

Love, Happiness & Success  
**For Therapists**

# **The Ultimate Guide**

— **Free Two Part** —  
**Training**

With **Dr. Lisa Marie Bobby**

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

Coaching Certification For Therapists

# Welcome!

Hey there, friend!

I'm so excited to welcome you to The Ultimate Guide Workbook!

By joining my Masterclass, ***4 Ways to Protect Your Practice and Empower Your Clients to Thrive***, you've already taken a bold step toward creating a thriving, sustainable practice—one that supports both you and the people you serve.

Now, let's take it even further! I'd love for you to join me for a **FREE 2-Part Video Training** designed to help you make the most of this workbook and unlock even more possibilities for your professional success.

You can access the training using the orange button below!

This FREE 2-part training is designed with you in mind, to help you take actionable steps and begin a fresh chapter with a new focus on achieving your goals. Alongside the training, you'll have this companion workbook to support you every step of the way.

[ACCESS FREE TRAINING](#)

## **To make the most out of this experience, here are a few tips to help you succeed:**

- **1. Print This Workbook!**

You will get so much more out of this training if you print out this workbook and write through the exercises by hand. Why? Writing by hand engages your whole brain, increases retention, and stimulates creative thinking to a greater degree than viewing videos or even typing. Want to go deep? Paper is the way.

- **2. Do The Work!**

Before you begin watching the videos, do the exercises on the next couple of pages. These exercises are designed to turn on your motivation, which is necessary to open the mental doors and allow this program to work.

- **3. Watch The Videos**

Watch the videos in order: Welcome > Video 1 > Video 2. Be sure to allow yourself enough time to not just view the lesson, but also do the exercises for each lesson before moving on to the next.

- **4. Dig Deep!**

If you're ready to do some serious soul-searching around your professional trajectory, this program is for you but my friend: But this won't work unless you do! Engage with the exercises, and give yourself permission to dig deep, reflect, feel, learn and grow. You and your career deserves this care and attention. Your time and energy are the sun and water that will support the professional growth you desire.

- **5. Share Your Progress**

We all need a community and I want to hear from you! Tell me about your progress and your insights after each training. Tag me on LinkedIn @LisaMarieBobby, and my team and I will get your message!

- **6. Connect With Your Support System**

We all need accountability and support, AND... your friends need someone like you in their lives to inspire and bring out the best in them too. Share [Growing-self.com/coach](https://growing-self.com/coach) with your colleagues, and professional network. You'll feel so inspired when you're on a journey of growth and reflection together!

## Let's get started!

### Dig Deep:

On a scale of 1-10, how would you rate your current level of satisfaction in your career as a therapist, as it is now? (1 low - 10 high)

