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Within the coaching partnership, we use **'3-C Living'** to identify what is holding us back so we can engage new tools to achieve breakthrough. This unique approach empowers the client to identify their strengths while developing new skills to reach new potential.

## Clarity

When clarity is increased, we have a new self-awareness for where we are in our journey (situational awareness) . . . this in turn helps us identify where we want to go. Increasing clarity in the coaching relationship is developed in the following areas:

- **Potential** - Identifying what holds us back and developing tools to resolve past roadblocks into new ways of thinking and responding.
- **Identity** - Understanding our inner dialogue and establishing new self-talk to offer our personal best.
- **Strengths** - Assessing personal strengths and developing new methods to respond better.
- **Focus** – Learning how to align our strengths with your role in the relationship and creating a roadmap for how to get there.

## Confidence

Once individuals are experiencing all the facets and benefits of personal clarity, building confidence becomes a synergistic response. Building confidence in the coaching relationship focuses on:

- **Practice** – Developing new patterns in Personal Self-Talk through consistent practice.
- **Integration** – Learning how to integrate new knowledge to achieve personal goals.
- **Purpose** – Recognizing the importance of daily intentionality to shift paradigms and grow potential.
- **Response** – Being prepared to respond to people, circumstances and situations in new and more effective manners.

## Courage

As the individual is equipped with a deeper sense of clarity and confidence, courage is ready to be engaged and the coaching relationship focuses on:

- **Application** – Identifying new goals with new-found knowledge to reach set goals and higher potential.
- **Risk-taking** – Understanding intelligent risk-taking in trying new methods.
- **Possibility** – Recognizing the process of on-going new possibilities for shifting and problem-solving.
- **Challenge** – Viewing challenges as opportunities for increased growth and refining the relationship.