



## **Life Coaching Services with Dan Johnson, Certified NeuroTransformational Coach**

"Hell is knowing who you are and failing to experience it."

-- Neale Donald Walsch

Life coaching is designed to assist individuals create and sustain a desired change in their lives such a new career, renewed enthusiasm for a current profession; more joy and fulfillment living an inspired life with a strong sense of purpose; better relationships with others; or feeling more alive, joyous, and connected to their spirit. Life coaching facilitates measurable and sustained progress toward desired personal goals or results. Simply stated, life coaching helps clients feel more fulfilled as they live life *on purpose*.

Specific services are tailored to the needs of each client. Depending on client need, those services may include:

- Assessment:** A variety of assessments are available to the client, including assessments on values, interests, career preferences, communication styles, time management, work expectations, team dimensions, and interpersonal interaction styles. In addition, 360-degree feedback assessments are available to engage feedback from a client's boss, colleagues, and direct reports.
- Coaching:** Coaching sessions are focused on the client's goals and needs. These sessions typically take place over the phone and scheduled for 30 minutes each. Sessions are scheduled approximately every 7-10 days.
- Fieldwork:** Between coaching sessions, the client is asked to undertake one or more fieldwork assignments. These assignments are co-created by the coach and client to help the client make progress toward his or her goal. Specific plans, such as the Life Blueprint™, may be followed to create desired and sustained change.
- Life Blueprint™ Guidebook & Online Workbook:** The Life Blueprint™ Guidebook & online workbook guide the client through a sequential, step-by-step process of unfolding, recognizing, and living their desired career and/or life goals. When combined with Life Blueprint™ coaching, these tools greatly accelerate a client's progress toward desired career and/or life goals.

*"You are amazing, Dan. Thank you, thank you, thank you for planting seeds that continue to grow, and for helping me unlock more gift so I can see myself the way you saw me."*

- J. Bradley, Financial Services Executive

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# Life Coaching: Frequently Asked Questions

## Why life coaching?

Simply stated, life coaching helps individuals live their life *on purpose*. The coaching process helps clients accelerate a desired change in their lives and maintain this new way of living and being. Life coaching addresses the whole person, with an emphasis on producing action and uncovering learning that leads to more fulfillment, more balance, and more joy in living life.

## What are some of the benefits of life coaching?

Career and life coaching facilitate the following outcomes:

- ❑ Accelerated achievement of desired change(s) in your life such as a career change or better or more fulfilling relationships with others.
- ❑ A strong sense of balance, fulfillment, and well-being.
- ❑ The experience of living your life purpose.
- ❑ Improved interpersonal relationships with others at work and at home.
- ❑ A strong connection and spiritual fulfillment.

## Who works with a life coach?

People work with a career and life coach for a variety of reasons. Some are people who:

- ❑ are in the midst of transition such as divorce, separation, or loss of a job;
- ❑ desire a job or career change;
- ❑ feel stuck, overwhelmed, or burned out in their personal or professional life;
- ❑ identify with "my job sucks the life out of me;"
- ❑ feel they have lost their soul to the company they are working for and are not sure they are getting anything in return;
- ❑ desire to be more authentic and fully express themselves;
- ❑ want to strengthen their self-esteem;
- ❑ want clarity about something that is "missing" from their lives, even though they may be satisfied with their health, career, and family life;
- ❑ want to explore and experience their own sense of spirituality;
- ❑ want to develop and trust their own intuition;
- ❑ want to improve their relationships with others;
- ❑ want clarity as they stand at a crossroads in their personal or professional life.

## What makes Dan Johnson's approach stand out from other coaches?

Dan's unique approach combines accredited coach training, professional experience in guiding others through life transitions, concrete techniques to work with fear and limiting beliefs, and intuition. He is also the only authorized Life Blueprint™ facilitator in Indiana. Dan has worked in the corporate environment for 18 years and knows what it's like to be in a period of transition when you still have to "pay the bills" and not hide from life. And the feedback from Dan's clients indicates he is very good at what he does! In short, Dan's approach is powerful and effective.

Dan's coaching approach incorporates many aspects, including:

- ❑ accredited coach training;
- ❑ graduate training in relationship and Life BluePrint™ coaching;
- ❑ the ability to guide a client through the necessary inner work (fears, limiting beliefs) and outer work (goal-setting, accountability) so the client can make concrete, observable changes in his or her life;
- ❑ experience and training as a career development professional in the corporate world;
- ❑ active use and acknowledgment of intuition;
- ❑ universal principles such as the law of attraction, law of vibration, law of change, and the law of rhythm;
- ❑ leadership experience from inside and outside of corporate America;
- ❑ insight gleaned from working with people in cultures from 73 countries worldwide;
- ❑ a focus on specific, measurable outcomes for coaching clients.

### **How often do I meet with a coach?**

Most clients elect to meet weekly for 30 minutes with a coach over the phone, in person, or via Skype. Some elect to meet three times per month at 40 minutes per session.

