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This is the Infinite receiving podcast, helping conscious leaders like you tap into a wealth of abundance across all areas of your life and business. My name is Susie Ashworth. I am a single mum of three and author of the Sunday Times bestselling book Infinite receiving. Crack the code to conscious wealth creation and finally manifest your dream life. On this show, I'll be sharing with you how you can upgrade your identity and your reality to create the life that you have been dreaming of because you are ready to be an infinite receiver. Hello, hello you gorgeous human being. It is Susie Ashworth here and you are listening to the Infinite receiving podcast and this episode is one for all of the coaches for sure that are out there.

01:09

But actually it's relevant for you if you have anybody who has a service based business where you have contact with your clients and you have a contractual relationship with your clients. This is something that I have written about on social media a couple of times and whenever I write about it, I get lots of DM's and comments on the post saying thank you so much for laying this out for me. So I wanted to do a podcast episode about it because it is really important when I think about part of what the mission is over here at Q, it is to really work with and empower coaches to create businesses that change lives. So it's to really help you with your sales, with your marketing, with your coaching skills, with your business acumen.

02:09

You need all of these things in order to create a really successful business. And when I say successful at this like moment in time, I am talking about the relationship that you have with your clients, like helping people to transform. Now, outside of that, of course, there is freedom, there is financial abundance, like making the money that you want to make so that you can live the life that it is that you want to live. There is delivery, like the way that you deliver your coaching, I suppose that falls under freedom. But success is a big and wide term that I want to acknowledge and it means something different to everybody. And there are parts of the business of coaching that really do remain static. And the business coaching relationship trifecta is one of those things.

03:14

And I think that this is such an important concept to get your head around because especially if you are somebody who identifies as a woman, this can really mess you up when it comes to building a heart led, relationship focused business. So as I say, coaches, healers, experts, anybody that is working with people on an ongoing basis. So when we look at this trifecta, it's a triangle. There are three different relationships that are all happening simultaneously. When somebody comes into your world as a client and at the top of the trifecta is your personal relationship with the individual. Now, this business, when you are working in close proximity, and when I say close proximity, I mean you're going beyond a course, anywhere where there is a live aspect and you get to see somebody's face and they get to see your face.

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You as the coach are building relationships with these people and they of course are building a relationship with you. The difference between a self paced course is that whilst people might feel like you are building a relationship, they are building a relationship with you. There's less connection there for you because you're not seeing these people. You might not be getting to answer their questions, you're not getting a picture of who they are seeing their struggles in real time in the same way as when you are working with them on a live course. And so you have this personal relationship and the businesses that we have are personal. And one of the pillars of infinite receiving and one of my company values is the pillar of love. I love my clients and the content that I create comes from a place of love.

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When I think about you listening to this now, whilst I don't think of you as a client, the energy that goes into the podcast is one of how do I create something that is going to be really valuable? How do I create something that is going to shift perspective? What is it today that is going to enable me to connect this message with the heart and soul of the person who's on the other end of this microphone, listening to every single word that I say like I care. And I think that this is really important because in my book, the more we care, the greater our content gets to be.

06:11

If I am not bothered about the quality, if I am not bothered about my intention and what I am bringing to the table, for me, that impacts negatively the experience that my clients have on the other end. And I always want people to have the best experience. When I'm in the coaching container and when you're in a coaching container and you're getting too hot seat with people, or maybe you're working with them one to one. So it isn't just business, you are doing life with these individuals, you are getting to see their ups, you're getting to see their downs, you're getting to understand their patterns of behavior. And the longer that you work with somebody, the better a coach I believe that you can because you are really able to understand them.

07:00

And so for me, there is nothing that gives my heart more joy than somebody. I was in my coaching certification last week and one of the students said, oh, I've been working with you in one way, shape or another since 2017 and close proximity. It's probably been about four years. I know this person really well. I have seen the transformation in her and it's such an honor and a privilege to have been able to walk this journey with her. That is the personal relationship.

