



The
Next Generation
Principals of
Transformation

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Welcome, Next Generation Coach!

My name is Travis J. Brady. I am a Life Transformation Coach who mentors other coaches to create an impactful business and generate a six-figure income using Next Generation Coaching Tools.

This E-book is primarily dedicated for personal trainers, life coaches, consultants, speakers, or any type of leader that wants to help people create transformation in their life.

I have been in the coaching industry for more than sixteen years. I have been around thousands of coaches and I have coached hundreds of others in their journey to create an impact in this world. I have learned some really POWERFUL tools, processes, principles, and exercises. I am super passionate about working with trainers, coaches, speakers and influencers, and my purpose in life is to lead and give light to the Next Generation of Transformation.

In this book, I am giving you a very vital piece of that information. These principles are not the be all, end all, but they will put you ahead of 90% of coaches out there! That is something of which I am humbly confident.

When people hear me say “Next Generation of Coaching,” I get all kinds of weird looks.

Here is how I define what is Next Generation:

Coaching processes that involve the mind and body to help the person find their own internal truth, answers, and alignment in transforming their life.

So much of coaching is external information about what a coach or person being coached thinks they SHOULD do, which doesn't work 97% of the time.

Why?

Because transformation comes from within. It's when WE decide to act on a choice, and then to follow through and carry it out. When we give or receive external information or data, it doesn't automatically align with how a person's mind and body work, UNLESS that person is already in alignment.

This is why I say external information only works about 3% of the time. Information alone will never be the reason a person changes. If we truly understand the power of this concept we will stop spending all our time chasing information as coaches. Being a Next Generation coach is about having processes in place to help our clients find the right answers for them, and as leaders, coaches, or influencers, to continue to seek out ways in which to help people find their truths.

You will understand this idea a little better soon.

THE NEXT GENERATION PRINCIPLES OF CREATING TRANSFORMATION

Early on in my coaching career, I made a lot of rookie mistakes. I struggled making money and creating transformation and results in my clients' lives. Over the years, I began to dive deeper into the principles that were being taught to me. I would hear one mentor say, "You need to motivate people." The next one would say, "You need to inspire people."

Feeling confused about which philosophy to use, I asked, "Which one is correct? What's the difference in coaching techniques?" When the answers varied, all I was left with was information (that was hopefully correct!). This is how most coaches and trainers are taught. We memorize facts. We memorize information about what to do. Then we try, most often unsuccessfully, to get that person to memorize that same information and act on it.

Have you ever given someone the exact answers to their problems only to find out that they then went and did something completely different? I'm sure you have!

This is why in this book we will dig deeper into why we as human beings have a difficult time changing our behaviors from information alone. We will be talking mostly about the powerful principles that I call the transformational principles of contrast.

Transformation Is Contrast

Contrast is a great difference between two or more things, which is clear when you compare them.

Contrast is EVERYWHERE.

Isn't it crazy that our planet spins in a way that gives the earth equal night and day, consistently? If that wasn't true, we wouldn't be able to thrive like we do. How is thriving in our lives any different? We need contrast. We need light and darkness. We need up and down. We need left and right. Without one, there wouldn't be the other. We are not taught this, and it is causing harm in our lives.

Let me explain. Information is a drug. Our problem is that we don't realize it's a drug. So we keep taking it, hoping it will fix our problems and give us solutions, but more often than not, information overload just makes things worse.

When I was a kid and I had a question, I went and asked my parents for help, hoping that they would know the answer. If I was at school, I would ask my friend or the teacher. When I was younger we didn't have access to the internet. When we did, it wasn't the greatest resource for answering questions. We used books back in our day (as I'm sure I'll someday be saying to my grandchildren).

Today, we go on the internet to YouTube or Google to ask our questions. In less than a minute, you have millions of answers in front of you. So we scroll through the first page and look to see which piece of information sounds the best.

Why?

Because we've been taught this method in school. We've been taught to circle the answer that makes the most sense. There weren't multiple correct answers. Just one. That's how we've been trained. So that's what we continue to do, which is scary, because not all problems in life have only one solution.

Since when in life was there only one answer? I wish I only needed to know just one thing in order to be successful as a coach.

I met a first grade teacher at a concert and asked her how she likes teaching. She said that she loved teaching, just not the way the system tried to get her to teach. When I asked how come, she responded with "3 hours a day of math is too much and we hardly do any art or PE." She said that there is a fixed curriculum that they must follow, which sounds a lot worse than when I was in school!

We have a generation of kids growing up who now need to understand contrast and get out of a fixed mindset! Coaches, trainers, speakers, mentors, and leaders are needed now more than ever before! We have been programmed like robots to think inside the box, because if you circle outside of it the machine will mark it wrong on your scantron. Coaches are needed so much in this world!

The World Needs You.