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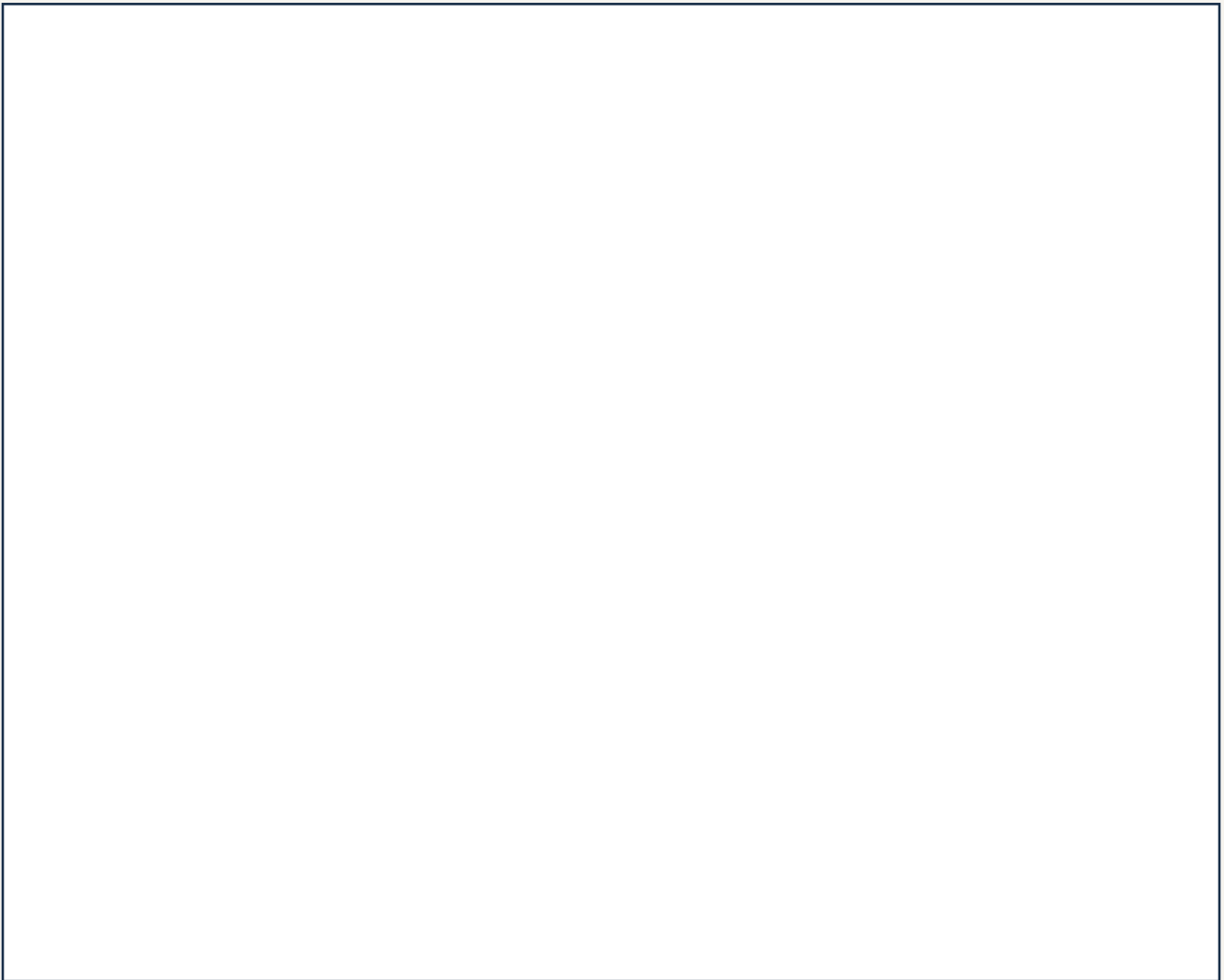
Why did you give yourself that rating?

**If there was something that would help you feel more satisfied in your career as a therapist, what would it be?**

## Time to do the work!

Either while you're watching the first video or after, complete these exercises to tap into your truth, gain new insights about yourself, and set yourself up for success.

What is your vision for your career TEN YEARS from now, once you have transformed everything about it to be exactly what you want. When you have ARRIVED... what's your professional life like?

A large, empty rectangular box with a thin black border, intended for the user to write their vision for their career ten years from now.

**“Your life does not get better by chance. It gets better by change.”**

**— Jim Rohn**

**For your HOLISTIC LIFE PLAN.**

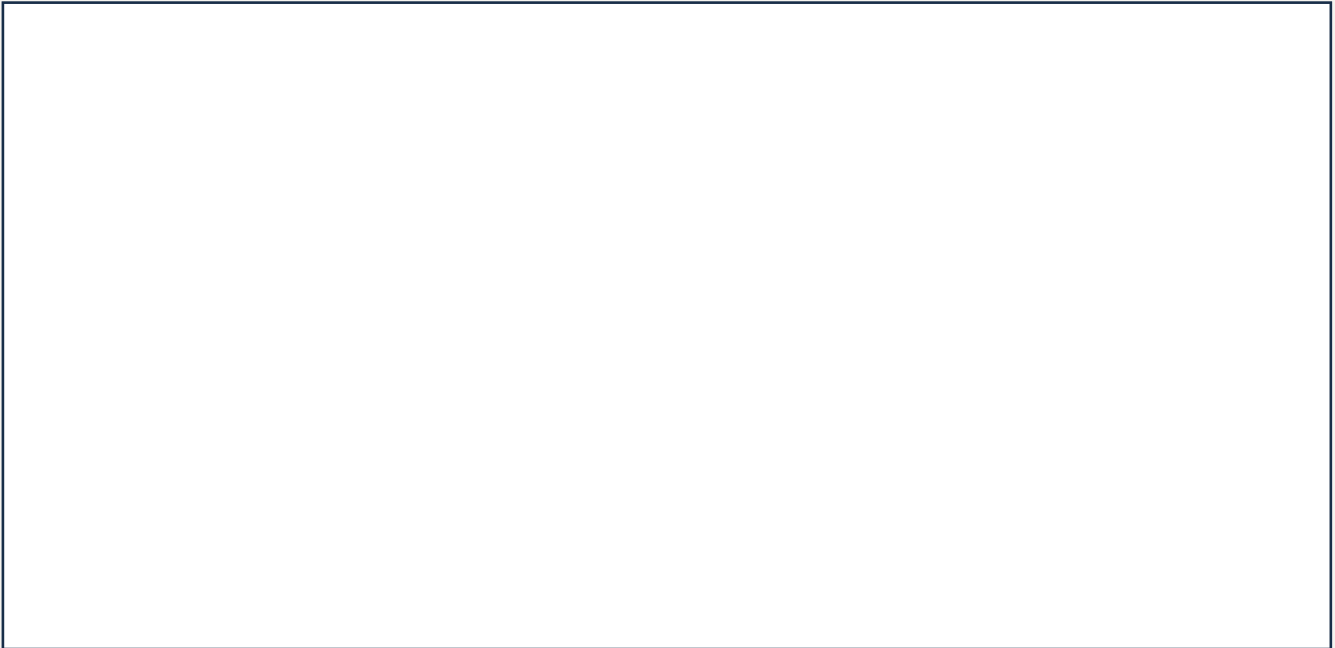
How would creating so much positive change in your professional life and career impact other parts of your life? Take some time to reflect about how your career touches every part of your holistic life plan...

