

THE COACH'S CREDO



IDENTITY

Identity is the version of ourselves we accept as our reality.
Who are they seeing themselves as?

"I accept that I am (insert identity statement)."



BELIEF

Beliefs validate the inevitability of that reality.
Do they believe that what they want will without a doubt be theirs?

"As (insert identity statement), I believe (desired outcome) is not only possible, but inevitable."



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COMMITMENT

Commitment is the vow we keep to creating that reality.
Are they making this a priority?

"As a (insert identity statement), I vow to prioritize (desired outcome)."



ACTION

Actions remedy the dissonance between your identity and current reality.

What actions are necessary to reach this desired outcome, and when should they be completed?

"I will (action step) by (deadline)."

= DESIRED OUTCOMES