As we seek for answers outside of ourselves we usually end up going to a so called "Guru" and asking them, "Hey, teach me how to be successful." We then receive a vague answer like, "work harder." Because that, from the perspective of the "Guru", is what they did to become successful. So the person seeking the answer listens and starts working harder. But there is a problem: they work at a dead-end phone sales job that will never fulfill their purpose or give them what they truly want, no matter how hard they work at it.

Then, on the other side, we hear the "Guru" say, "work smarter." So let's say a similar person, who also works as a salesman, then starts thinking he needs to start his own business outside of this company. But because he doesn't understand working harder, he doesn't do much with the idea because he simply doesn't know how to give it the effort or attention it needs.

Then another "Guru" comes along and says, "work smarter AND harder." Which can be great-- only if the correct interpretation of working smarter and harder is understood and applied in a way that gets results.

What does working harder really mean? What does working smarter really mean?

Working harder may mean something different to me than it does to someone else. When I say “work harder” to a coach in order to get more clients, for them that might just mean put in a few more minutes each day, but I interpret it as maximizing my time efficiently each day. Don’t let distractions that aren’t important get in the way and after dinner put in more work until the goal is accomplished.

So the client goes back to the “Guru” and says, “Guru, your stuff doesn’t work.” The “Guru” then gets mad and responds, “YES IT DOES! I DID IT!” Both people are then frustrated. Now, the “Guru” has the best intentions, just as you and I do. The problem is that we all operate 95% in our unconscious brain. Which means when we’re successful, we don’t always know exactly what we did to reach that success.

Our brains have been programmed to the blueprint of human evolution from the womb. We have all picked up habits and behaviors so slowly we never recognized, much less acknowledged, the steps we actually took.

So we give advice based on what we know from our own experiences and what is in our conscious minds (what we’re ACTUALLY aware of). But by believing there is only ONE way and not understanding the contrasts; we fail the people we are trying to help.

What you must internalize is...

YOU ARE ONLY AS POWERFUL AS YOU ARE AWARE.

YOU ARE ONLY AS HARMFUL AS YOU ARE BLIND.

As a coach and influencer, you have a very strong impact on people’s lives. Most coaches, leaders, and influencers are not aware of their blind spots. A great coach is aware of the ways in which they help people... but a truly amazing coach will be conscious and aware of the way they potentially harm them as well. A bad coach will never acknowledge that it is even possible for them to hurt their clients, which is a shame because they then go around coaching people in a potentially harmful way.

I remember telling a client that fat was bad for you in their diet! Yikes! I wish I could go back in time and fix that because I hurt them with my data. I was a blind man trying to teach a person where to walk on the path.

But as I've grown I've come to understand these principles: drop my pride as being the “Guru”, voice my own blind spots on any particular subject, and demonstrate contrast. I have now given that client a chance to fix that particular problem by giving them better information.

You WILL make the same mistake of passing on ignorance at some point. Face it, you’re human! But internalizing this one philosophy by itself will already put you ahead of so many coaches.

For example, I worked once with a personal trainer that was telling other trainers that in-person training is dead and that online training is the only way to go. Was that true? No. Absolutely not. But it was his experience. He hurt people with that information. Sure, you can get lots of clients online and make good money. But the clients that pay \$10k or more will never pay for that experience except in-person. This trainer was severely limiting his own potential—along with the potential of the other people he shared his information with.

Then I heard talk about only getting clients in-person, and never going online. Why not do both? Why eliminate one side of your potential revenue streams? I've literally helped coaches double their income through developing a strategy for meeting people in-person when their entire business was previously online. They were successful because they were willing to use that contrast between online and in-person. I was the target of people's biases and experiences early on in this field. That's why I was inspired to create "The 100k Coach's Journey. An event to help coaches really understand the coaching business. (More info at MyCoachingJourney.com)

I also worked with a girl years ago who had a bad experience with online dating. She told all her friends that online dating is full of cheaters. She said she will never do it again. She hurt people with her experience by sharing only one side of the contrast (online vs in-person dating). Funny enough, when she met someone online and began a relationship, she quickly changed her story about online dating.

Is it the defense that wins a championship? Not on its own. We need an offense; we need the capability to score. Is being able to make money going to solve all of our problems? No. We also need to know how to be a good steward and how to manage money when we receive it. You see, contrast is everywhere, and we must acknowledge and understand contrast in order to be a better coach.

As we increasingly become aware, acknowledge our blind spots, and understand contrast we become Next Generation Coaches and give so much value, power, and transformation to our clients!

Just as a doctor or a mechanic has the responsibility to first provide a proper diagnosis of symptoms before offering tools or a pathway to a solution (i.e. to fix an engine or assist in the healing process) the Next Generation Coach must develop the wisdom and ability to identify the different contrasts of transformation.

Not all perceived problems need "fixing," however all real problems can only be solved at the same level at which they were created. This level is often referred to as the root of the problem. We often focus on the flower and respond to that. But if we ONLY engage and converse at that surface level, and we do not dig deeper, we are not going to be able to create the transformation we could otherwise.