**What would be better about your personal health habits?**

**What would be better about your living environment?**



**What would be better about your personal mental health?**



**What would be better about your personal finances?**



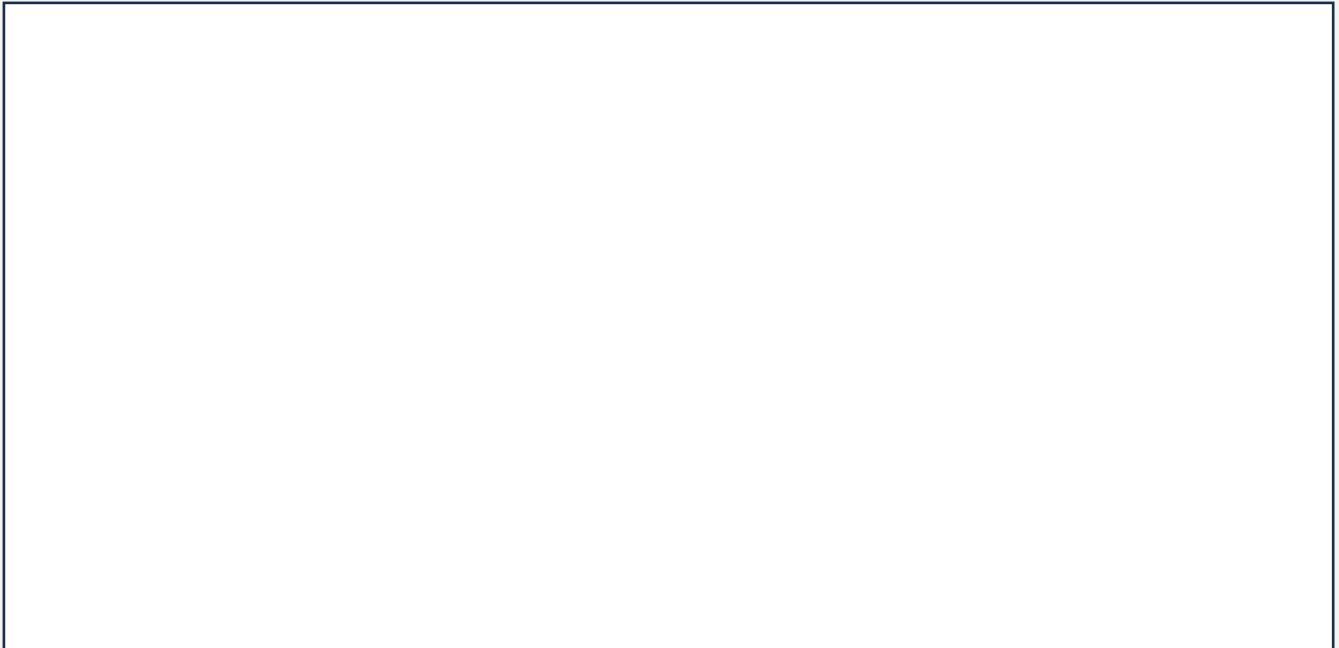
**What would be better about your spiritual life?**

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**What would be better about your family life?**