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And whilst there were going to be depths, you know, it's a spectrum and not everybody that you work with, it's really deep, but you still like, the better the coach you are, the quicker you are able to really assess where these individuals are, where the people in your container need the most support, different types of coaching that they're going to respond to, the different types of tools that you're going to be able to offer. The better the coach you are, the quicker you're able to make that assessment and support people in getting the results that they want to get. This personal relationship is really important. I never want it to change and I honestly believe that being on the other side as a client, the people that really love their clients have been the mentors that have made the biggest difference with me.

08:30

And it's true to say that many of the mentors I've worked in close proximity with who radiate at this frequency of love and care are people that I have ultimately become friends with. They have helped me get the better results because of the closeness, because of their willingness to really look at me as an individual. And then that relationship has grown into a friendship. This is amazing and it is a double edged sword, because what can happen, not frequently, but when it does happen, it can really knock you for six. You can have a client that you have spent time and energy and intention with and walked with them through their ups and downs, and you have coached them like a mofo. And then all of a sudden, the relationship that you felt that you had is no longer there.

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So that is the kind of worst end of the stick. For whatever reason, that client has decided that they no longer like you, respect you. There's somebody over to the left who has got the next new shiny thing, and that's the thing that they would rather spend their time and energy on. And all of a sudden, any coaching that you have offered has not been valuable or the results that they have got have not been, you know, as good as what they thought they were going to be. And all of a sudden it is your fault as the coach as the person who is holding the space. So that's the worst end of the spectrum. Those ones, I would say those ones happen less because you have built up a level of respect between yourself and a client.

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At the other end of the spectrum, it's somebody that you haven't gone deep with but you have a relationship with because they are in your container and they just decide, right, that's it. I'm done and this isn't working. It's your fault. I'm activated. I'm triggered. Something isn't good here and it's your fault and I want it out. Like that happens more frequently than the first example, but both of them sting because the conversation starts off with relationship to relationship. It is personal. I have a personal relationship with you and therefore I'm going to speak to you in a very personal way.

11:05

When you understand the business coaching relationship trifecta, you will appreciate that your personal relationship with each and every client, regardless of how things turn out in the wash, gets to be the personal relationship that you have with them and is not related to the other two parts of the trifecta. The issue that most coaches have when there are a disproportionate number of people coming in and out of their containers and not honoring their contractual obligations is when people get the personal relationship entangled with the business container relationship and the contractual relationship. So I'm going to talk you through the other two parts of the trifecta, the business container. So you have the heart to heart relationship with the client. This is the personal, then you have the business container relationship.

12:01

So this is the relationship that the client has with the program, with the service that you are offering that is separate from your own personal relationship. And as the person who runs the container, who holds the space, who gives the training, it is your job to be very clear on what it is that you are offering on a day to day basis honors what it is that you agreed to offer. So that the container is the container that was sold and it gets to be as black and white as that. Now, that doesn't mean that you can never change elements of a container, but if you're going to change elements of a container, you want to make sure that you are adding value and never taking it away. You know, as human beings, we change.

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And if you are the type of person who's like really into what it is that you're doing, it's okay to respond to the needs of the collective. It's okay to respond to the needs of the individual. That you're working with and say, this is what you were sold. But actually, I see there being so much more benefit if we do it this way. What do you think? And sometimes it's not a what you think. It's just I am the boss. I want to add value in this way. And so this is how I am adding value. So this is the relationship the client has with the business container. Now, sometimes a client will say, I want out of this business container, and that's okay. If a client wants to leave the business container, that is absolutely okay.

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And on them, if you have been delivering what it is that you have said that you are delivering, then, and a client says, this is no longer for me, they are completely within their right to say that this is no longer for me. Now, when you have two emotionally intelligent adults who are interacting and engaging with each other from a very powerful place, you can still maintain the personal relationship even though somebody is exiting the business container. If the person who is exiting the business container isn't also trying to exit the contractual relationship. And this is where things get sticky and messy. In most coaching businesses, you have clients that want to leverage their personal relationship to exit the business container relationship and the contractual relationship.