Again, the old coaching model is heavy on information and data. The new goal is to be able to understand and identify contrast. Building your awareness with the following principles

is key to becoming a powerful facilitator and a coach who is above and beyond other coaches: a TRUE Next Generation Coach.

It is important to understand is that there is an order to contrast. As we proceed with one, the other will develop. What would light mean if we didn't have darkness? What would up mean if there wasn't a down?

For example, we all want success, but we need to understand that failure comes before success. I've had some clients in the past want to quit at the first sign of failure. But failure is necessary! How many stories of famous people do we hear who have never had to overcome tough failures?

Tom Brady, one of the best quarterbacks of all-time experienced tons of failure before his success as a quarterback in the NFL. In high school, he didn't start as a QB until the underclassmen quit. There were 7 people ahead of him on the depth chart. When he finally started, he got his spot taken away his senior year and had to earn it back. He never made it to the playoffs in high school. Then, when he entered the draft after college, he was taken late in the sixth round and had to work hard to even make the team. But all those trials helped shape him into the player he is today.

We all need contrast to be successful, happy, fulfilled, and to experience joy on this earth, and it is your job as a coach to bring this understanding to your clients.

Yin vs Yang

The Feminine and the Masculine

Let's start with one of the most basic contrasts in our lives. If you're not studying all you can of this contrast you are missing out on so much that can help your clients.

Everybody possesses both Yin (Feminine) and Yang (Masculine) energies. Each of the energies serves us in our different tasks during the day. The man will typically maintain more masculine energy, as it drives him more in his pursuit of transformation. The woman will maintain more feminine energy as it nourishes more connection and fulfillment. But women also need masculine energy and traits, and men need the feminine.

The feminine craves connection, love, beauty, organization, and wants to be filled in the world.

The masculine expresses as competition, fighting, building, finishing, and wants to extend into the world.

Anytime there is an imbalance of these energies, or a shift within a person's dominant energy, they will struggle with transformation, happiness, and fulfillment.

We all need both sets of energies in various aspects and times of our life. It's sometimes funny to see how this works in our relationships: personally, professionally, and intimately. When I come home and the kitchen is dirty, I walk right past it, shove food down my throat, and go into my office to get working. My Queen (Maddy) will come home and refuse to work until the kitchen is organized and beautiful because that allows her to then focus on her work. If I personally skip my feminine energy and I never organize, structure, and clean things and am 100% masculine, then I miss out on important results in my personal life. If Maddy never does her amazing work that involves extending into the world, she will miss out on important results in her professional life.

The feminine is good at looking inward. The masculine looks outward. We must first look internally before anything externally changes in our world. If we don't love, connect, and create structure then we will never be able to go out to compete, build, and finish what we do.

Everyone Needs Strength of The Feminine and Masculine Energies.

The goal of the coach is to help the client recognize the contrast of feminine and masculine in themselves and then choose how they create themselves within their energies. The most successful people have strengthened both of those energies within themselves. (Hence why the name of my 2-day transformational experience is "Strengthen Your World".)

If you pay attention, you will see it all around you. People who are too far to one side or the other in this contrast will struggle, which is true of most of the contrast principles I'm sharing here.

THE NEXT GENERATION COACH ENCOURAGES THE STRENGTHS OF EACH ENERGY AND TEACHES CLIENTS THE POWER OF OWNING THEIR FULL ENERGIES.

Mind vs Body

Mindset and then Skillset

The mind is not power. It is potential power. It is only as powerful as the body allows it to be.

Sometimes successful people are aware of actions but not conscious of mindsets. If we as coaches have the ability to recognize both MINDSETS AND ACTIONS (Mind and Body) we are capable of limitless power. The goal is to unite the client's physiology and psychology together in alignment, creating a new happy, peaceful, fulfilled, and purposeful life. As we think (Mind) and feel (Body) in alignment we will be able to create success in our life.

Although the body is stronger than the mind, our psychology (Mind) is still vital to our success. It is our belief system, identity, thinking, knowledge, and individual stories that are part of our mind. No change in the body will come without first having a thought.

The Body Is Stronger Than the Mind

It is not all about mindset. If you were to look at our central nervous system, you could see that it looks very similar to a flower. It starts with a seed that forms a root that then grows above ground and sprouts. Our root in our body comes from our gut. We give no attention to the root of the flower. Only the beautiful color and shape we see on top, but without the root and extension of the stem the beautiful head would not exist. Our bodies and minds resemble that flower and root system. The brain could not fully function without the root of the body. That's why The Gut is referred to as the second brain.

We are taught the golden rule "treat others as you would like to be treated." So why is it when we are hungry, we suddenly forget this? We don't respond with the same nice greeting when our bodies are starving. When blood glucose is low it puts our body in panic of survival and then we respond with how we feel in that moment. This is where the idea of "hangry" comes from.

How could we say that mindset is everything when body language counts for more than 60% of communication? Because our emotions, hormones, and behaviors overrule our thoughts. Our physiology (the body) plays a very powerful role in our success.