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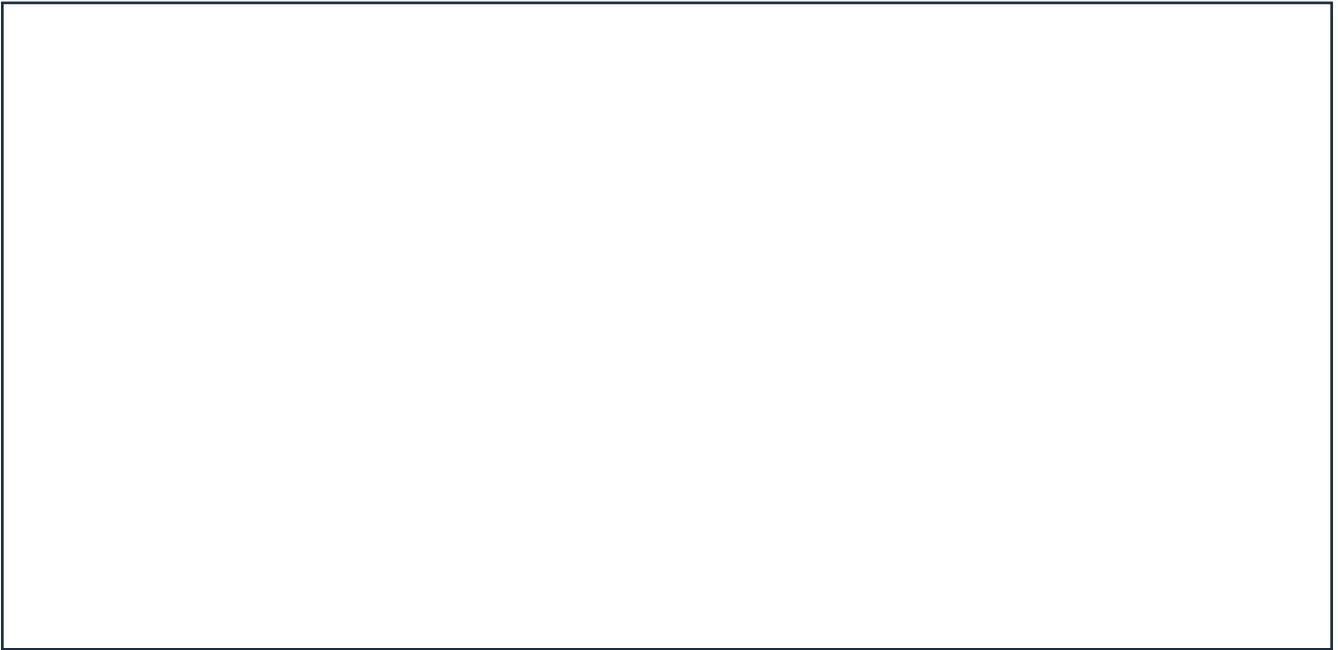
**What would be better about your free time, and ability to pursue hobbies?**



