

# Deep Coaching Scorecard

**Deep Coaching is an art not a science.** It's subjective. And you can build powerful coaching skills over time if you are willing to be honest and do some deep reflection.

## DEEP LISTENING

### DIRECTIONS

Give yourself a rating from 1-5 for each of the elements of Deep Coaching.

Then, give yourself a rating for where you'd like to be in 6 months.

#### Key Distinction:

Insight vs Information

*"The job of an extraordinary coach is not to answer their client's questions – it's to help them find more powerful questions to live into."*

– Rich Litvin

### 1. PRESENCE

		Now	In 6 months
I'm so present I can even sense a shift in their breathing.	= 5		
I'm checking email while they talk!	= 1		

### 2. SILENCE

Silence is one of my most powerful coaching tools. When needed, I say nothing.	= 5		
I talk far more than I listen. I have so much information to share that it bursts out of me.	= 1		

### 3. SAFETY

I create enough safety and love to get to the heart of what they really need.	= 5		
I jump in so fast that I coach them around what they want—not what they really need.	= 1		

### 4. CURIOSITY

I'm curious and I ask "interested" questions. ("Tell me more about that...")	= 5		
I ask "interesting" questions. ("Here's what I think ... How about you?")	= 1		

### 5. PROVOCATION

I use provocative and "obvious" questions to listen for what's not said. I listen for the question behind the question.	= 5		
I rarely ask powerful questions, as I'm too busy sharing my ideas.	= 1		

### DEEP LISTENING SCORE

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*Rich*  
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# ELICITING

## DIRECTIONS

Give yourself a rating from 1-5 for each of the elements of Deep Coaching.

Then, give yourself a rating for where you'd like to be in 6 months.

### KEY DISTINCTION:

Perspective vs Instruction

*"Success doesn't solve your problems. It just creates higher level problems."*

— Rich Litvin

### 1. THE DREAM & THE FEAR

		Now	In 6 months
I draw out their secret desires and their deepest fears.	= 5		
I never find out what they really want—or what scares them.	= 1		

### 2. THEIR GIFTS

I draw out their gifts, their hidden gifts and the dark side of their gifts.	= 5		
I rarely notice anything special about them. If I see one of their gifts, I don't pay attention to its dark side.	= 1		

### 3. THINKING ABOUT THEIR THINKING

I am curious about how they think—and where their motivation and their energy come from.	= 5		
I tell more than ask. I am rarely curious about what they think, let alone how they think.	= 1		

### 4. CONTEXT vs CONTENT

I listen to the content of their stories and then I draw out the real context of the situation.	= 5		
I get immersed in their stories.	= 1		

### 5. DISTINCTIONS

I help them develop new distinctions for creating their world.	= 5		
I help them get better at reacting to everything that happens "to" them.	= 1		

### ELICITING SCORE

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# 10X

## DIRECTIONS

Give yourself a rating from 1-5 for each of the elements of Deep Coaching.

Then, give yourself a rating for where you'd like to be in 6 months.

### KEY DISTINCTION:

Greatness vs Probability

*"Help your clients dream bigger than they've ever dreamed. And take tinier steps than they've ever taken."*

— Rich Litvin

### 1. IMPOSSIBLE GOALS

		Now	In 6 months
I expand their thinking. I help them dream big and create the impossible.	= 5		
I focus only on what seems probable, possible or achievable.	= 1		

### 2. CHALLENGE

I challenge and stretch them to the edges of their comfort zone (or beyond).	= 5		
I want them to like me and feel comfortable, so I rarely challenge them.	= 1		

### 3. GOING BEYOND

I bring up the uncomfortable topics that will really help them grow.	= 5		
I never go beyond where they want to go.	= 1		

### 4. RECOVERY

I help them slow down to speed up. I help them balance challenge with recovery.	= 5		
I push them hard—constantly. I believe in "No pain, no gain."	= 1		

### 5. FUN

I use humor and fun. I create experiments and games. I'm willing to make mistakes and to look silly!	= 5		
Having fun would feel unprofessional and I'd rather look good than make a mistake.	= 1		

### 10X SCORE

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# LEADERSHIP

## DIRECTIONS

Give yourself a rating from 1-5 for each of the elements of Deep Coaching.

Then, give yourself a rating for where you'd like to be in 6 months.

### KEY DISTINCTION:

In Charge vs In Control

*"Hide nothing.*

*Hold nothing back."*

— Rich Litvin

### 1. SERVE vs PLEASE

		Now	In 6 months
I want to serve them and I'm willing to lead, get uncomfortable, or ask the hard questions that are needed.	= 5		
I want to please them, so I'd rather follow their lead.	= 1		

### 2. TRUTH TELLING

I hide nothing and hold nothing back. I speak my truth and I draw out theirs.	= 5		
I stop when things feel uncomfortable, so I rarely uncover what's really going on, or what I really think.	= 1		

### 3. "I BELIEVE IN YOU"

I champion them—by celebrating their successes and their failures!	= 5		
I don't really believe in them, or that they'll ever create what they want.	= 1		

### 4. THE POWER OF VULNERABILITY

I don't need to look good. I share my biases, my limits, my weaknesses and my struggles.	= 5		
I want to look good. I rarely open up about my own biases, limits, weaknesses or struggles.	= 1		

### 5. A 200% RELATIONSHIP

I show up 100% and I require they show up 100%, too. I take full responsibility for how I am heard, not just what I say.	= 5		
I often judge them or blame them for not showing up fully.	= 1		

### LEADERSHIP SCORE

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# STRATEGY

## DIRECTIONS

Give yourself a rating from 1-5 for each of the elements of Deep Coaching.

Then, give yourself a rating for where you'd like to be in 6 months.

**KEY DISTINCTION:**  
Effective vs Efficient

*"If you're the most interesting person in the room, you're in the wrong room."*

— Rich Litvin

### 1. STRATEGY vs TACTICS

		Now	In 6 months
I help them develop a personalized strategy that includes rituals and habits. I help them develop a plan of action.	= 5		
I teach them the latest productivity tips, so they can add even more to their to-do list.	= 1		

### 2. ENVIRONMENT vs WILLPOWER

I help them see the hidden rules of their environment. I design environments to support their growth.	= 5		
I don't pay attention to their environment. I try to build their willpower instead.	= 1		

### 3. FRONT-LOADING

I help them put more effort at the start so they need less self-discipline to maintain momentum.	= 5		
I don't help them plan for the future, so they are constantly struggling to maintain momentum.	= 1		

### 4. LEARNING

I recommend other experts, books, tools and assessments to help them keep learning and growing.	= 5		
I rarely spend time learning myself, so I have nothing to recommend.	= 1		

### 5. LESS BUT BETTER

I help them determine what matters most, then make the execution of those things almost effortless.	= 5		
I help them work harder and harder to accomplish everything on their To Do list.	= 1		

### STRATEGY SCORE

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