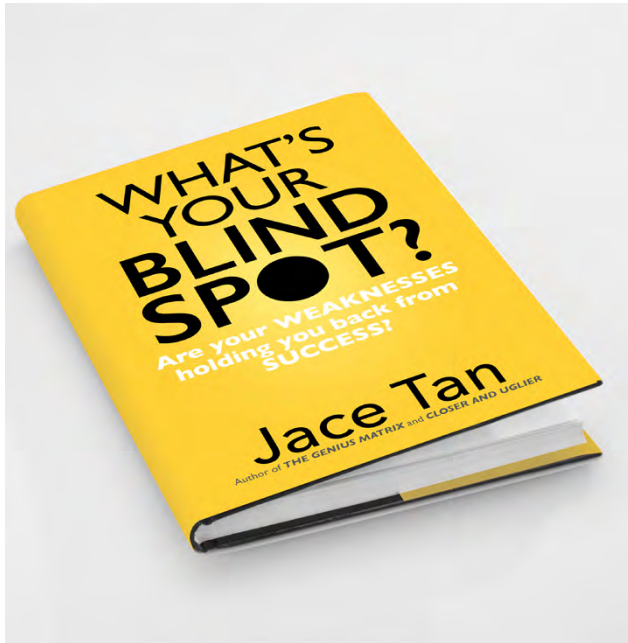
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## 12. OTHER BOOKS WRITTEN BY THE AUTHOR

[www.WhatsYourBlindSpot.com](http://www.WhatsYourBlindSpot.com)

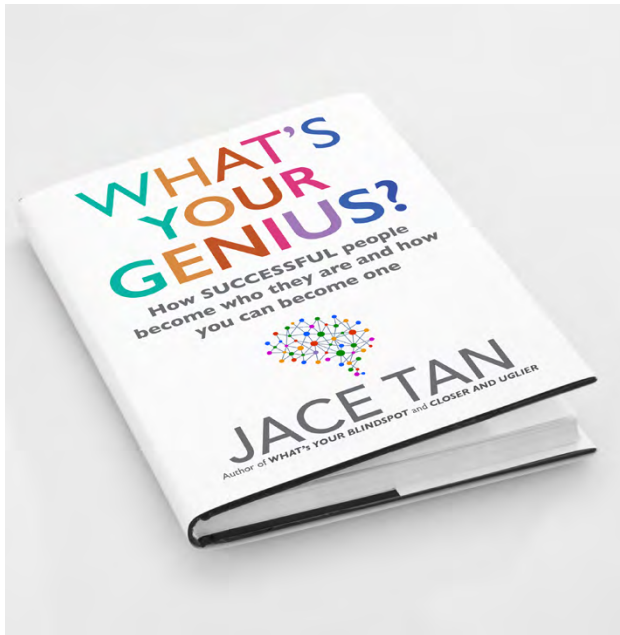


You want success in your life. You spend a considerable amount of effort and money looking for success but fall short of your goals. The explanation is simple:

**YOU are only as STRONG as your WEAKEST link.**

Not knowing your blind spots will derail your chances of Success. Chinese philosopher Lao Tze once said, "He who knows others is wise. He who knows himself is enlightened."

Through this book, Jace Tan gives you an insight to your behavioral blind spot(s) and help you win in your game of life.



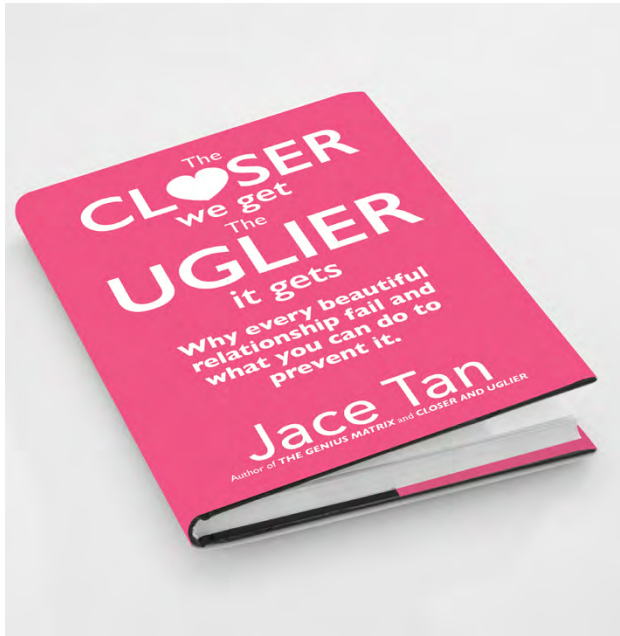
Almost one in two Singaporeans are unhappy at work.

Most people are at a loss at their personal direction and the direction they want to follow career wise. But why?

Drawing from his sixteen years of experience as a Corporate Trainer and Coach, Jace Tan has found out that people are a 'Raw Diamond', an 'Under Achiever', a 'Lost Talent' but rarely a 'Genius' in what they do. What about successful people?

After interviewing countless of successful people and profiling them using IDENTITY3®, Jace has found their secret to success.

If you want to have a breakthrough in the work that you do, this book will show you how to get started.



You meet someone special. You fall in love. You enter the relationship hoping for the best. However, the closer you get, the uglier it gets. But it doesn't have to be that way.

A growing number of researchers and clinicians have concluded that most unhappy couples need education rather than therapy. An education in "how to make relationships work," and the specific skills that make them work well.

If you are keen to make your current or future relationship work, this book will reveal how.



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# Turning every **CONVERSATION** into **TRANSFORMATION** for Teachers, Managers, and Coaches

If you have tried to get someone *to change*, you know how **difficult** it can be!

Real transformation happens only when people feel empowered, and people only feel empowered when they feel they are being 'heard'. And that is the cornerstone of the **D.E.E.P** Coaching model and what sets it apart from the competition.

The **D.E.E.P** Coaching process is a simple yet powerful participant-focused method of getting amazing results by identifying and then addressing the real root of the problems faced by those being coached. **D.E.E.P** Coaching allows you to put people first and solutions second

## **Who should read this book?**

CEOs, managers, Coaches and teachers who need to deliver transformational coaching

## **When should the D.E.E.P Coaching model be used?**

The **D.E.E.P** Coaching model can be used for a variety of coaching situations, such as:

- Performance Coaching
- Skills Coaching
- Career Coaching
- Career Aligning
- Career Transitioning
- Business Coaching
- Performance and Appraisal
- Outplacement
- Grievances
- Personal or Life Coaching
- Executive Coaching
- Team Facilitation
- Job shadowing
- Parenting
- Relationships