**What would be better about your personal mental health?**



**What would be better about your social life?**

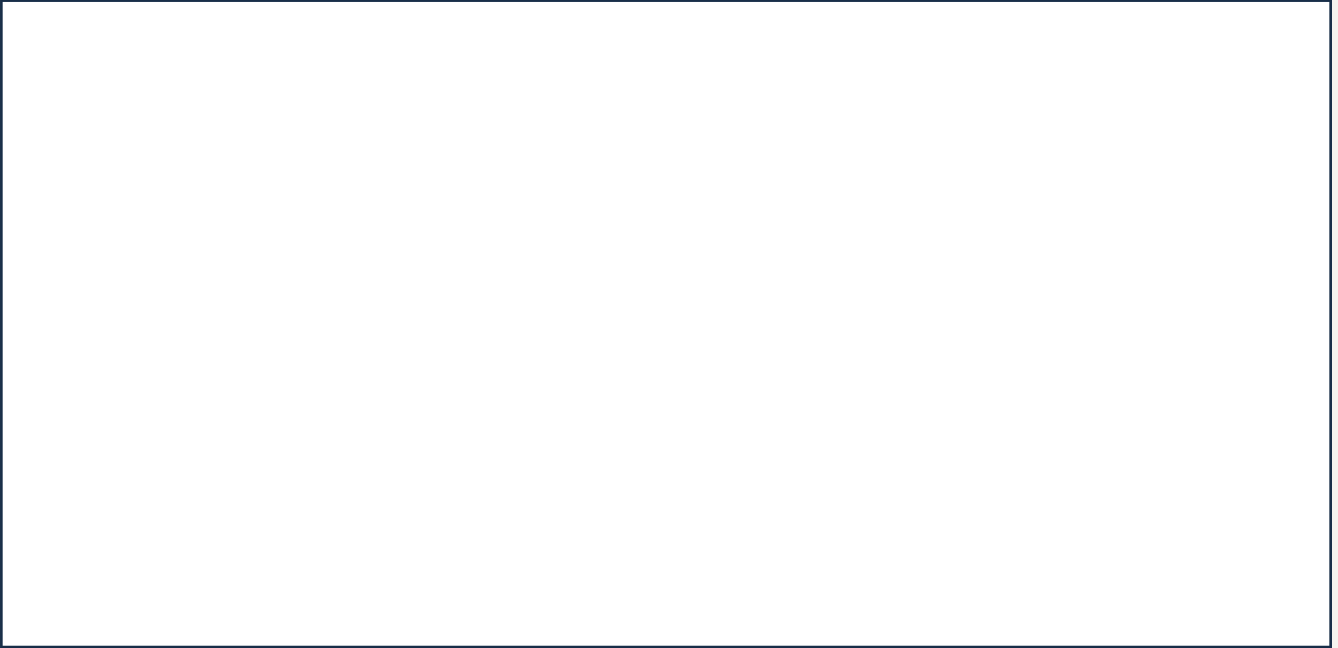


**What would be better about your overall lifestyle?**

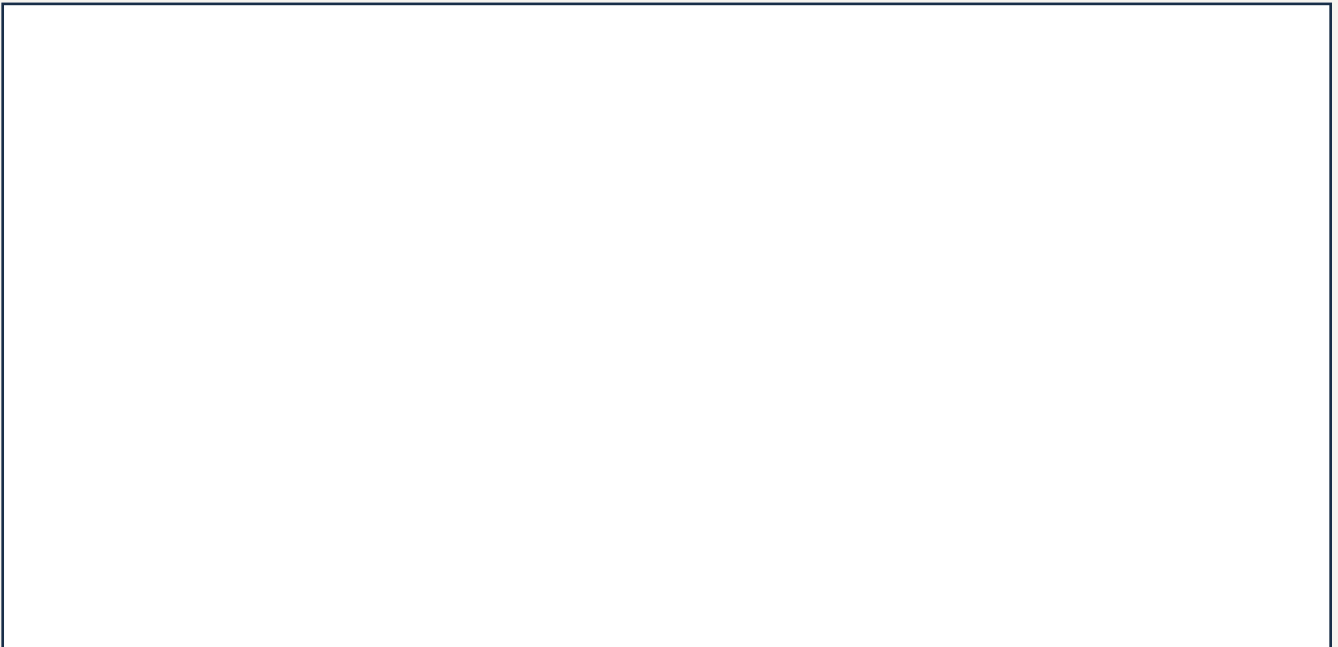


## Chart Your Course

### On The Way: Your Five Year Vision



### Getting Traction: Your One Year Vision



“

**Most people overestimate what they can do in one year and underestimate what they can do in ten years.**

-  
*Bill Gates*

# **Therapist 2.0: How Coaching Credentials Supercharge Your Practice**

- ✓ **Creates New Professional Opportunities**
- ✓ **Demonstrates Competence and Legitimacy**
- ✓ **Creates Extreme Clarity Around Therapy vs Coaching**
- ✓ **It Ensures Ethical and Best Practices**
- ✓ **You'll Be a Authentically Excellent, In Demand Coach!**
- ✓ **You'll Be a Better Therapist, Too.**

# Professional Growth Opportunities

There are tons of practical reasons to become credentialed as coaches (boundaries! liability protections! private practice success!). But for me, the biggest motivator was becoming a more authentically helpful and effective growth partner for my clients.

Sure, I learned a lot of valuable skills in counseling school that I still use every day with my coaching clients. But as a coach, I had to learn many new ways of operating that challenged me to grow and interact differently with my clients.

Here's what really stood out for me:

**Assessments:** Learning how to conduct totally different types of assessments to understand my clients' needs better, and give them insight into themselves

**Goal Setting:** Organizing the work around clear, specific goals that we could actually measure.

**Accountability:** Being a real accountability and responsibility partner for my clients, making sure insights were always tied to action.

**Skill Building:** Teaching my clients new skills to support their development and help them become the kinds of people who could achieve their desired outcomes.

**Progress Tracking:** Ensuring my clients were moving forward and doing the work of creating positive change.

These are the skills that make an effective coach, and they're not always covered in traditional therapy training. I know they weren't in mine! How about you?

Ready to find out where your professional development needs are when it comes to coaching competencies? Work through these "professional growth" exercises to get visibility into YOUR growth opportunities.



**1: How clear are you about the differences between coaching vs therapy? (1 = No Clue, 10=Got it)**

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
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Why did you give yourself that score?

How well do you understand the ethics of the coaching profession, and how they differ from therapy?

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Why did you give yourself that score?

**Core coaching skills include accountability, goal setting, progress tracking, mobilizing motivation and action orientation — how are your skills in these areas? (1=Low, 10=High)**

How would you rate your abilities in these areas currently?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