The body will affect the mind, more than the mind affects the mind. Thinking or knowing something does not get results on its own. Actions and behavior patterns, on the other hand, get results. Clients can either know something about the problem, or do something about it. Every time you don't choose to take an action to support a belief, the belief then fades and vanishes. As the saying goes, "Actions Speak Louder Than Words."

THE NEXT GENERATION COACH IS AN EXPERT AT COMBINING THE MIND AND BODY.

Conscious vs Unconscious

Manual and then Automatic

I sit down often with people to talk about their businesses and what's holding them back. I'm always very skeptical of everything that they say, not because I think they're lying or being dishonest. I'm skeptical because 95% of our actions stem from the unconscious part of our brain, which means we do not always know what we are doing. These clients likely don't know their problem. They think they do. But the same brain that created the problem cannot fix it unless they first have awareness of the problem, and then the tools to fix it.

Because of this, we need to be conscious whenever we are gaining information.

It's an evolutionary trait to operate in your unconscious. Our conscious brain requires a lot of energy to use. To conserve energy and become more efficient we must operate in the unconscious part of our brain.

Think about driving somewhere. When we go somewhere for the first time we have to manually think about it and watch the road signs. As we do it time and time again it becomes automatic. I've even caught myself driving to one of my old properties (that I now rent) because I had done it so many times before.

Why?

Because I had an automatic response after being exposed to certain environments and reminders. How many of us do that on a day-to-day basis in our business, relationships, health? Do we operate from a place of confidence when we are speaking on stage or engaging with a client automatically or manually? We have been automated like a program on a computer, except for the fact that we are both the engineer and the computer.

We have to be mindful, conscious, and aware of everything that happens to us and our clients. As we practice and learn the right mindsets, information, and exercises, these things will be reinforced down into our unconscious minds.

When I started learning how to give off correct body language I looked awkward at times. Now my body language becomes automatic on stages when I present. One picture is worth a thousand words, and it takes about seven minutes to speak those thousand words. If

my body language hadn't improved, seven minutes of my presentation could be erased and overlooked by my audience because body language is that powerful.

This is completely unconscious to the audience as well. No one is sitting there and saying, "Oh yeah Travis just erased seven minutes of the things he taught." The unconscious brain is based upon *feeling*, not *thinking*, so in order to truly ingrain a positive automation in our subconscious we must use motion or emotion, connecting the body to the mind.

Create The World You Want. Don't Let It Create You.

The reason why it is so hard to change our unconscious automation is because we tend to remember negative experiences more than positive ones. The unconscious will hold onto negative emotions for a long time.

Experiences we've been through program our minds, and this is an evolutionary thing. We as humans are hard-wired to stay alive, so after we have experienced a bad situation we tend to internalize the pain faster because we *experienced a lot of emotion along with it*. And some people have gone through very traumatic experiences and unfortunately were never introduced to proper strategies of healing so they can get past those experiences to live a happy and fulfilled life.

I had a coach whose parents had gone bankrupt when they were young. This coach remembers a lot of crying, sadness, and pain associated with going bankrupt. Now as this person has aged, they have a hard-subconscious block about investing money into themselves and their business because of this EMOTIONAL experience of bankruptcy. But as they consciously choose to move differently in the world, and do ACTIONS that support the new beliefs they want, the new unconscious programming will grow stronger. Then they will be able to experience new stimuli that will upgrade the unconscious brain!

When we come up against that same experiential difficulty in our business, even though we logically recognize it as a block, we have a hard time *acting* on the information because we have an *emotion* that is deeply rooted into the subconscious

We must exercise NEW EMOTION and ACTION that supports the alternative path we want and we then start to create transformation in that part of our lives. That's why I force my coaches to do videos, actions, or other emotional processes and exercises to inscribe the new beliefs in their subconscious. Too many coaches teach through just the conscious, but they and their clients have to move and DO it, to experience it. Simply consciously choosing into something different doesn't ingrain it and can't create long-term transformation. A great coach will be able to find what's wrong in the subconscious and bring that to the conscious awareness so the subconscious can be re-trained.

**THE NEXT GENERATION COACH INFLUENCES PEOPLE TO BE THEIR OWN
CONSCIOUS CREATORS AND TRAIN A NEW SUBCONSCIOUS THAT BECOMES
AUTOMATICALLY CONGRUENT WITH HIGHER GOALS.**

Information vs Experiences

Certification and then Competency

When I was younger, I always heard from various family members, “we don’t have enough money” or “that’s not worth it.” Every time we went out or wanted to do something like play a sport we were always reminded how long it took and how hard it was to earn the money we spent.

When I grew up and went out into the world after that, I had a hard time understanding what the millionaires taught because the experience of not having money growing up had affected me so strongly. It was so frustrating to learn and know something valuable, but to feel stuck with an internal block that kept me from progressing.

I see the same thing happening in other people as well, except they aren’t aware enough to consciously see it. That’s why we as coaches are so valuable, because we help people see what they can’t see for themselves. That’s exactly what had to happen in my life. A coach had to get real with me and get me to recognize the blocks I carried so I could transform that part of me.