In some circumstances, clients elect a daily laser coaching approach in addition to weekly coaching. This daily laser approach is scheduled during the first two or three weeks of the coaching period. Laser sessions usually last 15 minutes each day during the week. Daily laser sessions are especially helpful to clients who feel they have no energy to make a desired change (such as making a job change while working in a toxic work environment that sucks the life out of them, or experiencing deep transition periods such as the dark night of the soul).

### **Why is most coaching done over the phone or Skype rather than in person?**

When I began my first formal coach training session, I learned most coaching was done over the phone. I must admit I doubted how effective coaching can be by the phone but gave it a try. After my very first coaching session, I learned very quickly why coaching over the phone is often more effective than in-person. Here are some of the reasons why:

- ❑ There is less distraction when working on the phone. It enables coach and client to focus more closely on the issues at hand and not be distracted by peripherals such as what each other is wearing
- ❑ Many people feel safer to reveal themselves over the phone rather than in person. A skillful coach knows how to create an atmosphere that enables the client to feel safe with the coach more quickly than in person.
- ❑ Minimizes the cost of the coaching. When coaching by phone, you are paying for the coach's time working with you and not having to pay for the coach's travel time to and from a meeting place.
- ❑ It's more convenient. You can call your coach from anywhere in the world – and you don't have to worry about traffic or finding a parking space!
- ❑ It saves time. You (and the coach) do not need to factor in travel time each week for the coaching session.
- ❑ It heightens the use of intuition for both the coach and client. During any coaching session, intuitive "hits" come to the coach and the client. When working over the phone, it's easier to hear and pay attention to those intuitive hits. Both coach and client are also listening with more than just their ears – they are listening to their heart, their body, and their spirit.

### **How long does the formal coaching relationship last?**

Coaching engagements typically last a minimum of three to six months. Sustained change does not take place overnight, and even the most willing clients experience resistance to the very changes they want to make, usually mid-way during the first three months. For this reason, a three-month initial commitment is required so the client keeps momentum going, pulls through the resistance period, and makes progress once again.

Some clients choose to stay with the coaching process beyond this initial commitment. After the initial three months, the coaching agreement proceeds on a month-to-month basis.

### **How much does coaching cost?**

A coaching strategy and schedule are co-created with the client to meet his or her specific needs. Clients often choose to have coaching sessions on a weekly basis. In some circumstances, clients elect to have daily "laser" coaching sessions during the first two or three weeks – especially if they are experiencing extreme discomfort such as during "dark night of the soul" periods or when working in a toxic work environment that seems to suck the life energy out of them. Typical life coaching packages begin at \$1500 for twelve weekly 30-minute sessions (or nine 40-minute sessions) and include an initial assessment and email support from the coach throughout the three-month period. Fees for single, "ad-hoc" sessions are \$300 per hour session and do not include assessment or email support from the coach.

### **What payment options are available?**

Clients are offered a variety of payment options so they can select the option that best suits their present circumstances and comfort level. Clients can pay monthly by check, VISA, MasterCard, and American Express. A discount may be offered to clients who pay the entire fee for the three-month commitment in advance.

### **What do I do next? How do I know if coaching is for me?**

Contact Dan immediately for a free information session. You'll get a sense of what is possible by working together.

For more information on career and life coaching services, contact:

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## Career Assessments Available to Clients

In addition to assessments on career interests and values, here are other assessments available to career coaching clients:

**Myers-Briggs Career Report:** Helps you identify job families and occupations that may be a good fit for you. It also explores preferred work tasks and work environments as well as most popular and least popular occupations for your MBTI type, and offers strategies for improving job satisfaction. A perfect companion to the book [Do What You Are](#). [Sample Report](#)

**Work Expectations:** Work expectations are those things people consider likely to happen in their job situation, either now or in the future. Whether spoken or unspoken, met or unmet, expectations have a powerful impact on our thoughts, feelings, and behaviors, and play a key role in driving our attitudes. Research shows that people who have clearly defined, well-communicated expectations find more satisfaction and success in their work than people whose expectations go unspoken or unrealized. And companies that employ satisfied, successful people reap the rewards of increased productivity and reduced turnover. [Sample Report](#)

**DISC® Classic 2.0:** The foundation of personal and professional success lies in understanding yourself, understanding others, and realizing the impact of personal behavior on others. For nearly thirty years, the DiSC® Classic has unlocked the door to productive communication and relationships for over 30 million people through its DiSC® Dimensions of Behavior learning approach. [Sample Report](#)

**DiSC® PPSS:** This profile will give you in-depth information on the respondent. It covers the following topics: Behavioral highlights and overview, motivating factors, preferred environment, tends to avoid, strategies for increased effectiveness, demotivating factors and behavior in conflict. [Sample Report](#)

**Team Dimensions Profile:** The Team Dimensions Profile helps individuals work from their strengths by identifying their most natural team role, while giving them added appreciation for the contributions of others. [Sample Report](#)

**Time Mastery Profile:** The Time Mastery Profile® helps individuals set priorities and manage time more effectively by evaluating their effectiveness in 12 critical areas. - This complete self-assessment tool looks at individual effectiveness in twelve critical areas. It also includes a built-in workbook that guides individuals in developing customized strategies for improving their productivity. [Sample Report](#)