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Why did you give yourself that score?

How well do you currently understand how to structure coaching sessions differently from therapy sessions? (1=Not at all, 10=Got it!)

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Why did you give yourself that score?

How well do you understand why (and how) coaching clients get stuck, and how to get the unstuck? (1=low, 10=high)

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
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Why did you give yourself that score?

How well do you understand when (and how) to refer coaching clients for psychotherapy?

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Why did you give yourself that score?

**Do you know how to set measurable goals with coaching clients, and track their progress with them as a tool to help them maintain clarity, and motivation towards action? (1=No, 10=Got it!)**

How would you rate yourself?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
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Why did you give yourself that score?

**Do you know how to tell when a coaching client is done, and that it's no longer ethical to continue providing services to them?**

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Why did you give yourself that score?

**How well do you understand the theoretical foundations of coaching psychology?**

**(1=Not at all, 10= Very well)**

How would you rate yourself?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
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Why did you give yourself that score?

How well do you understand what needs to be in coaching-specific paperwork, and different from therapy-specific paperwork, such as your disclosure statement.

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Why did you give yourself that score?

**How able would you currently be to find trustworthy professional mentorship, consultation/supervision, continuing education, and experience hours as a coach?  
(1=low, 10=high)**

How would you rate yourself?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
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Why did you give yourself that score?

How prepared do you feel to identify your subject matter expertise and professional niche as a coaching therapist, and develop a successful private practice around that?

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Why did you give yourself that score?

## Journaling / Notes

What's coming up for you as you learned about the significant differences in professional competencies and practices between therapy and coaching, and reflect on your professional strengths and growth opportunities in these areas?

## Journaling / Notes

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## **Share your progress!**

I would love to hear about your new insights, and your questions.  
Share your thoughts online and tag me on LinkedIn: @lisamariebobby.  
My team and I are keeping an eye out for messages from you.