We are a product of the environment in which we grew up. Behaviors are passed from one generation to the next, and from behaviors come experiences. We become who we are through our experiences. We learn more through experiencing more things. As humans we have evolved to be feelers, not thinkers, and so experiencing new feelings is important to our growth.

Experiences Are The Ultimate Teacher of All Things.

That’s why I have called my 2-day Transformational Event “The Strengthen Your World Experience” because we grow and transform more through our body and experiences. No one changes based upon information alone. But the results are incredible when we go through higher levels of experiences especially in an environment pre-programmed to help you discover deeper into yourself. (More info at StrengthenYourWorld.com.) As coaches we need to give clients new experiences to consciously rewrite old behavioral patterns. When we combine learning (mind) with experiences (body) we will help create even greater transformation for them. We can read about swimming or we can jump in a pool and learn to swim. And once we have learned how to swim, seeing a world class swimmer gives us a chance to learn and experience things at a higher level. Being mentored and taught by various coaches allowed me to see that I could do what they were doing and internally it gave me permission to do the same.

That was one of my big problems when I started coaching. I had just gotten degrees and information-loaded certifications where they didn’t force me to experience anything. When I hired my own coach, I was finally able to break through patterns I didn’t see in my personal and professional life. I EXPERIENCED what being coached was like, and I could offer my clients so

much more because I now knew what I liked and disliked when being a client. More importantly, I knew I could offer what other coaches did because I had experienced it.

I know a lot of people that *know* a lot of things, but the problem is they haven't *experienced* much. It all comes back to the quote, "People don't care how much you know until they know how much you care." That's why I connect so well with coaches, trainers, and speakers who are trying to make their passions and what they know into actual businesses: because I have already experienced every trial they have or will go through in making it happen.

THE NEXT GENERATION COACH HELPS CLIENTS EXPERIENCE MORE AND LEARN THROUGH THOSE EXPERIENCES.

Opposition vs Strength

Anchor and then Engine

Imagine a boat trying to move forward in the water, but with a huge anchor dragging on the bottom of the lake. Is that boat going anywhere? Sure, eventually, just not very fast. Now imagine that the pilot keeps pouring on the gas and wondering why they're not moving fast. They would be upset, frustrated, and maybe even get to the point that they feel helpless, not to mention probably burning out the engine.

This is the same thing that happens in our lives. We get told what to do, and we keep cranking the engine, wondering why we are not moving forward as fast as we want. If we don't pull up the anchors, then we can't and won't move forward very fast. But to pull the anchors up, we need to be conscious and aware of them in the first place.

When a client is trying to move forward they can lack strength (engine power) or feel weak (anchor). So much of coaching is primarily focused on one or the other. You might specialize in trauma or PTSD, which is more about identifying the anchors, but if that's all you focus on then the person remains stuck. Even if the anchors are identified and raised, the client still needs the power to open the throttle, to push on the gas.

Heal The Child From The Scars Of The Past So They Can Be Person Of The Future.

On the other end you have the coach that just focuses on pushing the engine. If that doesn't work then they just put a bigger engine into the boat. These types of coach will usually drive a person into the ground... and then wonder why that person is done trying. Nobody can move quickly with that much weight holding them back.

Anchors aren't always past emotional and mental situations. Anchors can be a person's excuses about not having enough time because of their kids, or maybe they are wasting time on projects that don't help them move forward. As coaches we have to be willing and able to look at each person's specific situation to see what they need more of at any given point in time.

We must help clients become aware of the anchors they have in their life, from the past or the present, and help lift them. THEN we can teach them to ignite the engine with fuel to power them forward.

THE NEXT GENERATION COACH HELPS PEOPLE LET GO OF THE PAST, SEE THE FUTURE AND LIVE IN THE GIFTS OF THE PRESENT.

Motivation vs Inspiration

Push and Then Pull

When I was a young trainer I struggled getting clients to do the things I told them to do: go to the gym when they weren't with me, follow their nutrition plan, or show up to their sessions on time. (Or, in other words, getting them to do what they paid for.) I talked to my manager about the problems I was experiencing, and he said, "start motivating them more!"

So that's what I started to do.

It started working with about 60% of my clients. They would start putting in a little bit more work and begin to see results. 30% would make minimal changes from my push. And 10% would get irritated (and some actually pissed off) due to my passionate motivation.

I then learned a term called, "inspiration" and I thought, what's the difference?

Motivation Comes From The Outside. Inspiration Comes From The Inside.

I've come to learn that there is a huge difference! The reason I was upsetting people is because I was PUSHING people. Who likes to be pushed? The problem wasn't that they weren't motivated, because they were—but for the wrong reasons. They were motivated by fear. The fear of looking ugly at the beach. The fear of being the fat mom or dad. The fear of losing their spouse because they were not attractive. Motivation isn't fun and it doesn't last.