**Personal Listening Profile:** Good communication is one of the most valued skills in the workplace. And effective listening is crucial to communicating productively inside the organization and meeting the competitive challenges outside the organization. The Personal Listening Profile® helps people become active, purposeful listeners in a wide variety of situations for more productive communication. [Sample Report](#)



## Client Feedback & Testimonials for Dan Johnson, CEC, CGP

"I've made more progress in three months with you than in five years of therapy! Thank you so much for helping me reclaim my life and experience joy!" -- Director of Operations, Indianapolis

"Dan is very insightful and intuitive. He creates a safe and comfortable environment in which to explore any issues that come up. He is professional and has a wonderful, caring energy about him. Dan rocks!" -- Cindy Sanford, Sacramento, CA

"Dan has a wonderful, loving way about him. He's wonderful and professional." -- Janet Pickel, Elk Grove, CA

"I could not have selected a better coach. The benefits I received from coaching with Dan were support, clarity and accountability. I really needed to work with someone like Dan who could bring clarity, support and accountability to our relationship so that I could achieve more balance in my life. What stands out about Dan is that he was able to quickly create a supportive and inviting space for our coaching relationship. This was important in that I was able to feel totally at ease sharing my life with him. Dan guided me through my weekly challenges and offered me the necessary tools for creating more balance in my life. Coaching with Dan was a great experience!" -- Tamara M. Wiggins, Attorney, Oakland, CA

"It's a joy to be one Dan's clients. He compassionately and elegantly coached me through a very challenging time in my life. Dan's skill and intuition have helped me discover great resources within myself . . . From the darkest night of my soul to the most sparkling day, Dan challenges, supports, and encourages me. He celebrates my accomplishments with me and inspires me to do and BE the best I can -- and then some." -- S. Sanford, Entrepreneur

"Working with Dan is an energizing, enlightening and empowering experience. In our sessions I feel completely safe, truly listened to and supported. Dan allowed me the space to find clarity, focus, and to break through some deep issues that were holding me back from my dreams and goals. We got right to the heart of the matter in a very short time, and I now have the feeling that all things are possible. Thank you, Dan, from the bottom of my heart." -- F. Baker, Entrepreneur

"Dan is a very powerful coach. Dan helps you to realize how much of your power you are giving away to your fears. He then helps you to make peace with those fears and use them as a source of support. Sometimes it is challenging to let go of long held beliefs, even if they no longer serve you. Dan provides wonderful techniques that allow you to see your fears from a new perspective." -- D. Ford, Small Business Owner

"Dan is a masterful, skillful, and compassionate coach. He quickly gained and earned my trust and respect and supported me during my self-discovery process!!" -- Ricki Chapman, Career Counselor

For more information on coaching services, or a free goal-oriented discovery session, contact:

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**Certified NeuroTransformational Coach**  
**Performance Mastery**

Dan Johnson is President of Performance Mastery, a coaching and performance consulting firm located in Chicago, Illinois. Dan has been coaching individuals on leadership effectiveness, authenticity, self-empowerment, relationship, and life fulfillment issues for over 17 years. Among his clients have been leaders and individuals throughout North America, South America, Europe, and Asia.

Dan's success with coaching has been driven by his creative and intuitive approach to helping a variety of people achieve desired results. His experience has included roles as consultant, coach, trainer, and performance improvement professional in the U.S. and abroad. As a coach he has helped hundreds of leaders become more effective in their role, improve their own performance or the performance of their employees, reduce conflict and increase productivity among teams, renew their enthusiasm for their profession, increase profitability, and create environments where people can do their best work. His personal coaching work has helped clients be more effective on the job, live more authentically, access and trust their intuition, live more fulfilling lives, and attract (rather than struggle for) what they want to their lives. His work as both internal and external consultant has contributed to the success of WellPoint; OneAmerica Financial Partners; Chase Bank; United Healthcare; Indiana Farm Bureau Insurance Company; Eli Lilly & Company; Roche Diagnostics; AgReliant; Internal Revenue Service; State of Indiana Attorney General's Office; The Kroger Companies; American Legion Auxiliary; Indiana University; Butler University; and Philip-Morris.

Dan graduated Phi Beta Kappa with a B.S. from Purdue University in Financial Planning and an M.S. from Indiana University in Instructional Systems Technology. He is a Certified NeuroTransformational Coach through BEAbove Leadership and Certified Professional Coach through the Institute for Professional Empowerment Coaching. He has completed graduate coach training in Relationship and Organizational Systems as well as the Life BluePrint™ process. Dan is a third-year graduate of the Indianapolis Gestalt Institute and has served as president of several organizations including the Greater Indianapolis Chapter of the International Coach Federation, the Central Indiana chapter of the Association for Talent Development, and the Indianapolis chapter of the International Society for Performance Improvement (ISPI). An award-winning presenter, Dan has often a featured speaker at national and regional conferences.

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