If you're benefiting from this training so far, share it with a colleague!  
Invite them to sign up and take this with you, at [GrowingSelf.com/coach](https://GrowingSelf.com/coach)

02

## **What's YOUR Path Forward?**

- In lesson two, we dove deep into the ins and outs of coaching certification programs. You learned all about what you'll gain, the skills you'll develop, and what it truly takes to be an excellent coach. Now, it's time to take a step back and do some serious soul searching.
- Think about who you are, what you want, and what will genuinely be best for you, your career, and your life journey. Should you become a coach? Or should you stay the course and continue on your current professional path as a therapist?
- Let's explore this together and find out what's right for you. Grab a cozy spot, maybe a cup of tea, and let's dive into this exciting decision-making process. Your future self will thank you!

# Your Risks & Rewards

Should you become a certified coach? Or a career pivot as a therapist instead? With any big decision, there are risks and rewards. Back in lesson one, you got super clear about your vision for your holistic life plan. You know what you want, and that's fantastic!

But as a coach, I know there are always obstacles standing between people and their desired outcomes. Successfully navigating these challenges is what good coaching is all about.

You've got risks (obstacles) and rewards (motivators) to consider. For example, when I first started thinking about my ideal professional outcomes, and whether or not becoming a certified coach would be a good investment for ME, here was my thinking:

## Risks:

For me, it was the time investment, the fact that I was OVER school after my graduate degree, and certainly the cost of the coaching program itself. I also worried about how I was going to explain this decision to skeptical professional colleagues. I had some uncertainty: Would I like being a coach? What if I didn't? And I also knew I would have to re-brand myself as a coach. I had anxiety about the regulatory aspects and wanted to make sure I didn't cross any lines between therapy and coaching. The easy thing would have been to avoid all this angst and just continue on as a therapist.

## Rewards:

On the other hand, I also really wanted to do a better job of helping MY clients, the ones I enjoyed working with the most, who were not symptomatic, and who really wanted to create different outcomes. My training as a therapist did not prepare me for that. I also wanted to have a successful private practice that was not chained to an insurance based healthcare model. I wanted to enjoy my work, make an authentic impact for my clients, and prosper professionally. Those rewards motivated me to take a leap of faith and become a coach: One of the best things I've done!

# Tapping In To Your Truth

## What do you want? How will you create it?

### Step 1: Clarity

In lesson one, you spent time thinking about what you want your professional life and personal life to be like long term. As you think back to these goals, does becoming a coach feel like this is something that could help you attain that outcome? Or not?

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You have many options: What are other ways you could achieve your desired out come, without pursuing a coaching credential?



What do you think the biggest RISKS of becoming a certified coach are, for you? What are the rewards?



## Risks & Rewards in Every Direction!

There are also risks, and rewards, in the decision to NOT do something. For example, what might be the greatest rewards for doubling down as a therapist? Alternatively, what would be the biggest RISKS for staying as-is, and not seeking to change your professional trajectory?