If the person isn't INSPIRED, then motivation doesn't help much. When we are inspired we are pulled towards our goals, and we don't need external motivation to push us. We push ourselves because we fear not living up to our potential.

The goal is to give your clients a push or motivate them to reach their goals. But more importantly you want them to be pulled or INSPIRED towards their goals. If you constantly just push your clients, you will get tired and feel like you always have to be pushing them to get results.

Inspiration comes from within and can always be created at any time from love.

Motivation is external and can only happen when a person fears an outcome.

The most successful people, who live a truly happy and fulfilled life, are inspired and PULLED by love. If they are inspired or pulled towards their goals then they will be constantly running forward, instead of waiting for external motivation to appear and push them.

THE NEXT GENERATION COACH INFLUENCES PEOPLE TO GET MOTIVATED SO THEY CAN ULTIMATELY BE INSPIRED.

Managing Vs Facilitating

Dependent and then Independent

Think of how you learned how to drive. Most of you watched your parents drive and how they did everything. Later, they assisted you in driving. If it was like my dad, he had to tell you every little thing to do or not do. That's kind of how coaching is. You are in the driver's seat. But eventually you need move into the passenger's side and let your clients take off.

When I first started as a trainer years ago I was hungry for information. While attending the University of Utah for my bachelor's degree, I would read every article I could get my hands on, and would study anything that was relevant to getting better in my field. I wanted to give people answers. I wanted them to seek after me for information. But early on I struggled getting great results with clients, and I felt like it was because I didn't know enough. So I continued to get more certifications and read more articles.

I remember one day I had a session with a client and we spent the whole time talking about nutrition science and how each nutrient breaks down in the body. But at the end she made a comment that rocked my world. "Travis, I don't really care about the science, I just need to know why I keep falling off."

I had spent the entire hour giving information she didn't want or need. The reality was she needed internal transformation. I was in the driver seat managing what I thought was the issue. But instead of handing her the "right" answers, I needed to help her find the answers that were right for her.

I realized over and over that my information was a waste of time, money, and energy. They were entirely dependent upon me with my information. So I began to seek out processes, techniques, and other ways to help my clients uncover the deep subconscious beliefs behind their behaviors. I started to learn how to facilitate transformation.

As I looked for and learned those processes, I began to help clients achieve results faster in all areas of their life, *because the same mechanism applies to all parts of life*. For example, someone wants to make more money and seeks for more information about how to do that. But if deep down inside they feel like they weren't meant for success or they have a belief that people with money are jerks? All the information in the world won't help because people will resist becoming something they see as bad or wrong.

These limiting beliefs have to be rooted out, and as they are, new mindsets can start to flourish.

Most coaching out there is done from the driver's seat, with someone showing or telling the client how to do things without helping them gain experience. Some coaches manage their clients' situations and how things should be approached, usually from the place of accessing information they have learned. When I was a personal trainer, I would even go so far as to set out their schedules of workouts, meal plans, and even their lives because I "knew" what was best. In a lot of typical coaching situations, the client gives up so much power by deferring to the coach's much larger base of knowledge. Don't let your clients do that and don't do that to your clients.

Give People The Dependency They Need So They Can Be Independent

Help get them on track. Help them find the answers themselves. In all of the transformation principles everyone needs facilitation as much as management to truly be successful. Where I failed my clients was not helping them find what was right for them specifically, whether it was a food, an exercise, or a game plan, or many other things.

Transformation is NOT one size fits all.

Managing is telling someone how to do it, giving instructions. It is about what YOU want for your client, even when it comes from a place of love and support. But external information given to someone doesn't stick unless it is converted to the subconscious through motion or emotions. Even you reading this right now probably won't stick as much compared to if we were in person.

Facilitation, on the other hand, involves having your clients ask questions of themselves and of you to figure out what they need. The goal is to find out what THEY want. You haven't been in their shoes, had their experiences or felt their emotions. Help them find the right answers for them. Proper facilitation encourages them to search and find their own truth. When clients find their own answers, it's much more powerful and inspiring and empowers them to take more effective actions.

THE NEXT GENERATION COACH BELIEVES IN HELPING PEOPLE FIND AND USE SOLUTIONS THAT WORK FOR THEM, SO THAT THEY CAN REACH THEIR FULL TRUTH AND LIGHT.

Enablement vs Empowerment

External Power, then Internal Power

Everything on this planet first needs external power before it can have internal power. A good example of this is solar panels. They first need energy from the sun to create the electricity that then flows to a solar powered house. And the sun itself needed to be first

powered by the start of the fusion reactions in its core in order to provide light and heat to the earth.

We need to receive and internalize external power in order to pass power on to the next person. It is so amazing seeing the domino effect of what your power can do in this world. I always remember to show appreciation for that power that was first given to me.

As a coach it is important to give your clients permission to succeed, but more importantly to get them to a place of empowerment. The more power we give back to the client the more likely they are to become successful. People are constantly looking for authorization and permission from others; empowering means they begin to give themselves that permission instead of waiting on someone else.