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And as a CEO, which is what you are when you are running your own business, what you have to get really clear on is that I have my personal relationship with you. I see you. I love you. I can see that you're in fight, flight, or freeze. I can see that you're in survival mode. I can see that you have just decided whatever it is that you've decided. And I can still love you and honor you. I don't need to have you in my space. We don't need to be hanging out all the time. But I can still love you and honor you. You can exit the business relationship. And that doesn't actually have to harm the personal relationship from my perspective, as long as you're willing to honor the contractual relationship.

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I've had it with a long term client who I thought was a friend who leveraged our personal relationship, tried to say to me that you should let me exit our contractual relationship because I've known you for all of this time and because I've invested x, y and z in you, it's like, it doesn't work like that because this is a business. And if every single time somebody who I have a personal relationship with, which is everybody that I work with on a live basis, changes their mind about the business container and therefore want out of the contractual relationship, then there is no business. And what is the hardest thing that I have seen with my higher level clients is making the decision to honor the fact that our personal relationship is separate from the business container relationship.

16:22

Our personal relationship is separate from our contractual relationship. You can exit whenever you want to exit, but you still are responsible for upholding the contract. Like that's the deal. And when you are willing to speak from that place, it makes all conversations with every other person that comes up behind so much easier because you have set a very clear boundary and precedent. Like this is what we do here. When you don't do that, there is so much inner turmoil that is created by having to make a decision on every single individual case. And what happens when you do that is that for the people that can argue really well and justify themselves really well, they are more likely to be able to exit without there being any repercussions. And the person who isn't able to do that, and that isn't fair.

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So your job as a CEO, as the boss, is to know that releasing personal relationships, releasing care, releasing love from your business is not the answer to protecting yourself. And it's not the answer to being able to create services that really create change. Love is at the heart of all transformation. And so you've got to bring that energy into the work that you do. Now, of course you can decide that I don't want to work with anybody on a close proximity basis. You can absolutely decide that. But for people who are still working with individuals, still building relationships with individuals, the love has got to remain. Some people think if I cut the love off, it's going to be easier for me to stay detached, and it is, but it's going to impact the impact that you desire to create.

18:17

And we don't want that. I want you to know that if somebody wants to exit your business container, even though it's hard, you don't have to take that personally. That is up to the person who wants to leave the business container relationship. And I also want you to know that as the CEO, it is safe for you to say you can leave the business container relationship and you will still legally be required to honour the contractual relationship. Because you leaving the container doesn't mean that you are leaving the contract. And that also doesn't make me a bad individual, a bad person, because what most people want to avoid is anybody perceiving them as a bad person. I have a bad heart. You're not kind hearted, you're not open hearted, because you do not want me to leave this space.

19:11

You don't want me to leave the contract. And if you don't want me to leave the contract, that means you're a bad individual. It's not. You're a boss that is honoring a contract in the same way that your mortgage company expects you to honor the contract or your electricity company. Like if you want to leave early, there is a payout clause that you agree to in advance. So if you are somebody that wants to be treated like an electricity company, you can put a payout clause, you can leave the business container, but you will owe 75% of what it is that you signed up for or 50% of what it is that you signed up for. My real point is that whatever you have in your contractual agreement gets to be upheld whether a person wants to participate or not.

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And that doesn't have to mean anything about you personally. And when you start operating from this place and create a standard for yourself and your team, this gets to be a really powerful precedent for you being able to run a scalable business. Because if you are unable to do that, it makes it really challenging for you to create the energetic capacity to bring more people in because you will block that through being scared of disappointing people or being scared of people judging you, being scared of people hating you, being scared of people saying that you are a bad human being because you want to uphold contracts. So this is like a business of coaching podcast today. I hope that you have found this super valuable. If you have, do me a favor.

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If you know any coaches at all, please share this episode with them and let me know what has come up for you. I'd be super interested. Just reach out to me on my instagram, which is Susie. S u z Y ashwa. And in the meantime, please remember that faith plus action equals miracles. Thank you for listening to infinite receiving with me, Suzie Ashworth. I'd love to share with you my infinite receiving activation audio. Go to susyashworth.com. Activate infinite receiving.