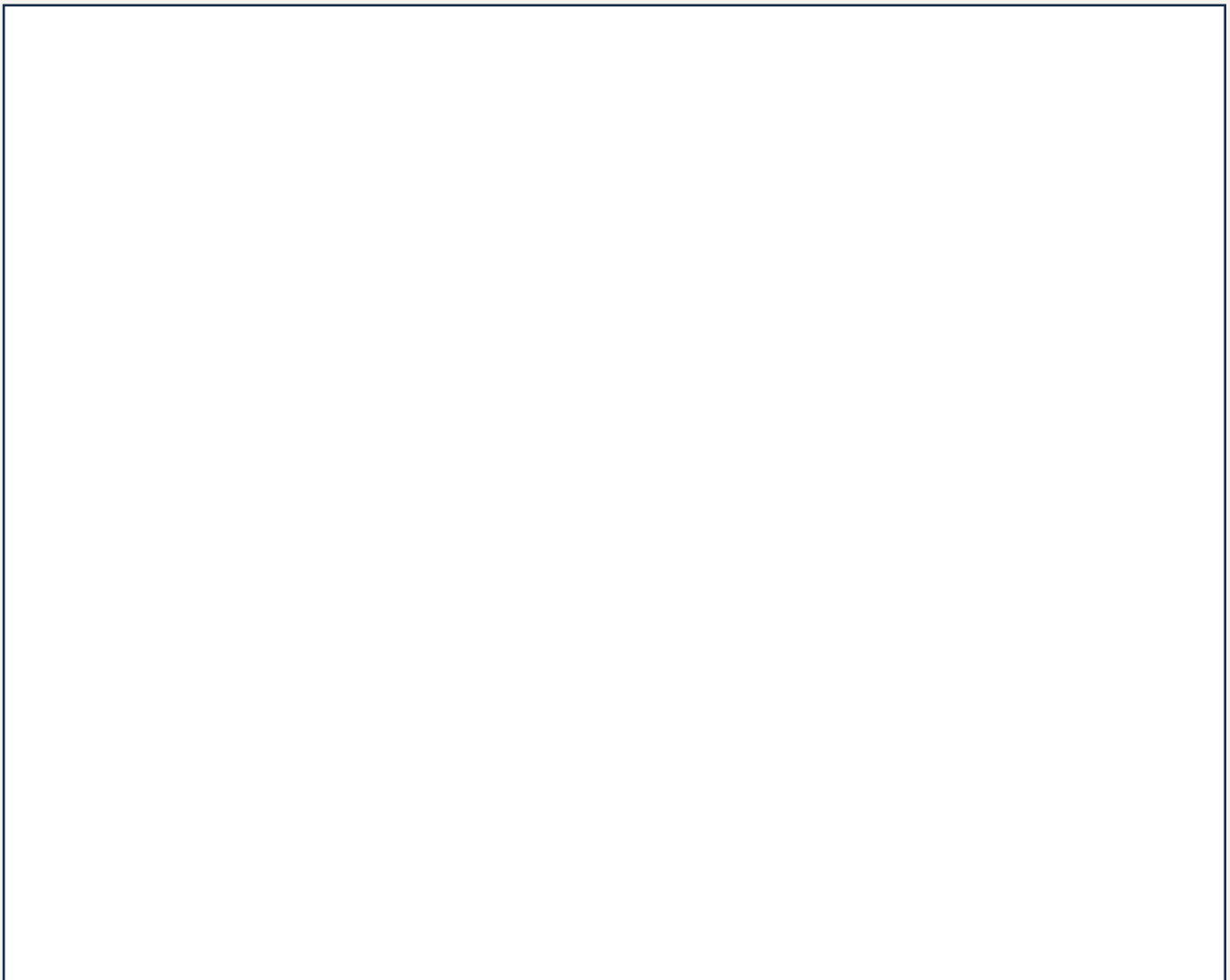


As you weigh who you are, what you want, the options you have, and the risks and rewards of all... what stands out to you as the best overall strategy to help you get your desired outcome?



## **Let's break it down**

**The most daunting goals (like making your 10 year vision your reality) are just a series of actions that incrementally move you in the right direction. What's are the 1-3 most impactful ACTIONS you can take in the near future that would get you where you want to be?**



**“Setting goals is the first step in turning the invisible into the visible.”**

**— Tony Robbins**



## **One Step at a Time...**

**Nothing is more powerful than committing to yourself (or an accountability partner!) that you will take action to create the outcomes you desire. You just decided what those actions would be. On the following pages are a habit tracker that you can print out and use to hold yourself accountable for making your dreams your reality. Every day, give yourself a check (or gold star! or smiley face!) if you took an action that is one tiny step in the right direction of making your ten year plan your actual life experience.**

# Habit Tracker

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# Habit Tracker

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# Habit Tracker

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# Let's Check Your Progress

After you finish the above, give yourself some time to follow through. And in a few weeks, check in with yourself to see whether or not you're making positive changes, or if you need to make some course corrections.

## So...

Your assignment was to identify and then take the small action, every day, that would begin moving you in the direction of your long term hopes and goals. What did you hope would happen by now, as a result of this?

## What actually happened?

**What did you do that has been working?**

**What has not been working?**

**How do you want to modify your approach?**

# Growth is a Long Game

I love the two part training that we did together, but I also know that growth is a long game. It occurs over time. Nobody flips a switch and immediately transforms their career. We all take one step, and then another, and develop ourselves bit by bit as we go.

## How To Keep Growing

The key is taking consistent action over time. It's normal to feel frustrated with the progress, and the reality is that there is more you can do to support your own development, and the positive outcomes you'd like to see for your career.

Having your OWN coach or professional mentor who can help you stay connected to your long term vision, clear those obstacles, help you figure out what actions to take, and then help you stay accountable to developing yourself is priceless. Who is that for you?

## Your Journey Continues

If you'd like support for your continued professional development as a therapist devoted to growth, love, happiness and success... I'm here for you.

Taking this training with me is you already taking positive action to secure your bright future as an excellent coach. Keep going! Enroll in the Growing Self Coaching Certification Program today. And I'll see you in class!

**With Love,  
Dr. Lisa Marie Bobby**