The frustrating thing that happens to us as humans is that we consciously know something to be true (kind of like we know we need to invest money into our business to be successful, or speakers knowing they need to do videos on social media), but we hold back every time. Why do we get stuck in not acting on that truth? We have not been enabled by someone to create it. This is where I was stuck. I needed external power. You do too and so do your clients.

Enablement From Others Will Lead To Empowerment From Within Yourself.

Every person needs external power and internal power on their journey. But we as coaches must know enablement first. I would have never started training without being enabled by Jon, who was my first coach and manager. I would have never gone out on my own to create my business without being enabled by being around other coaches who were doing the same thing. I would have never been empowered to do my own seminars unless I was enabled by my coach, Christi Richards.

THE NEXT GENERATION COACH SEES THE POWER THAT PEOPLE HAVE IN THEM AND UNLEASHES IT. AND THEN THEY GIVE THE GLORY AND POWER TO THEIR CLIENTS TO MOVE FORWARD AND BE SUCCESSFUL!

Progression vs Perfection

Movement and then Solid

I tried out stand-up comedy, and a lot of people asked me, “why in the hell are you doing that, Travis? Are you wanting to change careers?”

No. I love what I do. I did it because I don't want PERFECTIONISM to stop me from having new experiences. I have watched perfectionism try to destroy my life. I've been consumed by wanting perfection. Your clients get stuck in perfection. Everyone has been struck by perfectionism at some point.

I've been in the coaching industry for over sixteen years now. Any time you're any type of leader, coach, trainer, manager etc. you're going to get people throwing their opinions at you and their ideas of what a perfect coach, etc., is.

Things were really tough when I started as a personal trainer. They didn't have to be, but they were. I held myself to the standard of PERFECT so no one would point out my flaws. And if I couldn't do something perfectly I just wouldn't do it. Then, I wouldn't progress, which left me in a never-ending cycle. With that cycle of self-sabotage came less income, so I wasn't as happy, and I had less impact, so I also wasn't as fulfilled.

But eventually you get put in a position where you start answering to yourself a little bit more. You realize you're never going to please everyone or even anyone else, so you might as well walk in the direction that inspires you to move.

With this realization, I started progressing. I started putting down the masks and body suits I wore to protect myself and my ego.

But I wasn't instantly successful. Failure comes before success. (Transformation is contrast.)

We like to say things like, "you have to fail," and, "failure leads to success," which are both true. But we have been physically programmed to be perfect through the experiences we've had in schools or jobs our entire lives.

I Accept My Progression In This moment. This Step Is Perfect.

It's actually a survival mechanism. We feel like if we're not accepted by society we will be kicked out of our tribe and have to fend for ourselves for survival. Because we feel this need to be accepted, we also feel that our contributions must be perfect—giving them enough value that our tribe has no reason to kick us out (hoping they will kick out someone who isn't us, whose contributions were less perfect, instead).

But I've been around successful people long enough to know that they're not perfectionists. They are progressors. They run after that perfection by continuing to progress. The secret these people know is that there is *no such thing as completely perfect* in this life. But the more we work towards perfection through progressing we will excel in our journey.

The thing that holds us back is thinking we HAVE to be absolutely perfect, without flaws. As we focus on progress we focus on everything that is positive. Essentially, we are saying, "What did I do right? What can I do better next time? How did things get better from last time?" When we focus on only perfection we're looking at everything that is negative. We are asking, "why is it not right? What did I do wrong this time?" The only way to be perfect in any given moment is by progressing and continuing to get things done.

THE NEXT GENERATION COACH INSTILLS A BELIEF OF BEING PERFECT IN ANY GIVEN MOMENT, BY PROGRESSING AND GETTING THINGS DONE.

Follower vs Leader

Supporter and then Front-runner

When I first began training right out of high school, I used to follow the personal trainers around the gym like a lost puppy. They probably got annoyed at times, but I didn't care! I wanted to learn from the leader. One day Jon came over and asked me if I wanted a job at the gym. I was so stoked!

Fast forward seven months, when I was now responsible for leading the new trainers who came onboard to the gym. It was interesting to see a version of myself in these new trainers. They were worried about the shit that didn't matter. They were dismissing the stuff that did matter, and asking questions that I was asking at their first stage in training. I felt good being the leader instead of the follower.

Four years later, I found myself being the follower again on a new path... LIFE TRANSFORMATION COACHING.

I chose to go this direction because deep down inside I knew people couldn't change their bodies unless they changed their minds first. I was doing them a huge disservice by not giving them tools to help change their mindset. But I felt like I was re-learning everything again. My coaching coach even said to me what I used to say to the new trainers at the gym: I was worried about all the wrong things and dismissing all the stuff that did matter.

Eventually, I began to master the teachings and explore new ways of executing them, and for years now I have been helping other coaches, consultants, and personal trainers take these principles and apply them to their niches and create a big Impact and income. And after being in the coaching industry for more than sixteen years I've learned a very powerful contrast:

We cannot lead until we learn to follow. The best leaders are first the best followers. We need to know what following looks like in order to help other followers. We need to know what leading looks like in order to be a better leader. In many different aspects of my coaching life I struggled being a leader because I had never worked with one. I didn't have anyone to follow as they led the way and set an example.

The coach cannot be a great coach until he has had both a good and bad coach. (Again, we need the contrast).

Before starting my career, I was so stuck in being a follower. I had a hard time taking the lead, probably because I lacked having a good leader until Jon showed up and lead the way for me.

The Best Leaders Are The First The Best Followers.

But don't let people get stuck in following and working inside the box. I got stuck following my coaches and I had a hard time breaking away from what I had been taught. That's

one reason why I teach my coaches to never follow me 100%. I teach them to speak out of the box of ideas that society puts us in. I teach them how to seek deeper truth in the things I have taught them and act on their own inspiration.

We will always be leaders in certain aspects of our lives. We will always be followers in others. You better believe I follow the recipe in a cook book! I'm definitely not ready to create my own 5-course meal yet! But if we're not careful we tend to get stuck in being too much of a follower or too much of a leader. Understand you need both.

THE NEXT GENERATION COACH CREATES OTHER LEADERS AND INFLUENCERS BY LEARNING FROM THE LEADERS AND INFLUENCERS BEFORE THEM.

Happiness vs Fulfillment

Receiving and then Giving

You are reading this right now because you want to be happy. You want to receive something that will help you elevate your life. You want to receive principles that when applied will get you more wealth, more confidence, better relationships, and/or better health. And after you receive it, then you go out and get more of it.

You buy more clothes. You go on longer vacations. You dump the girl and go onto the next one. You try to get into better shape. But it's never enough...

Why?

Because you're not giving that strength back. You are literally a dam, blocking all the energy from flowing. That's why the economy slows down. People stop giving their strengths. They pull back and it affects the economy. And when a person does it in their life it affects what they receive because they stop giving.

Fulfillment is what fills us.

When we are progressing and getting stronger, we are happy. As we give our strengths, gifts and true self to the world, we become fulfilled. To receive more, we must give more. I've worked one-on-one with tons of coaches, trainers, and small businesses. They all have lofty goals of what they want to receive, which is great. But what if we focused on delivering more value and got better at doing so? That's my main message to coaches and influencers.

GIVE MORE VALUE AND YOU WILL GET MORE VALUE BACK.

One of the best things I've heard regarding this contrast is that poor people can't help poor people. They can be nice to them, but can't always help them. They must have money in order to give it.

Inspire your clients to give their gifts to the world. Most people have a lot of hidden strengths they didn't know they had. Keep finding ways to receive strength, because you can't give something that you never have. It is important to help clients understand that we must receive more in order to give more.

THE NEXT GENERATION COACH PROVIDES A BIG IMPACT AND BIG INCOME BY BOTH RECEIVING AND GIVING STRENGTH.

We could go on forever about contrasts, and here's a few examples that we aren't going to address in depth. You can find contrast everywhere in this world and understanding it makes you powerful.

- Success and Failure
- Up and Down
- Love and Hate
- Beginnings and Endings
- Stop and Go
- Strength and Weakness
- Individuals and Groups
- Joy and Grief
- Light and Dark
- Soft and Hard
- Etc etc.

Take the above principles and study them. Become infatuated with their depth and the countless ways they will come up for you and your clients. Understand the balance between them. Light would not be light if there was no darkness. At no point are any of these contrasts considered bad. The point is to understand the distinction between them, and to be aware of their role in transformation. At times we will lead more in certain principles and follow more in others. That is ok. You will get better on how to approach it through more experiences.

The choice and responsibility to help your clients with contrast is within you, as the coach and influencer. The ultimate question you MUST ask yourself at all times is, "Am I doing what is ultimately morally and ethically right for this person?" If we realize that our answer is "no", we must come forward and take responsibility for our biases and the things we have said. I believe life will give back what we give to it. Give your heart. Give your love.

If you have any questions or would like to schedule FREE strategy session to see what it looks like to work with me. I love working with trainers and coaches who have big goals in this world. Please reach out. I can be reached at coachbrady01@gmail.com

Let's talk and connect!

Lastly,

Be wonderous in your mindset and see yourself as the person that is putting a footprint in the world. You have so many creative ideas that will create an amazing impact. Be who you truly want to be.

Be Inspired.

Continually do the work that is needed to create the world you want. Be persistent. Do the actions that are needed to be done.

Be Strong.

You have a HUGE advantage over every influencer when you understand these principles. Share and give this knowledge to others so they can also bless their lives with happiness and fulfillment.

As often said, *“With great power, comes great responsibility.”* Be a power for good. Be a symbol of truth. Believe in transformation. You will transform more lives in one year by exercising and using these principles than most people will their entire lives.

The World Needs You.



YOU ARE A NEXT GENERATION COACH

Be Inspired. (Mind) Be Strong. (Body)

THE WORLD NEEDS YOU.

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